



**Press release**  
**25 November 2010**

## **all seasons celebrates the opening of the 100th hotel worldwide in the heart of Berlin**

**all seasons hotel network will grow in Europe to over 70 hotels  
by the end of 2010.**

From zero to 100 in just three years – since the brand was launched in September 2007, the network of the international, economy-plus categorized, all seasons hotel brand ([www.all-seasons-hotels.com](http://www.all-seasons-hotels.com)) has grown to 100 properties worldwide. By the end of 2010, it will have grown to over 70 hotels located in Europe. One of the new flagships is the recently opened all seasons in Troyes, representing the 50<sup>th</sup> hotel of all seasons network in France.

The 145 rooms Berlin all seasons hotel opens at Rosenthaler Platz –one of the top spots in the heart of Berlin. It represents the flagship hotel of the German all seasons network.

The all seasons brand is represented currently in 4 countries in Europe (France, Germany, UK and Italy).

### **Dynamic growth in Europe**

“We’re absolutely delighted to be opening the 100<sup>th</sup> all seasons hotel in the heart of Germany’s capital”, says Peter Verhoeven, Chief Operating Officer Accor Hospitality Germany GmbH. “This step reflects the brand’s dynamic growth in Europe -especially in Germany”.

The will to grow continues with the opening of all seasons hotels in new countries such as Belgium (Antwerp and Brussels) and Spain that are still to come this year. In 2011, further openings are scheduled in Luxemburg, Austria, and the Netherlands. By the end of 2015, the all seasons brand will have grown to 350 hotels worldwide.

Its innovative all-inclusive concept makes this young hotel brand a trendsetter in the economy-plus hotel sector. Prices from €65 include not only the room but also breakfast, Internet access throughout the hotel\*. A welcome lounge with free drinks and a wide selection of newspapers and magazines plus an Internet terminal in the lobby completes the package. “Business travellers as well as holidaymakers and families appreciate our generous all-inclusive concept, new to budget and economy hotels until now,” says Julie Grégoire, Senior Vice President all seasons Global Marketing. Apart from the all-inclusive approach, every all seasons hotel worldwide is characterised by its favourable location, manageable size, fresh, individual design and its own personality – which is exactly in tune with time.

Sustainable development and to focus on innovations are strategic goals for all seasons. Built in 2010, the all seasons hotel Troyes in France has 77 air-conditioned and soundproofed rooms. It is built environmentally friendly and is equipped with solar panels. It represents the 50<sup>th</sup> all seasons hotel in France.

The innovative all seasons product concept is very attractive for franchise partners. That’s why, as of today, 90 percent of the world wide all seasons network is operated in a franchise system.

**\*national landline calls in Germany**



## The all seasons hotel Berlin Mitte

On November 1<sup>st</sup>, 2010 the trendy flagship all seasons hotel has opened its doors on Rosenthaler Platz in Berlin with hotel manager Thomas Ernst in charge. In a superb location, only a few minutes away from Alexanderplatz and Berlin's hot-spot "Hackesche Höfe", the seven-floor hotel offers 145 comfortable rooms. Interior designers Dreesen & Partner were responsible for the custom design. To reflect the typical Berlin culture, colourful graffiti elements are added to the public areas. Signs are written in Berlin dialect and in the lobby hangs a notice proclaiming "Ich bin ein Berliner".

The large, comfortable bed is a major attraction in the rooms. Flat-screen TVs with 32 channels, two blockbuster movie channels, a Sky sports channel and a Disney channel provide variety for young and old. Children are welcomed guests at all seasons – under-16s stay free in a room with their parents. Plus, in the family rooms, Wii consoles ensure excellent entertainment.

## all seasons in Germany

Eight hotels currently represent the German all seasons network in the cities of Aachen, Hannover, Dortmund, Düsseldorf-Neuss, Frankfurt, Hamburg and Berlin. The brand's network in Germany is set to grow to over 20 properties by 2012.

Accor is demonstrating its profitable growth strategy in Germany's capital Berlin. With the recent openings of the new Etap and all seasons hotels on Alexanderplatz, Accor is securing its position as market leader in the budget and economy segment in Germany. With 34 hotels altogether in Berlin, Accor is highly committed to the pulsating German Capital.



## all seasons in Europe

End of 2010, 70 hotels will represent the European all seasons network in France, Germany, UK, Italy, Belgium and Spain.

In 2011, new openings in Luxemburg, Austria and the Netherlands will complete the network in top destinations.

Over the next coming years, the development speed will be one opening per week.

### **About all seasons**

*all seasons is the 'all inclusive' Accor brand, with a package that includes the room + all-you-can-eat breakfast + broadband internet connection, and hotels that resonate simplicity, generosity, quality and conviviality. Located in city centers or activity centers, each establishment has its own personality while sharing a common colorful, bright, energetic decor and humorous brand spirit. In 2010, the network represents more than 100 hotels in 10 countries.*

*More information on all seasons hotels is available at [all-seasons-hotels.com](http://all-seasons-hotels.com).*

### **About Accor**

*Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 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, and its related activities, Thalassa sea & spa and Lenôtre - 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.*

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