



Ten tips to know whether the hotel you are staying in respects the environment

On its new dedicated website [ibis](http://ibis.com), Accor's economy hotel brand, demonstrates its global commitment to the environment. And gives the eco-friendly traveller good tips on how to choose a hotel. Ten points to keep in mind, from the reception desk to the bathroom.

[City, xx] February 2009 —ibis, Accor's economy hotel brand, announced today the launch of a website devoted to the environment, www.ibisenvironment.com, intended to give travellers useful information and to demonstrate ibis' total commitment to the environment. "Among the new ethical expectations shown by consumers, respect for the environment has become, in our industry, a prime selection factor," explains Helen Lalitte, Vice President ibis Global Marketing, "Travellers want the brand they select to prove its environmental commitment, and not just in ads or isolated examples". ibis has pioneered major environmental initiatives since 2004 and this new web site gathers all that information in one place for who asks the simple question: How can I tell if the hotel where I am staying respects the environment?

Ten points to look for:

1. The hotel displays an internationally recognized environmental certification, awarded by an independent organization, such as ISO 14001 certification,
2. The hotel takes measures to save energy, such as low-wattage light bulbs, especially compact fluorescents, which provide energy savings of 75-80% over incandescent bulbs,
3. When rooms are being cleaned, the hotel staff turns off electric appliances not in use and does not let them run,
4. Temperature is controlled by means of a thermostat reducing the heating or air-conditioning used. The use of black-out blinds guarantees darkness and improves thermal isolation as well,
5. Flow regulators are installed in the rooms on the faucets and showers, limiting the flow to six and twelve litres per minute respectively and the hotel regularly checks for leaks. These measures enabled ibis to save 1.4 litres of water per occupied room in 2007,

A thorough, user-friendly site

The new site deals, in English and French, with all aspects of the brand's environmental efforts. Its playful and user-friendly interface takes you in a few clicks to headings that describe the chain's global strategy and initiatives, plus examples of local initiatives proving its commitment locally. For more information, visit:

www.ibisenvironment.com



6. The hotel suggests that guests re-use their towels when staying several nights, reducing the amount of laundering required and therefore the amount of water used by the linen contractors,
7. The hotel collects or selectively sorts waste: paper, cardboard, glass, packaging, batteries, used kitchen oils, printer cartridges, toner, etc.,
8. Guests are provided with a way to turn in old batteries,
9. All employees receive special training on the hotel's environmental actions. All ibis employees are trained or will have been trained in accordance with the "ISO 14001" within 6 months of their arrival,
10. The hotel raises its guests and employees' awareness about the preservation of the environment, not only in the hotel's public areas but also in the guest rooms and services areas.

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ibis, the worldwide economy hotel brand of the Accor group, offers consistent quality accommodation and services in all its hotels, for the best local value: a well-designed and fully-equipped en-suite bedroom, major hotel services available 24/7 and a wide choice of on-site food and beverage options. The quality of the ibis standard has been recognised by the International Organization for Standardization certification ISO 9001 since 1997. ibis is also the world's first hotel chain to demonstrate its environmental commitment through securing the ISO 14001 certification, which has already been awarded to nearly one third of its hotels.

Established in 1974, ibis is the European leader and one of the first economy hotel chains in the world, with more than 90,000 rooms and 800 hotels in 40 countries including [XX] in [country].

For additional information, please visit www.ibishotel.com

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- Hotels, with the Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as Lenôtre;
- Services, with 30 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and loyalty, and expense management.



PRESS CONTACT
ibishotel.com/press

First name, name
Title
Tel: +xxx
E-mail: yy@accor.com

Stéphane Sabourin
Tel: +33(0)1 61 61 25 89
E-mail: stephane.sabourin@accor.com