



Press Release  
Date: 10<sup>th</sup> August

## Have a 'Better Day' with Dolly Parton Package at Etap Hotel

During August and September, legendary country singer, actress and songwriter Dolly Parton will be bringing her 'Better Day' tour to the UK. To celebrate the return of the iconic blonde bombshell and 'Queen of Country Music', Etap Hotel is offering fans lucky enough to have bagged tickets to the hotly anticipated tour an exclusive Etap Hotel 'Better Day' package for rooms at selected hotels situated close to the tour venues.

For just £20.11, selected rooms have been kitted out in true 'Dollywood' style. After a busy day at the 'nine to five' lucky fans can relax in a quality room with Dolly Parton memorabilia including a Better Day CD pack which comes with a commemorative tour laminate, t-shirt and the Better Day album. Also, to ensure the full tour experience fans will receive a blonde 'Dolly' wig and pink 'rhinestone' cowboy hat to wear to the concert.

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 Keys
- Etap Hotel Sheffield Arena

To make sure of a 'Better Day' before the tour, fans are being urged to book one of the limited number of packages in selected Etap hotels quickly before they go.

The Etap Hotel Better Day package offer is bookable by telephoning the hotels directly and quoting the name of the package. For more information on Etap Hotel please visit [www.etaphotel.com](http://www.etaphotel.com)

ENDS

*Notes to Editors:*

---

**Media Contacts :**

Name: Sarah Bull/ Phoebe Campbell

Tél. : +44 (0)20 7025 7564 [accor@grayling.com](mailto:accor@grayling.com)

**About the Etap Hotel 'Better Day' 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 Dolly Parton 'Better Day' 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 15th August, subject to availability, for stays on selected dates between 20/08/11 and 15/09/11 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 a minimum one double bed.

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 following hotels only, subject to availability:

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

**About Etap Hotel:**

*An Accor low-cost 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 over 400 hotels in ten European countries, Etap Hotel is pursuing an international expansion strategy.*

Accor UK and Ireland has a portfolio of 158 hotels and more than 21,000 rooms, with Sofitel, MGallery, Novotel, Mercure, Ibis, All Seasons and Etap Hotel.

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, 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.

---

**Media Contacts :**

Name: Sarah Bull/ Phoebe Campbell

Tél. : +44 (0)20 7025 7564 [accor@grayling.com](mailto:accor@grayling.com)