

Accor Hospitality: Ibis & Etap Hotels

Sanderson Associates were appointed by Accor Hospitality to provide highway advice associated with the construction of a new hotel and proposed extensions at a number of existing Hotels.

Accor, one of the world's leading hotel operators and market leaders in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, Ibis, All seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6, and its related activities, Thalassa sea & spa and Lenôtre - provide an extensive offer from luxury to budget.

Ibis is Accor's leading economy hotel brand. Since inaugurating its first hotel in 1974, Ibis has earned a worldwide reputation for excellent services at very competitive prices based upon an international standard offering all the major services of a modern hotel, for the best local market value.

In 2007, Ibis launched the biggest expansion plan in its history. Strengthening its leading position across the world and intensifying its growth in emerging markets, particularly in Asia and in Latin America, the Ibis network expands by about 70 hotels per year, totalling 10,000 rooms across all five continents.

In the UK, the Ibis standard guarantees to its customers:

- Locations in the vicinity of airports, train stations, business centres and tourist destinations
- Modern and well-designed en-suite bedrooms
- Reception 24/7
- On-site Bar & Restaurant
- Meal & Drinks Menu 24/7
- Breakfast 4am – 12noon
- High-speed Internet Access
- Worldwide Loyalty Rewards
- Simple, clear and consistently competitive rates

Sanderson Associates have recently worked on the following hotels for the Accor Group:

Etap Coventry

Ibis London Gatwick

Ibis London Greenwich

Etap London City Airport

Sanderson Associates have provided a wide range of services for Accor on these projects including:

- Transport Statement
- Travel Plan
- Car parking survey
- Accident analysis and accessibility studies

Etap Coventry

The proposals comprised of demolishing the existing 86 bedroom Formule 1 Hotel, which is currently fully operational and construct a 127 bedroom Etap Hotel on its current location. The Formule 1 Hotel shared the car park with the Ibis Hotel, which would remain unaltered by the development proposals. Planning approval was granted in December 2010.

Ibis London Gatwick

The proposed development comprised of constructing an extension to the existing Ibis hotel which would include ground floor and upper level expansion. The ground floor would include a reception, café, bar, office and communal areas. The upper floor levels would accommodate a total of 15 new bedrooms on each of the four floors, totalling an additional 60 new bed rooms



Ibis London Greenwich

The existing hotel has 82 guestrooms, 12 being at ground floor level and 35 on both first and second floors. The existing reception area is located in the middle of the building on Stockwell Street and the adjoining bar restaurant trading is Café Rouge which fronts the building onto Greenwich High Road.

Due to high demand, the hotel wished to expand the number of guest bedrooms by 38 rooms, whilst also increasing the number of car parking spaces. The proposed extension also contained rooms for those with Special Needs. Planning approval was granted in July 2011.

Etap London City Airport

The proposed development involved the construction of an extension to the existing hotel which would include ground floor and upper level expansion. The ground floor would include a reception, café, office and communal areas. The proposed development would accommodate a total of 22 new bedrooms on the ground floor and 60 new bedrooms over the 1st floor and 2nd floor, totalling 82 new bedrooms.