



## Openings

09/03/2010

# Etap Hotel opens in the centre of Berlin

The new Etap Hotel Berlin Alexanderplatz, the brand's 69th hotel in Germany, benefits from a particularly strategic location. Nestled in the heart of the eastern part of the capital, not far from the main tourist and entertainment sites (Museum Island, the national opera, Hackesche Höfe, Unter den Linden avenue), it will offer an alternative for the visitors seeking economy accommodations, both tourists and business travellers, who are coming through the city in ever increasing numbers.

The hotel's 157 rooms have been designed in keeping with Etap's new "cocoon" concept and can accommodate up to three people. Room rates start from 43 euro – children up to age 12 accompanied by their parents enjoy a free overnight stay – to meet the needs of customers who are both demanding yet concerned about their travel budgets.

A lot of attention has been paid to feel-good factors such as well-lit rooms, spacious shower cubicles and storage for luggage, as well as multimedia equipment (flat-screen TV with multimedia connections). In addition to 24/7 reception and services, the hotel scores well in the field of sustainability, with LED lamps for energy efficiency and rainwater recovery for its air conditioning and heating system.

A definite asset to bolster the brand's position in Europe, where it is the leader in low-cost hotels.

### Three figures to keep in mind :

- 7... Etap Hotels already operating in the German capital
- 75... the target number of Etap Hotels in Germany by 2011
- 413... Etap Hotels throughout Europe to date!

[To find out more about Etap Hotel](#)