



Press Kit

Media contact

Name: _____

Phone: _____

E-mail: _____



Be smart, Stay smart.

etaphotel.com

Contents



Etap Hotel Sheffield, UK

Etap Hotel facts sheet

The European leader in budget hotels



New Etap Hotel room concept

The Etap Hotel cocoon: new concept, new design and new comfort

An all-you-can-eat breakfast buffet and snacks at any time



Public areas: Etap Hotel Luxembourg South

Services offered at Etap Hotel



etaphotel.com website

The best rates are at etaphotel.com

Sustainable development commitments



Etap Hotel Toulouse Airport, France

Milestones

Picture gallery



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

● Etap Hotel worldwide:

- An Accor brand, Etap Hotel operates a network of 480 hotels with 42,892 rooms in 15 countries around the world.
- **Etap Hotel is the European leader in budget hotels with 421 hotels and 35,723 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 59 hotels and 7,169 rooms in South Africa, Australia, Brazil, Indonesia and Japan.
- The target is to expand the network to more than 600 hotels and 60,000 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 €25 in Germany, £18 in the United Kingdom, and €39 in Spain and €35 in 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 2014, the entire network will have been renovated.

● The best rates are available exclusively at 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.

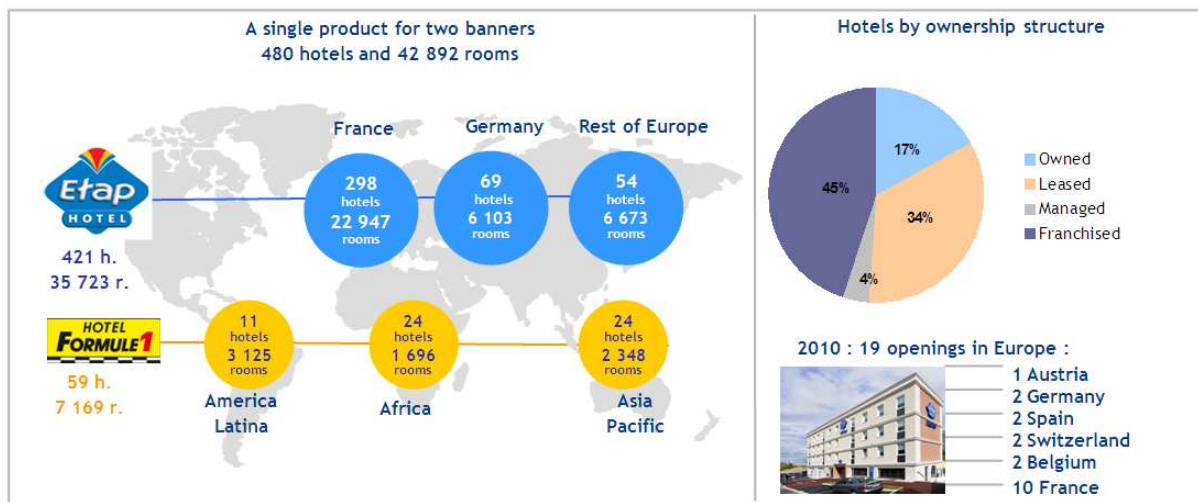
The European leader in budget hotels

● The network at year-end 2010

The network is comprised of 480 hotels with 42,892 rooms in 15 countries. The same hotel product is operated under two banners: Etap Hotel in Europe and Formule 1 in the southern hemisphere.

In Europe, Etap Hotel is the leader in the budget segment with 421 hotels and 35,723 rooms in 10 countries: Austria, Belgium, France, Germany, Luxembourg, the Netherlands, Poland, Spain, Switzerland and the United Kingdom.

In the southern hemisphere, Formule 1 has 59 hotels and 7,169 rooms in South Africa, Australia, Brazil, Indonesia and Japan.



● Openings

19 new hotels added to the brand portfolio in 2010. Etap Hotel is developing in downtown locations in European capitals and other major cities.



Etap Hotel Berlin Alexanderplatz, Germany

Focus sur les ouvertures phares en Europe :
Focus on key openings in Europe :

- Austria: Etap Hotel Wien Messe in Vienna, with 250 rooms.
- Germany: Etap Hotel Berlin Alexanderplatz, located in the city center, the brand's 7th hotel in Berlin and 69th in Germany.
- Switzerland: Etap Hotel Genève Petit Lancy, the brand's 7th hotel in Switzerland.
- Spain: Etap Hotel Malaga, with 125 rooms in the heart of Andalusia, the brand's 8th hotel in Spain.
- Belgium: Two new Etap Hotel openings - Brugge Centrum Station and Brussels South - for a total of 7 hotels in Belgium.

● Development objectives

The development strategy focuses on:

- Reinforcing the network in mature markets in Europe: France, Germany, Spain and the United Kingdom.
- Developing the network in new markets: Portugal, Morocco, India, and other Eastern European countries.
- Choosing highly visibly, easily accessible locations, along major roads, near airports and in large cities.
- Deploying the new Etap Hotel cocoon concept in new construction and renovation projects.

The Etap Hotel cocoon: new concept, new design and new comfort

In 2009, Etap Hotel introduced a new cozy, highly affordable concept for rooms and public areas, with the goal of providing customers with the best low cost product in the industry.

A new generation of modern style rooms



Triple room



Double room



Twin-bed headboard

The room is designed to provide flexibility, flow and well-being. The atmosphere is distinctly cozy, with soft, relaxing colors and a new, enhanced approach to light, space and materials.

Three types of room are now offered, depending on the hotel: the triple (1 double bed and 1 bunk bed), the double (1 double bed), and the twin (2 twin beds). All hotels also have handicapped-accessible rooms.

A unique experience in the budget hotel segment

● More light:

- Several light sources that help to create a pleasant, intimate, relaxing atmosphere.
- The LED crown molding that accentuates the room's contours at night.
- Individual reading lights at the head of the bed and a mirror light over the sink, both equipped with touch-sensitive controls.
- A showerhead fitted with an LED that diffuses light when the water is running and changes color depending on the temperature.

● Enhanced comfort:

- Beds equipped with duvets, and the upper bed with a soft fleece cover.
- A spacious, well-lit shower stall that opens onto the room while maintaining individual privacy.
- A green-and-white color scheme for the walls, accentuated by a wooden crown molding with built-in ambient lighting and (in twin and double rooms) an attractive painting on the wall.
- Parquet-style flooring, which is more pleasant and hygienic than carpeting.
- In some hotels, rooms that appear more spacious because of a lighted central "Totem" separating the bedroom and bathroom areas.

● New functionalities:

- WiFi Internet access in public areas and in rooms.
- A larger flat-screen TV to which guests can hook up their cameras or video game consoles.
- Under-bed storage space.
- A large, comfortable stool that is easy to move.
- An additional electrical outlet so that guests can plug in and recharge electronic equipment easily.
- A full-length mirror that also serves as a coat rack.

- **A room specially designed to help protect the environment.** Special attention has been paid to reducing water use (sink and shower flow regulators and water-saving toilet flush systems), optimizing electricity consumption (energy-efficient lamps and occupancy sensors) and integrating sustainable development criteria in new building specifications.

A redesigned reception and breakfast area



Reception and breakfast buffet areas

Creating the customer's initial impression, the new reception area is decorated in shimmering orange-and-white or blue-and-white color schemes, depending on the hotel.

The **impression of space and light** is immediate, thanks to the LED lighting, transparent effects and curved furnishings.

- Located at the heart of the hotel, **the reception area** has been transformed into a friendly living environment with WiFi access, beverage and snack dispensers, a display panel presenting the region's main features and useful information, and a telephone corner.



Breakfast room

- Well-lit and equipped with a flat-screen television and brightly colored chairs, **the breakfast room** offers an all-you-can-eat buffet.

Two design awards



Best Interior Design award in London in 2008.
Winner of the Janus du Commerce in Paris in 2009.

- Designed in cooperation with Priestmangoode, an agency specialized in affordable, ergonomic design solutions, the Etap Hotel cocoon concept was recognized in November 2008 at the **European Hotel Design Awards**, where it received the Best Interior Design prize.

- In July 2009, Etap Hotel was awarded the "**Janus du Commerce**", an official design label attributed by the French Design Institute, in recognition of the new Etap Hotel concept's commitment to better living.

A concept deployed across the entire Etap Hotel network in five years

One-third of the network had introduced the new concept at year-end 2010. It has been deployed in all newly built hotels and adapted for renovation projects. The concept will be gradually implemented across the entire Etap Hotel network by 2014.

An all-you-can-eat breakfast buffet and snacks at any time



A breakfast tray



Breakfast room and buffet



Snack area

● **All the benefits of a real breakfast at an affordable price**
Etap Hotel offers guests an all-you-can-eat breakfast buffet. Hours have been adapted to each country's habits and are different on weekdays and weekends.

● **Tasty, varied and balanced**

In 2010, Etap Hotel is introducing a new breakfast formula that is more appealing (brand name and fair trade products), more varied (a selection of sweet and some savory products) and healthier (fruit and low-fat, low-calorie products).

The breakfast menu is comprised of ten product families:

- Beverages (coffee, tea, milk and chocolate)
- Fruit juices
- Fruit and fruit-based products (like applesauce)
- Bread
- Cereal
- Yogurt, cheese and other dairy products
- Jam, honey, chocolate spread and other toppings
- Sugar and other sweeteners
- Fat-containing foods (butter and margarine)
- Eggs, pâté and other savory products (where available)

Most hotels in Europe serve Max-Havelaar-brand fair trade coffee, tea and hot chocolate.

● **An affordable breakfast**

In each country, the Etap Hotel breakfast is all-inclusive and attractively priced.

Some sample prices in 2010: €6.00 in Germany, €3.90 in Spain, €4.70 in France and £2.95 in the United Kingdom.

● **Free for children**

Depending on the country, breakfast may be free for children under 12 who share a room with their parents.

● **A snack area available 24/7**

Hot and cold beverages and sweet and savory snacks are available around the clock in vending machines located in the reception area.

Services offered at Etap Hotel



Reception area

- **24/7 reception service for hassle-free check-in**

When the reception desk is open (and some are open around the clock), Etap Hotel teams check in guests personally. When the desk is closed, guests can obtain their room access code by inserting their bankcard in an automatic room vending machine.

A staff member is always on the premises and can be called at anytime via a dedicated intercom at the hotel entrance (depending on the country).



TV area and business station

- **TV**

Etap Hotel offers a wide choice of television viewing options, including national and international channels as well as dedicated news, sports and movie channels.

Televisions in some hotels are equipped with a TNT tuner that provides a broad selection of channels in digital format. Media hubs are also available where guests can plug in their video game consoles, MP3 and DVD players, cameras and camcorders.



Internet corner

- **Internet and WiFi access**

Guests with laptops can connect to the Internet thanks to a wireless hook-up in the public areas and in the rooms.

- **Car parks and safety precautions**

Most Etap Hotels have one parking space per room. Parking areas are fenced in and closed. Some hotels are equipped with video surveillance systems.

- **Smoking / No smoking**

For their comfort, guests can request a smoking or non-smoking room at the reception desk. In 2010, 70% of rooms will be non-smoking.

- **Pets**

For an additional fee, pets are welcomed, under the owner's supervision, but only one per room.

- **The advantages of staying at Etap Hotel**

- **Children stay for free.** Depending on the country, accommodation or breakfast may be offered free of charge for children under 12 who share a room with their parent(s), provided there are no more than three people in a room.
- **Breakfast is €1.00 for students** carrying the International Student Identity Card.
- **Guests may receive a discount of up to 20% for vehicles** rented from Europcar and booked via etaphotel.com or accorhotels.com.



Room for three people



Breakfast costs €1.00 for students with the International Student Identity Card.

The best rates are at etaphotel.com

Etaphotel.com, the smart reflex:



etaphotel.com

● Enhanced content on etaphotel.com

The etaphotel.com website constantly posts more information about hotels as well as exclusive offers. In October 2010, a video featuring the new hotel design was added to the site. Already available in French, English, German and Spanish, etaphotel.com now offers a version in Polish.

In 2010, more than 9 million Web users visited the site and 2 million hotel nights were booked via etaphotel.com and accorhotels.com.

● Etap Hotel presents its first contest on Facebook during the 2010 Tour de France

In 2010, Etap Hotel organized *Speed Biking by Etap Hotel*, a contest about the Tour de France, which the brand has partnered since 2006. More than 3,500 fans joined the page dedicated to the contest and many prizes were awarded.

● A special 30-day advance booking rate introduced

Etaphotel.com introduced a new 30-day advance booking rate available year round. While reservations cannot be cancelled or changed, users are eligible for discounts of up to 20% on the rack rate for bookings made 30 days before the stay. The offer is available exclusively on the etaphotel.com and accorhotels.com websites and prepaid online. In 2010, the rate was available on 95% of the network.



D-30 early booking offer on etaphotel.com

● Seasonal promotions

Whether traveling for business or pleasure, with family or friends, customers can browse etaphotel.com in search of promotions available exclusively on the brand's website. Limited to certain times of the year, these deals cannot be changed or canceled.



Special winter deals on etaphotel.com

● "Great deals" for leisure travels at etaphotel.com

Etap Hotel provides customers with a selection of destinations where first-time or return visitors can take advantage of cultural events, taste local gourmet delicacies or just relax in the vicinity of one of the network's hotels. Available at etaphotel.com, these "great deals" are updated once a month.



"Great deals" all year round on etaphotel.com

● A monthly Etap Hotel newsletter

Every month, interested customers receive an e-mail newsletter informing them about recent and upcoming brand events, hotel openings, special deals, and destination ideas for leisure travelers.

● A booking system available 24/7

- In a few clicks at etaphotel.com and accorhotels.com.
- Via telephone by contacting the Etap Hotel automatic reservation center at 0892 688 900 (from France only; €0.34/min. including VAT).
- Directly with the hotel.



A round-the-clock booking system

Sustainable development commitments



Accor Earth Guest program

Etap Hotel has deployed the Accor Earth Guest program, which federates the Group's social and environmental responsibility initiatives. At Etap Hotel, this commitment is reflected in concrete actions.

- **Preserving biodiversity and showcasing nature's wonders**

- Through a partnership with the Bird Protection League (LPO), hotels in France offer "nature outing" guides and games for children.
- Three hotels in Switzerland have "green" vegetation-covered roofs that promote biodiversity in urban areas and improve hotel sound-proofing and thermal insulation.



Energy-efficient lamps in a new Etap Hotel room

- **Making hotels more energy efficient**

- More than half of all hotels use energy-efficient lighting in public areas. The new Etap Hotel rooms are lit entirely by LEDs and compact fluorescent lamps.
- Five Etap Hotels have solar panels that produce hot water, with 15 others in 2010.
- In 2008, energy consumption for owned and leased hotels in Europe declined by 10% compared with the previous year.

- **Reducing water consumption**

In 55% of hotels, flow regulators have been installed in room showers and sinks.

- **Producing less and recycling more waste**

Etap Hotel is constantly improving its waste sorting and recycling performance. At present, 60% of hotels recycle paper and cardboard packaging and 50% recycle newspapers, magazines and paper.



Shower flow regulator

- **Serving fair trade products**

In nearly all hotels, at least one hot beverage served at breakfast (tea, coffee or cocoa) is sold under the Max Havelaar fair trade label. In this way, Etap Hotel demonstrates its respect for local producers and their communities.

- **Supporting the fight against AIDS**

Condom vending machines have been installed in around 50 hotels.



Etap Hotel
Toulouse Airport

Etap Hotel Toulouse Airport: a pilot project to protect the planet

In addition to solar panels that produce hot water, the hotel is also equipped with a heat pump system that regulates hotel temperature year-round. These geothermal heat pumps produce and store the energy needed for hotel operations, thanks to 19 collectors that are sunk 100 meters into the ground. This innovative installation is expected to reduce final energy consumption to one-third of current regulatory requirements. The building's energy performance and customer feedback are monitored and analyzed by Etap Hotel, in partnership with France's Agency for Environment and Agency Management (ADEME).



Plant for the Planet

Plant for the Planet

Accor has enrolled its hotels in the Plant for the Planet: Billion Tree Campaign, a United Nations Environment Program initiative and launched a highly innovative program designed to help finance tree-planting projects. Thanks to the responsible behavior of hotel managers and customers, who are requested to keep their bath towels for more than one night, laundry costs have been reduced, with 50% of the savings donated to Plant for the Planet. At present, all hotels in France and Brazil have joined the program, including 300 Etap Hotels and Formule 1.



Milestones

- **1991:** ○ Accor launches Etap Hotel in **France**, a new brand positioned in the budget segment. The hotels feature a comfortable room equipped with a shower and toilet.
○ The first Etap Hotel opens, in Santeny, France.
- **1992:** The first opening of the same hotel product outside France - operating under the Formule 1 brand - at Johannesburg Airport in **South Africa**.
- **1994:** ○ The brand opens its 50th hotel in Europe, in Montpellier, France
○ The first hotel opens in **Australia**: the Formule 1 Sydney Campbell Town.
- **1996:** The brand opens its 100th hotel in Europe: the Etap Hotel Berlin Süd Ost Airport Schönefeld, in **Germany**.
- **1997:** The 20th hotel opens in **South Africa**: the Formule 1 Johannesburg Southgate Inn.
- **1998:** ○ A 464-room Etap Hotel, the network's biggest, opens at Porte de St Ouen in **Paris**.
○ The 50th Etap Hotel opens in **Germany**, in Hamburg.
- **2000:** ○ The brand opens its 200th hotel in Europe: the Etap Hotel Strasbourg Centre Gare, in France
○ The first hotel in **the UK** opens: the Etap Hotel London Barking.
○ First opening in **Poland**: the Etap Hotel Czestochowa
- **2001:** First opening in **Brazil**: the 300-room Formule 1 Sao Paulo Paraiso.
- **2002:** ○ First opening in **Spain**: the Etap Hotel Alicante
○ First openings in **Japan**: the Formule 1 Isesaki and Formule 1 Tokyo Numazu
- **2004:** The brand opens its 300th hotel in **Europe**: the Etap Hotel Pertuis in France.
- **2006:** ○ Etap Hotel becomes an official supplier to the Tour de France.
○ First opening in **Indonesia**: the Formule 1 Jakarta Menteng.
- **2008:** ○ Created with Priestmangoode, **the new Etap Hotel cocoon concept** for the brand's latest-generation rooms and public areas receives the Best Interior Design award at the European Hotel Design Awards in London.
○ The 10th hotel is opened in **Brazil**: the 208-room Formule 1 Belem.
○ The 20th opening in **Australia**: the Formule 1 Sydney Olympic Park, with 156 rooms.
- **2009:** ○ The brand opens its 400th hotel in **Europe**, the Etap Hotel Verdun in France.
○ Inauguration of the brand's **new cocoon concept** at **Etap Hotel Toulouse Airport**. The concept has since been deployed in more than 30 hotels around the world.
○ Etap Hotel receives the Janus du Commerce award, an official design label attributed by the French Design Institute in recognition of the new concept's commitment to better living.
○ Etap Hotel launches its first image-building advertising campaign in Europe.
○ The brand's European network includes 200 hotels operated under franchise agreements.
- **2010:** ○ On World Fair Trade Day, Etap hotel reaffirmed **its commitment to supporting fair trade products**.
○ The brand held a contest called "**Speed Biking by Etap Hotel**" during the 2010 Tour de France, with many prizes awarded to Web users.
○ Key Etap Hotel openings across Europe: Berlin Alexanderplatz (**Germany**), Wien Messe (**Austria**), Malaga (**Spain**), Brussels South (**Belgium**), Genève Petit Lancy (**Switzerland**)

Picture gallery

● Etap Hotel façades



Paris Porte de la Chapelle
France



Birmingham Airport
United Kingdom

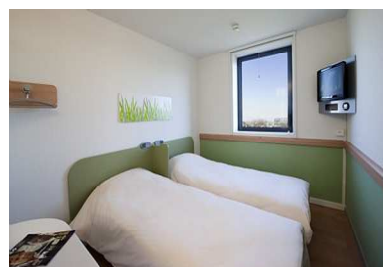


Barcelona Viladecans
Spain

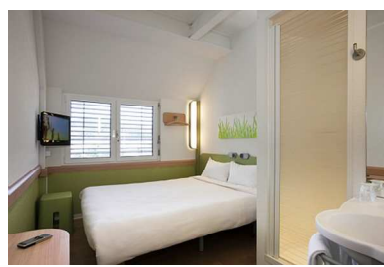


Toulouse Airport
France

● The new Etap Hotel cocoon rooms



Twin room



Double room



Triple room

● The new Etap Hotel cocoon public areas



Luzern City, Switzerland
Reception desk



Luxembourg South, Luxembourg
Breakfast room



Istres Trigances, France
Breakfast room