



Press release

Warsaw, 28 November 2018.

Romania: Orbis & AccorHotels continue its dynamic development

ibis Bucharest Politehnica to open in 3Q 2020

Orbis Hotel Group, strategic partner of AccorHotels - world-leading travel & lifestyle group - in Eastern Europe continues its dynamic expansion in Romania by signing a management contract for ibis Politehnica Hotel in Bucharest with its partner and investor Novum Business Services SRL.

“ibis is the world leading economy brand that perfectly fits this location because it’s close - on the one hand, to the biggest student center in Romania and - on the other hand, to a vibrant business district in Bucharest. By joining the ibis network this property will perfectly stick to our investment ambitions.” - adds Adrian Gheorghe from Novum Business Services SRL.

ibis Bucharest Politehnica is expected to be open in 3Q 2020, offering 160 rooms, restaurant, bar, conference facilities as well as own parking on site.

The newly-built hotel will be located in the center-west part of the capital, identifying itself with the Orhideea area, the Basarab Passage and the surroundings of the Grozăvești metro stations, Petrache Poenaru and Politehnica, forming the future office center of Bucharest.

“With the opening of ibis Bucharest Politehnica we are further developing the existing AccorHotels portfolio, consisting of 11 properties currently in Romania, having a strong pipeline for the years to come in the capital, as well as in key regional cities across the country.” - said Frank Reul, Head of Development of Orbis & AccorHotels in Eastern Europe.

The hotel will be next to the largest Politehnica University in Romania (UPB), welcoming students from all around the country and the world for more than 200 years, organizing several international events connected with the field of the University. ibis Bucharest Politehnica will be just on the right hand side from the main entrance in the Campus from Splaiul Independentei.

ibis is AccorHotels’ economy brand, guaranteeing comfort and a quality service at the best price. The brand is constantly innovating in order to offer its guests greater modernity, comfort



and availability. In this way, it has created a concept of revolutionary bedding, the Sweet Bed™ by ibis, designer and welcoming common areas, a contemporary place to eat, and it nurtures a sense of service that motivates every employee. Ibis is globally recognized for its quality, reliability and commitment to the environment. Created in 1974, ibis is now the European leader in budget hotels, and the 4th largest worldwide in its category with more than 1,000 hotels and 145,000 rooms in 67 countries.

About Novum Business Services SRL:

Novum Invest Group is one of the most dynamic real estate developers in Bucharest, with 10 years of experience on the Romanian market, having completed several projects with 5 others in progress. Both the completed residential complexes - as well as those which are work in progress, are among the most modern projects of their kind in Bucharest.

Through this collaboration, Novum is expanding towards the hotel market segment of the hospitality industry, a growing and dynamic field.

About Orbis Hotel Group:

The Orbis Hotel Group is the largest network of hotels in Eastern Europe. Orbis comprises almost 130 hotels and is the sole licensor of all AccorHotels brands in 16 countries including Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia and Slovenia. It offers a total of almost 21,000 rooms. The hotels operate under the brand names Sofitel, Pullman, MGallery by Sofitel, Novotel, Mercure, ibis, ibis Styles and ibis budget. These brands, recognized throughout the world, provide a quality of service to various standards, ranging from luxury 5-star to budget 1-star hotels.

Orbis' strategic partner is  **ACCORHOTELS**

About AccorHotels:

[AccorHotels](#) is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,500 hotels, resorts and residences across 100 different countries.

With an unrivaled portfolio of internationally renowned [hotel brands](#) encompassing the entire range from luxury to economy, from upscale to lifestyle and midscale brands, AccorHotels has been providing savoir-faire and expertise for more than 50 years.

In addition to its core hospitality business, AccorHotels has successfully expanded its range of services, becoming the world leader in [luxury private residence](#) rental with more than 10,000 stunning properties around the world. The Group is also active in the fields of [concierge services](#), [co-working](#), [dining](#), [events management](#) and [digital solutions](#). Relying on its global team of more than 250,000 dedicated staff, AccorHotels is committed to fulfilling its primary mission: to make every guest Feel Welcome. Guests have access to one of the world's most attractive hotel loyalty programs - [Le Club AccorHotels](#).

AccorHotels plays an active role in its local communities and is committed to promoting sustainable development and solidarity through [PLANET 21 Acting Here](#), a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

From 2008, the [AccorHotels Solidarity Endowment Fund](#) has acted as a natural extension of the Group's activities and values, helping to combat the social and financial exclusion experienced by the most disadvantaged members of society.



SOFITEL

PULLMAN



NOVOTEL

Mercure

adagio

ibis

ibis
STYLES

ibis
budget