



Press Release
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Etap Hotel reconfirms its commitment to the Tour de France for 2010

An Official Sponsor to the Tour de France since 2006, Etap Hotel, the European leader in budget hotels and France's number one low-price chain, will be appearing in the race's promotional caravan for the fourth year in a row.

This year's event begins in Rotterdam on July 3 and ends in Paris on July 25.



Covered around the world throughout the month of July, the Tour de France is a major sports event that for years has drawn millions of spectators. Cycling is undoubtedly the most team-oriented of all individual sports, and every year the leading riders in the Tour de France are supported by teammates as they compete to win the race. Similarly, team spirit, harmony and a friendly attitude are the powerful values that Etap Hotel employees bring to their jobs every day.

Also since 2007, the Etap Hotel motorcade that precedes the riders every year has provided a touch of fun and fantasy that help to create a festive atmosphere along the roads.

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 - thereby positioning Europe as the brand's priority development region.

During the three-week event, the Tour de France will travel through towns that are home to a total of 87 Etap Hotels. The race begins this year in the Netherlands, where the banner already has one hotel, Amsterdam Airport, and plans to open two more: Rotterdam Schiedam in 2011 and Amsterdam Zaandam in 2012. Two new countries will also join the Etap Hotel network in 2011: Portugal and Ukraine.

An opportunity to discover the new Etap Hotel cocoon room

The Tour de France also gives travelers an opportunity to spend a night in one of the banner's hotels and discover the new Etap Hotel cocoon room. Redesigned with soft, relaxing colors, the stylish new room creates a cozy atmosphere. The play of light and contrasting volumes and building materials help to transform guests' perception of economy hotels, providing them with an experience that is truly unique in the segment. The banner's motorcade this year includes a "room on wheels" that will travel throughout France, covering nearly 3,600 kilometers during the Tour's 21 stages. More than 630,000 nightcaps displaying the Etap Hotel logo will be distributed along the way.

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.

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