



Press release  
September 9, 2010

## Etap Hotel Berlin Alexanderplatz, the brand's 7<sup>th</sup> hotel in Berlin and 69<sup>th</sup> in Germany

Etap Hotel, the European leader in budget hotels, continues to expand in Germany with a new hotel right in the heart of Berlin. This new Etap Hotel offers visitors the excellent alternative of modern, well-located accommodation at a very reasonable price.



The rooms and public areas of the Etap Hotel Berlin Alexanderplatz are designed according to the brand's new Etap Hotel's cocoon concept. The rooms are brighter and come with soft duvets, touch-sensitive reading lamps and spacious showers. For even greater comfort they also feature open plan space, a flat screen TV with a multimedia hook-up, a luggage storage area and a full-length mirror.

Public spaces have also been optimized. The breakfast area features user-friendly designs with a focus on brightness and conviviality. A delicious breakfast buffet is served from 6am to 10am on week days and from 7am to 10.30am on Sundays and public holidays.

Etap Hotel's new cocoon concept of latest generation rooms and public areas is being deployed across the network in both new construction and renovation projects. The concept won the "Best interior Design" prize at the European Hotel Design Awards in 2008.

The Etap Hotel Berlin Alexanderplatz offers 157 air conditioned rooms. The full-comfort Standard rooms can accommodate up to two adults and a child up to age 12 and features a double bed, a bunk bed, a shower, toilet and a desk. The hotel also offers rooms with two twin beds, a spacious shower and separate toilet, which are ideal for friends travelling together.

The rates start from €43 a night, while children up to the age of 12 stay free of charge in the same room as at least one of their parents.

Etap Hotel caters precisely for clients keeping close tabs on their budget, without compromising on quality and comfort. Of course the services include round-the-clock staff presence at the hotel, a very attractive breakfast buffet and free internet access, which is specially valued by business travelers.

The Etap Hotel Berlin Alexanderplatz also boasts good results in terms of sustainability with energy saving LED lighting and a rainwater recovery system.

There are 7 Etap Hotel establishments in Berlin and its suburbs and a total of 69 in Germany. The German network will be expanded to 75 hotels by end 2011.

Etap Hotel is the European leader in budget hotels with 404 hotels and 34,000 rooms in the following 10 countries: Germany, Austria, Belgium, Spain, France, Luxembourg, the Netherlands, Poland, the United Kingdom and Switzerland.

The hotel's best deals are available on [www.etaphotel.com](http://www.etaphotel.com)

*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.*

**Press contacts:**

<p>Elsa Mélique Communications manager EMEA Tél. : +33 1 45 38 18 29 <a href="mailto:Elsa.melique@accor.com">Elsa.melique@accor.com</a></p>	<p>Michael Kirsch VP Communications Accor Germany Tel : +49 (0) 89 / 63002 - 500 <a href="mailto:Michael.kirsch@accor.com">Michael.kirsch@accor.com</a></p>
---------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------