



Press release  
December 1, 2010

## Etap hotel, the budget hotel leader, is expanding in Europe's main city centers

**After Geneva, Brussels, Malaga and Berlin in 2010, Accor brand Etap hotel continues its growth strategy and opens a brand new establishment in Vienna.**

In 2010, a year after notching up 400 establishments in Europe, Etap hotel demonstrated its ongoing dynamism by opening key new hotels in Europe.

22 new establishments were added to the network in France, Belgium, Switzerland, Germany, Spain... and Austria!

### Dense European coverage and key locations

Etap hotel is making its network denser in the ten European countries where it operates. Nearly half its hotels are located in major cities. The establishments opened in 2010 in Vienna, Berlin, Malaga, Geneva, Brussel reflect this growth strategy.

60% of the network is located in city centers or business districts and 20% in airport zones.

The brand plans to continue to expand in Europe's main cities, thus strengthening its position as a key player in "low cost" hotels.

### The best in "low cost"



The brand new Etap hotel Wien Messe showcases the "Cocoon" brand concept launched in 2009. The hotel's 250 rooms all include the new comfort features (a soft duvet, touch-sensitive reading lights and a spacious shower stall) as well as the new practical elements (a de-compartmentalized living space, a TV equipped with a multimedia dock, a bigger luggage storage area, and a full-length mirror).

The room is designed to provide flexibility, ease of circulation and well-being. It is organized around a central state-of-the-art lighted "totem" that separates the bedroom and bathroom areas.

This multi-functional totem supplies and lights the basin and the desk. Soft colors and rounded shapes contribute to easy circulation and a sense of well-being.

The reception and breakfast areas have been designed to create a well-lit and friendly environment.

The Etap hotel Cocoon concept was created in cooperation with Priestman Goode, a design agency that specializes in low-cost, user-friendly solutions. It received the “Best interior design” prize at the European Hotel Design Awards 2008. In 2009, Etap Hotel was also awarded the “Janus du Commerce”, an official design label attributed by the French Design Institute, for its commitment to “better living”.

Etap hotel Wien Messe is the brand’s fourth establishment in Austria.

Bookings on: [www.etaphotel.com](http://www.etaphotel.com) and [www.accorhotels.com](http://www.accorhotels.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 more than 400 hotels in 10 European countries, Etap Hotel is pursuing an international expansion strategy.*

**Media Contact**

**Elsa Mélique**

**33 1 45 38 18 29**

**[Elsa.melique@accor.com](mailto:Elsa.melique@accor.com)**