



NEWS RELEASE

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ISIC and Accor Group Launch Partnership

ISIC and Accor Group launch partnership with great value breakfast deals for international students at ibis, Etap Hotel, Hotel Formule1 and hotelF1 worldwide.

A new global partnership forged between the International Student Identity Card (ISIC) and Accor Group will benefit millions of students worldwide.

The first offer currently being rolled out, is a free breakfast for all ISIC cardholders staying at the group's ibis hotel chain. An alternative offer of a breakfast for just 1€ is also available at Accor's other budget chains - Etap Hotel, Hotel Formule 1 & hotelF1.

ISIC cardholders will be able to take advantage of the offer at more than 900 hotels in 30 countries, and reflects a strong strategic desire by hotel chains such as Accor to tap into the increasingly lucrative student market.

ISIC General Manager, Martijn van de Veen says "We are finding that more and more global brands like Accor are eager to align their products with the student market and ISIC provides the perfect platform to achieve this. As the only internationally accepted student identity card, we are delighted to be increasing the value and benefits available to our 4.5 million cardholders worldwide"

"We look forward to welcoming students in our hotels around the globe", said Frederic Josenhans, Senior Vice President Hotel Marketing, Accor. "Our economy and budget offers are focusing on reflecting the views and serving the needs of young people. We strongly believe that securing the loyalty of this clientele is of paramount importance for the future."

Through this partnership, ibis, Etap Hotel, Formule 1 and hotelF1 are strengthening their visibility within the student community. The breakfast offer will be promoted on the global ISIC.org website, which receives over 10,000 visitors a day, Accor Group websites as well as on local ISIC websites.

Finding the deal

Bookings and information are available online on:

- The ISIC global website www.isic.org
- Local ISIC websites such as www.isic.de, www.isic.fr and www.carteiradoestudante.com.br

Once identified as valid cardholder on the ISIC website, the student will be redirected to the hotels dedicated webpage with the special offer.

For hotels that are not bookable online, the offer is still available upon presenting an ISIC card at check-in. Information on the partnerships are available on:



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- www.ibishotel.com
- www.etaphotel.com
- www.hotelformule1.com
- www.hotelf1.com

4.5 million ISIC cardholders

The ISIC (International Student Identity Card) is the only internationally recognised proof of full-time student status. Endorsed by UNESCO, the EU and many other governments, universities, academic institutions and student organisations worldwide, the ISIC card is held by 4.5 million students across the globe who benefit from its wide portfolio of services and benefits.

For more information:

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