



Be smart. Stay smart.



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Etap Hotel / Formule1

European leader in budget hotels with more than 400 hotels in 10 countries, Etap Hotel offers to its guests, at affordable rates, comfortable rooms for one to three people, WiFi Internet access, all-you-can-eat breakfast buffet, snacks and beverages products, and « great deals » available year round at etaphotel.com. The same product is present in the Southern Hemisphere with the Formule1 brand

Key figures


517 hotels

45,832 rooms

16 countries

50% of franchised hotels

at 06/30/2011

 Our locations

Accommodation and services offered by Etap Hotel

- Round-the-clock check-in
- A comfortable room at an affordable price for one, two or three people
 - Equipped with a toilet and shower
 - As well as television with national and international programs (news, sports, movie)
- A good breakfast at an affordable price and 24-hour snacks
 - All-you-can eat breakfast buffet
 - Snacks, hot and cold drinks
- Free WiFi internet access
- A simple, convenient online or phone booking system available 24/7
- Promotions available year round at etaphotel.com
- Highly visible and easily accessible locations along major road, near airports and city centres

The Etap Hotel cocoon concept



- **A unique experience in the budget hotel segment: new rooms and public areas**
 - More Stylish: rounded shapes, wood and soft colors.
 - More atmosphere: LED ambient lighting, individual reading lights, a touch-sensitive switches, colorful shower.
 - More comfort: a soft duvet, parquet style flooring, a spacious shower.
 - More functionalities: 22' flat screen TV, media hub, water flow regulator, Eco-friendly building material.
- **An award-winning concept:**
 - Best interior Design at the European Design Awards in 2008.
 - "Janus du commerce" with the EcoDesign label by the French Design Institute for its commitment to better living in 2009.
- **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. By 2013, the entire network will have been renovated.**

Development objectives

The Etap Hotel network aims to strengthen its leadership in the budget segment, with a target of more than **500 hotels and 45,000 rooms in 20 countries**. 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: Morocco, India, Portugal, and Eastern European countries (Ukraine, Romania...).
- Deploying the new Etap Hotel cocoon concept in new construction and renovation projects.
- Choosing highly visibly, easily accessible locations, along major roads, near airports and in large cities.

The new communication campaign



Launched in France on November 2009 with ads in the general-interest press, and a television sponsoring campaign, the new campaign breaks with the spartan, dingy image of cheap hotels with colourful, joyous illustrations that stimulate desire. With visuals, illustrated by Pablo Passada, the campaign expresses the brand's many strengths (comfortable rooms, well-balanced breakfast, density of the hotel network) and the variety of users (business travellers, holiday-makers, customer diversity, etc.). This campaign will be launched throughout the network in 2010.

Etap Hotel and the sustainable development

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
- Making hotels more energy efficient
- Reducing water consumption
- Producing less and recycling more waste
- Serving fair trade products
- Supporting the fight against AIDS

- 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.

- 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.

Find out more about « Accor Earth Guest » program

Partnership



- Etap Hotel & ISIC:

Breakfast is €1.00 for students carrying the International Student Identity Card.

- Europcar:

Guests may receive a discount of up to 20% for vehicles rented from Europcar and booked via etaphotel.com or accorhotels.com.

- Restaurants:

In France: **15% off at ibis and Courtepaille restaurants for a dinner.**

www.etaphotel.com