



Press Release

29 August 2011

**REVOLUTION IN NEW ZEALAND'S BUDGET HOTEL SECTOR AS FORMULE 1 TAKES
OFF AT AUCKLAND AIRPORT –
New airport hotel to offer "Peace of mind for just 79"**

The opening of Formule 1 Auckland Airport on 29 August will herald a revolution in New Zealand's budget hotel sector.

The launch of the first new-build Formule 1 in New Zealand is part of a major new accommodation and hospitality complex at the airport that also includes fast-food outlets, a bar, and mobile phone store.

The Formule 1 and the rest of the complex have been developed by Auckland International Airport.

Formule 1 is Accor's purpose-designed budget brand that is already present in countries across Europe, South America, South Africa and in Australia. The brand is also set for major expansion in Asia.

The hotel will provide the ultimate in reliable, contemporary accommodation at the highly affordable rate of NZ\$79 a night (for up to two people). There are also double, twin and quadruple share rooms, making the hotel ideal for couples, groups and families. In addition there are five large special-access rooms.

The hotel features Formule 1's new Cocoon concept room. The rooms are more stylish, more restful room with soft colours, rounded edges and soothing lighting, as well as extra storage space. Facilities include flat screen TVs with extra channels, wireless internet and a strong focus on sustainability, the Cocoon Room won Best Interior Design at the European Hotels Design Awards and represents a real metamorphosis for the brand, which was first introduced in 1984. Other in-room facilities include quality bedding with duvets, ensuite bathroom, individual air-conditioning and a work table. Rooms are completely sound-proofed.

The Formule 1 offers an inexpensive breakfast buffet, with more substantial meals available during the day from the various outlets in the complex, including the Szimpla Gastro Pub, health food café, and coffee shop. There is parking for up to 70 cars.

Within a few hundred metres of the hotel there is a huge supermarket, a number of additional fast food outlets, a bank, New Zealand Post and a camper van hire centre.

"The Formule 1 will be the perfect starting point for international visitors wanting to put together all the ingredients for a drive holiday around the country," said Firoze Wadia, F1 Auckland Airport General Manager.

"They will have affordable comfortable accommodation for under \$40 per person, they will be able to organise their transport, banking, phones and shopping all within a few hundred metres of the hotel.

“We also have the Butterfly Creek tourist park just a short distance away and one of New Zealand’s most renowned wineries – Villa Maria – is just 15 minutes away. We are looking to offer a complete experience for those arriving and departing from New Zealand.

“Because the airport attracts such a wide variety of guests we are able to offer a full range of room styles from traditional double rooms to family rooms. Some of the rooms even have water views.

“The hotel is just 10-15 minutes walk to the international terminal, and we will offer complimentary transfers to the domestic and international terminals every 15 minutes, 24 hours a day.

“We still have rooms available throughout the World Cup, and the only minimum stay requirement will be over the final, when we have a two-night minimum booking in place. Standard rates will apply during the World Cup except on game nights, when we will offer rooms at a very reasonable \$129 a room during September, and \$190 a night over the semi-finals and final.

“The opening of the Formule 1 in time for the Rugby World Cup will be a great benefit for Auckland, but in the longer term the benefits will be even wider. As the only other hotel on airport land other than the Novotel, we will help establish Auckland Airport as one of the most significant hubs in the Asia Pacific region.

“Our proximity to the two terminals and the fact that we have such extensive facilities in and around the complex means that we will add considerably to the arrival and departure experience.

“We expect to be particularly popular with travelers from regional and outer suburban areas because with so many flights leaving early in the morning, they will be able to come here the night before, get a good sleep and transfer to the airport at a more reasonable time. To get peace of mind for just \$79 is the best way to start off an important trip.”

The hotel is managed by Accor, New Zealand’s largest hotel group. The Formule 1 Auckland Airport increases Accor’s New Zealand network to 32 hotels.

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms.

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

Media Contact:

Peter Hook
+61 2 9280 9860
.hook@accor.com