

Beat: Business

## **FRENCH ACCOR GROUP IBIS & NOVOTEL BRANDS TO OPEN IN IRAN**

### **FOR INTERNATIONAL BUSINESS TRAVELERS**

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**USPA NEWS** - French group AccorHotels announced recently that it will become the first international hotel group to operate in Iran, as the country opens up to the West following the deal on its nuclear program...

French group AccorHotels announced recently that it will become the first international hotel group to operate in Iran, as the country opens up to the West following the deal on its nuclear program. The hotels are scheduled to open for business on October 15, with a total of nearly 500 rooms. AccorHotels is the world's sixth-largest hotel group.

AccorHotels CEO Sebastien Bazin said in a statement 'There is an enormous potential for development of our brands in this country of nearly 80 million inhabitants whose economy is growing fast.' Accor is joining a growing list of international hotels that have expressed interest in the Iranian market or have already entered it.

We can notice other big groups quite active, such as the UAE-based Rotana, planning to open a number of hotels in Iran, Spain's Melia Hotels International as well as UAE-based Jumeirah Group, both preparing to invest in the Iranian market. Regarding French big groups, we can also notice in different fields, companies such as Total and Peugeot planning to travel to Iran later this month.

International hotel groups such as Intercontinental, Hyatt and Hilton, were operating in Iran before 1979 but operations came to a halt after the revolution. Iran is host to many cultural treasures largely unknown in the West, including glittering mosques, spectacular landscapes and 19 ancient ruins listed as Unesco World Heritage sites.

#### **Article online:**

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