



Press Release
Date: 21st November

Get Serious and book in at Etap Hotel with Duran Duran package

For the first time in seven years, 80s heartthrobs Duran Duran are embarking on an arena tour to launch their new album. To celebrate the return of the 'prettiest boys in pop', Etap Hotel is offering fans lucky enough to have bagged tickets to the hotly anticipated tour an exclusive Etap Hotel 'Notorious' package for rooms at selected hotels situated close to the tour venues.

For just £19.78 (the year the band formed), selected rooms have been kitted out for lucky 'Duranies'. Fans can take a trip back to the band's glorious 80s heyday and stay the night in Etap Hotel's 'Ultimate Fans' room by booking the exclusive package this winter. 'Wild boys' can capture their 'Girls on Film' whilst enjoying the band's new album and getting ready for their night out in their quality double room which will be decked out with fan memorabilia such as fetching Simon Le Bon backcombed wigs, inflatable guitars, posters and t-shirts. Fans will also be able to take away with them the band's most recent album.

Etap hotels offering the package during the tour are:

- Etap Hotel Birmingham Airport
- Etap Hotel Cardiff Centre
- Etap Hotel Glasgow
- Etap Hotel London Hounslow
- Etap Hotel Manchester Salford Quays
- Etap Hotel Sheffield Arena

To ensure a hassle-free night out, with a convenient place to stay, fans are being urged to book one of the limited number of packages in selected Etap hotels quickly before they go.

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The Etap Hotel 'Notorious' package is bookable by telephoning the hotels directly and quoting the name of the package. Hotel contact details can be found at etaphotel.com. Rooms are bookable from 21st November until 12th December for stays between 2nd December and 16th December 2011, subject to availability.

ENDS

Notes to Editors:

About the Etap Hotel 'Notorious' Package:

All rates are non-exchangeable, non-refundable, non-cancellable and should be fully pre-paid upon reservation.

A valid ticket or ticket stub per room for the Duran Duran 'All you need is now' tour must be presented at check-in. If no ticket stubs are presented, the hotel shall at its own discretion refuse the booking.

The package is bookable from 21st November, subject to availability, for stays on selected dates between 02/12/11 and 16/12/11 inclusive, exclusively at selected Etap hotels in the UK.

Rates are based on two adults sharing a room. No additional charge for third person. Rooms comprise one double bed as a minimum.

Guests will be entitled to take the memorabilia in the room when they depart the hotel. All other contents remain the property of Etap Hotel.

The package is being offered at the aforementioned hotels only, subject to availability:

Rooms must be booked a minimum of five days in advance, after that the rooms will be released for sale at standard rates for the period.

About Etap Hotel:

An Accor budget brand operating mainly in Europe, Etap Hotel offers customers the best in budget hotels with well-designed rooms for one, two, or three people, 24/7 reception and an all-you-can-eat buffet breakfast. Located near major roads and airports - and increasingly in cities - the hotels deliver highly competitive value for money. With over 400 hotels in ten European countries, Etap Hotel is pursuing an international expansion strategy.



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/Ibis Styles, Etap Hotel/Formule 1/Ibis budget, 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.

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