



Press Release

OCTOBER 15TH 2026

Accor to enter Finland with upcoming ibis Styles in the heart of Helsinki

Milestone conversion of historic Hotel Helka will further strengthen the Group's growing presence in Northern Europe and the Nordics

Helsinki, Finland – Accor, a world-leading hospitality group, today announced the signing of a franchise agreement to open **ibis Styles Helsinki Helka**, marking the Group's debut in Finland. The 157-room hotel is expected to open in late 2027, located in the heart of Helsinki's Kamppi district, a lively neighbourhood known for its blend of culture, design, retail and dining. ibis Styles Helsinki Helka will enjoy a prime location within walking distance of many of the city's key attractions.

The opening of the hotel will follow the conversion of Hotel Helka, a historic property dating back to 1928, when the YWCA of Finland launched a safe accommodation and community hub for young women moving to Helsinki for work and education. Still owned by the YWCA of Finland today, the building was designed by pioneering Finnish architect Wivi Lönn, the first woman in Finland to establish her own architectural practice. The building has provided continuous guest accommodation ever since and remains a prominent landmark in the Finnish capital. Today, Hotel Helka is renowned for its collection of Finnish design classics, including furniture by Alvar Aalto and Artek, and for its continued commitment to meaningful social impact. A portion of profits generated by the hotel supports the YWCA's work empowering women and girls both in Finland and internationally.

As part of the ibis Styles family, the hotel will join one of the world's leading design-led economy brands. Inspired by a unique story at every address, ibis Styles hotels blend creativity, individuality and locally inspired design with affordability and trusted ibis reliability to create memorable, comfortable stays. The brand currently operates more



than 700 hotels in over 60 countries, with more than 160 additional properties in development worldwide.

Upon opening, facilities at ibis Styles Helsinki Helka will include a breakfast restaurant, saunas for women and men, and convenient parking options, including on-site spaces and an adjacent underground garage. In addition, guests will have access to a neighbouring fitness centre.

The signing of ibis Styles Helsinki Helka further reinforces Accor's long-term growth trajectory across Northern Europe. In recent years, the Group has significantly expanded its regional footprint through the introduction of ibis Styles, Mercure, Mövenpick and TRIBE across several markets. The addition of Finland reflects Accor's continued commitment to strengthening its presence in the region and supporting local owners through globally recognised brands, powerful distribution channels and versatile partnership models.

Yannick Wagner, Deputy Chief Development Officer Europe & North Africa, Premium, Midscale and Economy brands at Accor, said: *This signing represents an important milestone for Accor as we enter Finland for the first time and continue to strengthen our presence in the Nordics. The region is increasingly attracting international hotel brands, as local owners recognise the value these can bring in unlocking guest demand and growth. Conversion-friendly brands such as ibis Styles and franchised models are proving particularly attractive across the region, allowing owners to retain their local identity and operations while benefitting from the strength and power of a global operator."*

Mikaela Pomrén, CEO of Hotellihtymä Oy and General Manager of Hotel Helka, added: *"Hotel Helka has always been deeply rooted in Helsinki and its community. Joining ibis Styles allows us to preserve the character, values and heritage that our guests know and appreciate, while benefiting from the visibility, expertise and international reach of a world's leading hospitality group. We look forward to welcoming guests to this exciting new chapter in the Finnish hotel's history."*

Once open, ibis Styles Helsinki Helka will participate in **ALL Accor**, Accor's award-winning booking platform and loyalty programme. Through ALL Accor, members enjoy

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access to a global network of hotels, preferential rates, exclusive experiences and a wide range of rewards across hospitality, dining, entertainment and lifestyle.

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ABOUT ACCOR

Accor is a world-leading hospitality group offering stays and experiences across more than 110 countries with over 5,800 hotels and resorts, 10,000 bars & restaurants, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as lifestyle, with Ennismore. ALL Accor, the booking platform and loyalty program embodies the Accor promise during and beyond the hotel stay and gives its members access to unique experiences. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Accor's mission is reflected in the Group's purpose: Pioneering the art of responsible hospitality, connecting cultures, with heartfelt care. Founded in 1967, Accor SA is headquartered in France. Included in the CAC 40 index, the Group is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit group.accor.com or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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