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Press release

Adagio Access and ibis Styles Open a Dual-Branded Hotel in Aix-en-Provence



Left: Adagio Access Aix-en-Provence



Right: ibis Styles Aix-en-Provence

Adagio, the European leader in aparthotels, announces the combined opening of a new Adagio Access and an ibis Styles hotel in Aix-en-Provence Université (13), near the historic city centre. This dual-branded hotel, operated by Adagio, brings together two complementary brands: Adagio Access and ibis Styles. Together, they offer an enhanced experience for both business and leisure travellers, combining flexibility, comfort, and an inspiring atmosphere. This opening marks the seventh project developed as part of the partnership established with Sergic in 2025.

A strategic location in one of the most attractive destinations in the South of France

Located at 1 Avenue Robert Schuman in Aix-en-Provence, Bouches-du-Rhône, less than a 20-minute walk from the historic city centre, this new residence enjoys a prime location in the heart of a dynamic academic and institutional environment.

Just steps from the university, the Schuman Law and Economics Library, and the Aix-Marseille Academy Rectorate, it perfectly meets the needs of students, academics, and professionals traveling for work or study. Residents also benefit from the immediate proximity of Parc Jourdan, one of the city's iconic public gardens.

The residence also boasts excellent accessibility. The SNCF train station and bus station are located less than 500 metres away, along with quick access to the A8 motorway, providing easy access to Marseille, Manosque, and the entire coastline. A 20-minute ride from the residence, regular shuttles serve Marseille-Provence airport and complement this mobility offer.

A dual-branded hotel

The property brings together **ibis Styles** (Accor) and **Adagio Access** (a joint venture between Pierre & Vacances Center Parcs and Accor) under one roof. The two brands share a number of facilities, including the reception area and communal spaces, as well as several hotel services, while maintaining their own distinct identities.

The accommodation options are divided between 88 ibis Styles rooms and 84 Adagio Access apartments, designed to meet a variety of needs, from family holidays and cultural getaways to business trips, temporary assignments, and extended stays.

This configuration provides a complementary accommodation option, bridging the gap between a hotel room and a fully equipped apartment. It combines the creative, playful, and stylish world of ibis Styles with Adagio's expertise in aparthotels, catering to diverse needs from short breaks to longer stays.

An offering designed to meet the needs of a diverse clientele

Thanks to its location in the Schuman district, near the historic centre, the new Adagio Access and ibis Styles Aix-en-Provence Université caters to students, teachers, and researchers, as well as business travellers and leisure travellers.

The 84 Adagio Access apartments, equipped with a kitchen, a workspace, Wi-Fi, and essential hotel services, offer a flexible solution for short, medium, and long stays. Complementing the 88 ibis Styles rooms, they cater to a variety of needs, from city breaks to extended business trips, combining independence, comfort, and convenience. The site also offers additional services including a meeting room with a capacity of 30 people, a bar, a laundry room, a gym, private parking, and bicycle storage.

A residence supporting a more sustainable future

This new Adagio Access embodies Adagio's CSR commitments.

- Energy efficiency: limiting temperatures in common areas, in accordance with government recommendations, and integrating energy-efficient equipment.
- Optimised water management: installation of water-saving showerheads and faucets.
- Waste reduction: elimination of single-use plastics.
- Sustainable mobility: excellent accessibility by public transport.

"This new Adagio Access in Aix-en-Provence, developed as a 'combo' hotel with ibis Styles, illustrates Adagio's ability to explore innovative, hybrid operating models in particularly strategic locations. Ideally situated near university campuses and the city centre, the hotel perfectly meets the needs of students as well as professionals on medium- or long-term stays."
Arthur Jaeger, Chief Development & Real Estate Officer

"At ibis Styles, every hotel tells its own story through bold design, playful details and a spirit of creative expression. This new address in Aix-en-Provence brings that design-forward approach to a dynamic university district, offering students, professionals, families and city-break travellers a stay that is comfortable, uplifting and full of personality. In partnership with Adagio Access, the project creates a flexible hospitality experience that responds to both short urban stays and longer visits."
James Wheatcroft, Global SVP Brand Management & Brand Experience - Midscale and Economy brands at Accor.

About Adagio

Adagio is the European leader in aparthotels. Created in France in 2007 as a joint venture between Accor and Pierre & Vacances Center Parcs, the brand now boasts more than **130** properties representing nearly **14,700** apartments, spread across **70** cities and 16 countries. It is the largest network of aparthotels in Europe.
Combining the flexibility of an apartment with the services of a hotel, Adagio aparthotels offer the ideal solution for medium and long stays, combining comfort, value for money, and quality of service for both business and leisure travellers.
Located in the heart of major urban areas, the Adagio brand is available in three complementary ranges: Adagio Original, in the heart of major cities; Adagio Access, in the centre of regional capitals or on their immediate outskirts; and Adagio Premium, luxury aparthotels.

About ibis Styles

ibis Styles combines reliability with a unique design-forward spirit. Each hotel design is inspired by a unique theme, bringing playful character and distinctive design to every stay. Guests can expect comfortable rooms, social shared spaces and a warm welcome that makes each visit feel uplifting and memorable. Couples, families, solo travellers and business guests are all welcomed warmly at more than 700 uniquely designed ibis Styles hotels across 55+ countries. ibis Styles is part of Accor, a world leading hospitality group counting over 5,800 properties throughout more than 110 countries, and a participating brand in ALL Accor, a booking platform and loyalty program providing access to a wide variety of rewards, services and experiences.

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