



Press Release
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Etap Hotel brings Fair Trade Products to the Budget Hotel Segment

For World Fair Trade Day on May 8, Etap Hotel, Europe's leading budget brand with more than 400 hotels, has reaffirmed its commitment to fair trade products.

Since July 2004, Etap Hotel has offered its customers high-quality hot beverages for breakfast that carry the Fairtrade /Max Havelaar label. With 380 hotels already serving fair trade beverages, around ten other units in Belgium, Luxembourg and the Netherlands joined the program in January 2010 and by the end of the year the entire Etap Hotel network will be onboard. Every year, 55,000 kg of fair trade products - of which approximately 35,000 kg of coffee, 2,000 kg of tea and 18,000 kg of chocolate - are consumed within Etap Hotel's network.

With around six million breakfasts served a year, Etap Hotel wants to make fair trade products easily accessible to its customers. For just €4.70 in France (or £3.25 in the United Kingdom), customers can enjoy a varied, balanced, all-you-can-eat breakfast buffet that includes at least one Fairtrade/Max Havelaar-certified hot beverage.

"Etap Hotel is the only budget chain in Europe, along with hotelF1, to serve fair trade hot beverages," says Rob Cameron, Chief Executive Officer of Fairtrade International. "Through its commitment, the banner is helping to make fair trade products more broadly accessible."



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Consuming fair trade products enables disadvantaged farmers in Africa, Asia and South America to get a better price for their produce, thereby ensuring themselves a decent standard of living while allowing them to strengthen their skills and assert their rights. By offering Max Havelaar products, Etap Hotel is actively supporting these producers' economic development.

In India:

The United Nilgris Tea Estates cooperative supplies Damman tea under the Fairtrade/Max Havelaar label that is served in certain Etap Hotel units. Compliance with free trade practices has made it possible to launch several community projects:

- A supplementary retirement program and a housing assistance plan for retired workers.
- A computer training program for local secondary-school pupils, co-financed by the fair trade development premium, as well as financial assistance to enable the Chamraj primary school to cover its operating costs.

In the Dominican Republic:

The Conacado cooperative produces Monbana powdered cocoa certified by Fairtrade/Max Havelaar and served by Etap Hotel. The cooperative leverages the economic and financial stability provided by fair trade to secure its positioning as a producer of high-quality cocoa:

- The cooperative helps its members to improve their cocoa by enhancing the bean fermentation process and to obtain **biological certification** for their products.
- Conacado is also committed to **regulating the cocoa market** in the Dominican Republic by moving prices higher.

Etap Hotel's commitment to fair trade has helped to make Accor France's leading private sector purchaser (except for supermarkets and hypermarkets) of hot beverages labeled Fairtrade/Max Havelaar.

In addition to its commitment to fair trade - and as part of the Earth Guest program that federates all of Accor's social and environmental initiatives - Etap Hotel is involved in a broader approach to sustainable development that includes:

- **Supporting the fight against AIDS.** Around 50 hotels in Europe have installed condom vending machines for guests and/or employees.
- **Reducing the environmental impact of its hotels:**
 - 23 hotels in Europe are equipped with solar panels that produce hot water.
 - 58% of the banner's hotels in Europe use energy-efficient lamps in areas that stay lit around the clock.
 - 64% of Etap Hotel units in Europe have installed flow regulators in showers and sinks.
 - 70% recycle paper and cardboard.
 - 67% process batteries and compact fluorescent light bulbs.
- **Preserving biodiversity:**
 - As part of its partnership with France's Bird Protection League (LPO), Etap Hotel makes nature outing guides available to guests free of charge. The goal is to raise their understanding and awareness of the biodiversity in areas near the hotels.
 - 75% of hotels take part in a local environmental initiative or tree-planting project.
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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.

Contact Presse

Delphine Dumonceau

Tél : +33 1 45 38 84 95

Email : delphine.dumonceau@accor.com

Contact Presse Hôtellerie France

Delphine Kerfysier

Tél : +33 1 61 61 81 65

Email : delphine.kerfysier@accor.com