



Press Release
Date: 5th May 2011

Etap Hotels 'Shine' for Take That Fans on Summer Tour

This summer will see the comeback of the decade, with Robbie Williams joining Take That for the first time on tour in 15 years. To celebrate the reunion of the band, Etap Hotel is offering those fans lucky enough to have bagged tickets to the band's hotly anticipated 'Progress' tour an exclusive Etap Hotel 'Shine' package for rooms at selected hotels situated close to the tour venues.

For just £19.89, a price that refers to the year that Take That first formed, selected rooms have been designated for only the biggest of Take That fans. The experience will take fans back to where it all began with rooms decked out with Take That memorabilia, including an exclusive limited edition copy of the band's new album 'Progress', posters and t-shirts. Guests are then welcome to take selected souvenirs home as a reminder of their experience.

Etap hotels offering the package during the tour are:

- Etap Hotel Manchester
- Etap Hotel Newport
- Etap Hotel Glasgow
- Etap Hotel Birmingham Centre
- Etap Hotel London Hounslow

It 'only takes a minute' to call and book a night in one of the selected Etap hotels. As the tickets for the concerts sold out in less than 48 hours, dedicated fans are urged to act quickly to bag the limited number of packages before they go.

The Take That fan rooms can only be booked by telephoning each hotel directly, quoting 'Etap Hotel Shine Package'. For contact details, visit www.etaphotel.com.

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Notes to Editors:

About the 'Etap Hotel Shine Package':

The 'Etap Hotel Shine Package' offer is bookable by telephoning the hotels directly and quoting the name of the package. Non-exchangeable, non-refundable, non-cancellable rates fully pre-paid upon reservation.

A valid ticket or ticket stub per room for the Take That 'Progress' Tour must be presented at check-in. If no ticket stubs are presented, the hotel shall at its own discretion refuse the booking.

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The package is bookable from 15th May subject to availability for stays from 08/06/11 to 04/07/11 inclusive, exclusively at selected Etap hotels in the UK.
Rates are based on 2 adults sharing a room. No additional charge for 3rd person. Rooms are comprised of 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:

- Etap Hotel Manchester
- Etap Hotel Newport
- Etap Hotel Glasgow
- Etap Hotel Birmingham Centre
- Etap Hotel Hounslow

Rooms must be booked seven 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 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.

Accor UK and Ireland has a portfolio of 157 hotels and 21,500 rooms, with Sofitel, 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.

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