

2 August 2017

**Action Hotels plc**  
**("Action Hotels" or "Action")**

**Action Hotels opens second hotel in Bahrain, ibis Styles Manama Diplomatic Area**

Action Hotels plc, the leading owner, developer and asset manager of branded three and four-star hotels in the Middle East and Australia, is delighted to announce the opening of its second hotel in Bahrain, ibis Styles Manama Diplomatic Area.

Located in the Bahraini capital's Diplomatic Area, the hotel comprises 95 rooms including 24 family suites, a restaurant, a meeting room and a gym. Offering easy access to Bahrain's International Airport and Bahrain's World Trade Centre, ibis Styles Manama Diplomatic Area is ideally located in a market where the demand for economy and midscale accommodation continues to grow. Bahrain received over ten million inbound tourists in 2016, with most visitors coming from the GCC<sup>1</sup>. Tourists are attracted to Bahrain for the weather, unique ambience, diving and water sports, local culture and the relaxed friendly atmosphere. Bahrain also enjoys a liberal social climate, good shopping and minimal travel restrictions.

This is Action's tenth collaboration with AccorHotels and the second ibis Styles-branded property in Action's portfolio. The hotel welcomed its first paying guests on 1<sup>st</sup> August 2017 and early business enquiries have been encouraging. Ibis Styles Manama Diplomatic Area brings Action Hotels' portfolio to 13 operational hotels and 2,276 rooms in six countries with the remaining pipeline set to take Actions' total portfolio past 3000 rooms.

Alain Debare, Chief Executive Officer of Action Hotels commented:

*"We are delighted to announce the opening of our thirteenth hotel, ibis Styles Manama Diplomatic Area, It is also a new milestone as this property opening marks our tenth partnership with AccorHotels. This new hotel is strategically complementary to the existing ibis Seef in Bahrain. Both hotels are operated under long term management agreements with AccorHotels and will benefit from commercial synergies and economies of scale."*

Ricardo Rofail, General Manager of the newly opened property commented:

*"Our doors are now officially open for business. We welcome both corporate and leisure guests from around the world seeking to experience quality accommodation at an affordable price in the heart of Bahrain's capital. Through its world-class amenities, modern-design and internationally renowned services, the ibis Styles Manama Diplomatic Area will undoubtedly work to bridge the gap in quality economy offerings in Bahrain."*

ENDS

**For more information, contact:**

Action Hotels PLC

Tel: +44 (0) 20 7907 9663

Alain Debare, Chief Executive Officer

Katie Shelton, Director of Corporate Affairs

---

<sup>1</sup> Source: Inbound Tourism Statistics 2016, Bahrain Tourism & Exhibitions Authority

**Zeus Capital plc (NOMAD & Broker)**

Dan Bate / Andrew Jones

Tel: +44 (0) 16 1831 1512

Victoria Ayton

Tel: +44 (0) 20 3829 5000

**Camarco (Press enquiries)**

Jennifer Renwick / Tom Huddart

Tel: +44 (0) 20 3757 4994

**Notes to Editors**

Action Hotels PLC

Action Hotels is a leading owner, developer and asset manager of branded three and four star hotels in the Middle East and Australia. Established in 2005, Action Hotels currently has 13 completed hotels with 2,276 rooms in aggregate across the Middle East and Australia, with further properties in development in both regions.

More information is available at <http://www.actionhotels.com/>