



Press Release  
December 14, 2009

## Etap Hotel, the leader in the budget segment, opens its 400th hotel in Europe

Etap Hotel, an Accor banner, has opened its 400th hotel in Europe, in Verdun, France, thereby confirming its segment leadership.

The opening of the 400th hotel attests to the banner's strong growth momentum in Europe. Since 2004, a total of 100 new hotels have been opened and the network now comprises 34,000 rooms in 10 countries: Austria, Belgium, France, Germany Luxembourg, the Netherlands, Poland, Spain, Switzerland and the United Kingdom. In France, the banner has 289 hotels. The goal is to expand the network to more than 500 hotels and 45,000 rooms in approximately 20 countries by 2011.

The all-new Etap Hotel Verdun features the banner's new Etap Hotel Cocoon concept, launched in 2009 and already introduced in 30 hotels.



Cozy and well-lit, this latest-generation room includes new comfort features (a soft duvet, touch-sensitive reading lights and a spacious shower stall) as well as new functionalities, (de-compartmentalized living area, a flat-screen TV equipped with a multimedia dock, a bigger luggage storage area, and a full-length mirror.

Public areas have also been redesigned with a reception area and breakfast room that are brighter and more inviting.

Designed in cooperation with Priestman Goode, an agency specialized in affordable, ergonomic design solutions, the Etap Hotel Cocoon concept received a prize for Best Interior Design at the 2008 European Hotel Design Awards. Etap Hotel was also awarded the 2009 Janus du Commerce, an official label attributed by the French Design Institute, for its commitment to better living.

Franchising is a driving force behind the banner's expansion. The Etap Hotel Verdun is the brand's 200th franchised unit to open in Europe, bringing the total percentage of Etap Hotels operated under franchising agreements to 50%.

Located just a short distance from the Centre Mondial de la Paix (World Peace Center), the **Etap Hotel Verdun** has 70 rooms with rates beginning at €44 a night.

Address: Rue Jean-Norton-Cru - ZA Sud Actipôle - 55100 Verdun

Hotel Manager: Isabelle Taupin - Franchise owner: Christian Pierrel

Bookings: online at [www.etaphotel.com](http://www.etaphotel.com) and [www.accorhotels.com](http://www.accorhotels.com) or by phone at 0892 688 900 (from France only; €0.34/min including VAT).

*An Accor budget brand operating mainly in Europe, Etap Hotel offers customers the best in low-cost hotels with well-designed rooms for one, two, or three people, round-the-clock room access and an all-you-can-eat breakfast. Located near major roads and airports - and increasingly in cities - the hotels deliver highly competitive value for money. With 400 hotels in ten European countries, Etap Hotel is pursuing an international expansion strategy.*

---

#### Media contacts:

Anne-Sophie Sibout

+33 (0)1 61 61 83 00 - [anne-sophie.sibout@accor.com](mailto:anne-sophie.sibout@accor.com)

Delphine Kerfysier

+33 (0)1 61 61 81 65 - [delphine.kerfysier@accor.com](mailto:delphine.kerfysier@accor.com)