



Press release
2 August 2010

Centrally located, comfortable and great value - the new Etap Hotel Berlin Alexanderplatz

Today is the opening day in Germany's capital for the Etap Hotel Berlin Alexanderplatz (www.etaphotel.com). For anyone visiting Berlin and looking for modern and centrally located overnight accommodation, the new hotel provides a low-cost alternative in the budget segment. It is equipped with the latest technology and its award-winning interior is designed with comfort in mind. It is the seventh Etap Hotel in and around Berlin.

The Accor group's new property (www.accorhotels.com) is located at a strategically favourable spot at 30 Mollstrasse. Boutiques and designer stores, the *Hackesche Höfe*, Museum Island, State Opera, *Unter den Linden* and many other sights in central Berlin's vibrant life are within easy reach of the hotel.

Rooms and rates

The Etap Hotel Berlin Alexanderplatz has 157 air-conditioned rooms. The comfortable standard rooms sleep up to two adults and a child under 12 and are furnished with queen-size bed, bunk bed, shower, lavatory and desk. Twin rooms are also available with two single beds, spacious shower and separate lavatory, which are ideal for travelling friends or co-workers. Room rates start from €43 per night, whereby children up to 12 enjoy a free overnight stay in the same room as one or more parents.

Etap's recipe for success

The hotel rooms and public areas have been designed based on Etap's new "cocoon concept" - which means a lot of attention is paid to feel-good factors, such as well-lit rooms, reading lamps with touch switches, soft blankets and spacious shower cubicles. The new comfort concept also includes an open-plan living area, flat-screen TV with multimedia connections, more storage space for luggage and a full-length mirror. Ergonomic design solutions transform the cafeteria into a convenient and modern recreation room. A delicious breakfast buffet is served weekdays from 6.30 to 10.00am, Sundays and public holidays from 7.00 to 10.30am.

"Having implemented the 'cocoon concept' in over 30 hotels in Germany to date, the Etap brand has provided impressive proof that comfort and low prices are not mutually exclusive", says Michael Mücke, Managing Director of Accor Hotellerie Deutschland GmbH and Senior Vice President Operations for ibis, all seasons, Etap and Formule 1. "On the contrary, Etap has an effective strategy of arranging everything to strictly meet the needs of price-conscious guests, who don't want to forego quality and comfort." This of course includes personal service with the reception manned around the clock, the low priced breakfast buffet or free wireless internet, which business travellers appreciate especially. The Etap Hotel Berlin Alexanderplatz's measures in the field of sustainability also score well. LED lamps in the hotel provide energy efficiency, while rainwater recovery helps save water. Within the Accor group, Etap's formula for success means particularly dynamic growth and consolidation of its position as market leader in the budget segment.

Accor - going for growth

The new Etap Hotel Berlin Alexanderplatz is managed by Jospier Hotelmanagement GmbH represented by Anne and Olaf Jödicke on Accor's behalf. Altogether, Accor has seven of its Etap hotels in and around Berlin - apart from the Etap Hotel Berlin Alexanderplatz there is Etap Hotel Berlin Ost Marzahn, Etap Hotel Berlin Potsdamer Platz, Etap Hotel Berlin Ost Hoppegarten, Etap Hotel Berlin Nord Hennigsdorf, Etap Hotel Berlin Süd Brandenburg Park and Etap Hotel Berlin Süd Ost Airport Schönefeld. Germany currently has a total of 69 Etap Hotels. Germany's Etap network will expand to 75 hotels by 2011. In its growth strategy, Accor focuses both on its own properties and increasingly on franchises in the budget and economy segment.

For bookings go to www.etaphotel.com and www.accorhotels.com.

About Etap:

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.

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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