



## Etap Hotel facts sheet



Etap Hotel Cardiff, UK



Reception desk



Room for up to three people



Breakfast room and buffet



The brand website: [etaphotel.com](http://etaphotel.com)

### ● Etap Hotel worldwide:

- An Accor brand, Etap Hotel operates a network of 462 hotels with 41,000 rooms in 15 countries around the world.
- **Etap Hotel is the European leader in budget hotels with 404 hotels and 34,000 rooms in 10 countries:** Austria, Belgium, France, Germany, Luxembourg, the Netherlands, Poland, Spain, Switzerland and the United Kingdom.
- The same hotel product is marketed in the southern hemisphere under the Formule 1 brand, with a total of 58 hotels and 6,900 rooms in South Africa, Australia, Brazil, Indonesia and Japan.
- The target is to expand the network to more than 500 hotels and 45,000 rooms in approximately 20 countries.
- The clientele is comprised of 60% business and 40% leisure customers.

### ● With its attractively-priced, quality hotels, Etap Hotel offers the best low cost product in the industry:

- Highly affordable rates, beginning at €29 in Germany, £34 in the United Kingdom, and €39 in Spain and France.
- A comfortable room for one to three people that is equipped with a toilet and shower as well as a television that provides guests with access to a broad schedule of programs.
- WiFi Internet access.
- A food service offering comprising an all-you-can-eat breakfast buffet, with a varied, balanced selection of tasty products, and vending machines for snacks and beverages.

### ● The new Etap Hotel cocoon concept for the latest-generation rooms and public areas is deployed on new construction and renovation projects throughout the network.

- At the 2008 European Hotel Design Awards, the concept earned the Best Interior Design prize. In France, it was awarded a “2009 Janus du Commerce” for its commitment to better living.
- Well styled, cozy rooms and public areas that are brighter. Rooms also include new comfort features (a soft duvet, touch-sensitive reading lights and a spacious shower stall), as well as new functionalities (a de-compartmentalized living space, a TV equipped with a multimedia dock, a bigger luggage storage area, and a full-length mirror).
- By 2013, the entire network will have been renovated.

### ● The best rates are available exclusively at [etaphotel.com](http://etaphotel.com).

- Available year round, a 30-day early booking offer entitles guests who reserve their rooms 30 days in advance to reductions of up to 20%. Early bookings cannot be cancelled or changed
- Special seasonal offers and “great deals” are featured every month.