

Press Release
Jaipur, December 10, 2019

ibis Jaipur Civil Lines brings new zeal to the Pink City

It cannot get #MoreJaipur than this



Khamma Gani!

ibis, a vibrant and welcoming brand, has been evolving and enhancing its guest experience. On its journey to reinvent the brand's lifestyle hotel experience, ibis continues to fascinate guests with its trendy spaces, easy going dining, and spirited entertainment. Flexible and accommodating, ibis properties reflect the culture of their destination through design, food and friendly hospitality. Continuing its voyage, and staying true to the brand's global positioning, ibis Jaipur Civil Lines has reimaged itself through its unique design concept, dynamic interiors and dining for the new-age traveller.

Located in close proximity to the Jaipur railway station and Civil Lines metro station, ibis Jaipur Civil Lines features a vibrant and colourful lobby with traditional *Pichwai* artwork that connects to the ethnic charm of the Pink city. The lobby also showcases a visual abstract of the Jaipur city designed by renowned architect Vidyadhar Bhattacharya in 1727. Guests can use it as a map or even be creative and play a map game with their friends. For avid readers, there is cosy corner with an interesting collection of books from different genres and a web corner with high speed Wi-Fi to meet and the needs of business travellers.

“Jaipur has become one of India’s key markets for leisure, destination weddings and is an emerging commercial hub. With our commitment to deliver best-in-class services, we decided to refurbish our ibis property,” said Shwetank Singh, Vice President of Development & Asset Management, InterGlobe Hotels. “The completion of the project has far exceeded expectations of what we had envisioned which is in line with our ‘New Generation’ Design and we are excited about the new look and feel of the hotel. The culinary offerings along with the vibrant and colourful public area bring about a great amount of energy to the place and it fits in well with the Rajasthani art and architecture. I would like to congratulate the operations team and our projects team whose tireless efforts resulted in the completion of the project on and on budget whilst the hotel remained operational.”



The hotel boasts **22 new premium rooms**, which will appeal to family travellers, that feature three beds along with newly designed interiors with geo-contextual art. The guest lounge located on the seventh floor serves light snacks, tea, coffee and other beverages. The multi-cuisine restaurant Spice It offers both local and international delicacies like *Lal Maas*, *Gatta Curry*, *Papad Paneer Bhurji*, signature 'Spice It' burgers and more. For an evening wind down, the lobby bar features a selection of mocktails, cocktails and wines from different regions. In keeping with the brand's passion around live music, guests are also invited to bring their guitar and jam with friends or dance to the amazing music being played in the hotel.

"ibis hotels across the country give us ample opportunity to explore and innovate." said **Sylvain Laroche, Director of Operations for ibis & ibis Styles India**. *"Our ibis values and its various initiatives have helped us successfully enrich the customer experience for our guests. With the support of our partners InterGlobe Hotels, ibis has become one of the most sought-after hospitality brands in India."*

Appealing to millennial guests, the hotel has incorporated quirky auto and bike features parked in the porch that allow visitors to click cool pictures. Click those amazing selfies and share them on Instagram handle and guests may see themselves featured on the hotel's social media accounts. At ibis Jaipur Civil Lines, the hotel also provides an option to rent eco-friendly Green Bikes (battery-operated bikes) to explore the pink city on pedals. For adults as well as little guests the hotel has many recreational activities. The hotel features a well-equipped gym, rooftop swimming pool, foot massager, gaming room with a foosball table, carom and chessboards. For guests looking to enjoy outdoor sports, ibis Jaipur Civil Lines has a badminton court and cricket corner with bowling machine as well. Don't forget to pack sports shoes!

"It gives me immense pleasure to showcase this restyled ibis property in Jaipur. We look forward to welcoming our guests to this heritage city and to providing them with the brand's signature and highest level of service." said **Saumitra Chaturvedi, General Manager, ibis Jaipur Civil Lines**.

Enjoy a weekend getaway starting from INR 4199 plus taxes per night inclusive of breakfast and Wifi. For reservations, please call 0141- 4755000 or email h6529-re@accor.com

Note to Editors- High resolution images available here: <https://bit.ly/2NQ8LwF>

About ibis

ibis, a trailblazing brand since 1974, is open and welcoming to all. ibis hotels are social hubs, with on-trend interiors, relaxed bars, flexible dining spaces and a passion for new music. Travelers and locals encounter a vibrant lifestyle at ibis that is comfortable and lets guest feel at home. From a welcoming, mobile check-in experience to curated playlists and exclusive gigs with up-and-coming musicians, ibis makes travel easy, affordable and fun. With over 1,200 hotels and more than 154,000 rooms in 67 countries, ibis is recognized across the globe as the leading brand in the economy space. ibis is part of Accor, a world-leading augmented hospitality group offering unique experiences in 4,900 hotels and residences across 110 countries.

ibis.com | all.accor.com | accor.com

Media Contact

Amisha Gutgutia

Director – PR & Communications, Accor - India & South Asia

amisha.gutgutia@accor.com

M. +91 9899700171

Shreya Dutt

Account Director – Genesis BCW

Shreya.dutt@genesis-bcw.com

M. +91 9873657185