



Press release – April 7, 2010

An all seasons hotel room tours Europe!

all seasons, a new international budget hotel chain, will be kicking off its all seasons Tour on May 17, 2010. An eye-catching, jaw-dropping travelling hotel room will leave Paris and spend 40 days on show in six European countries. See www.allseasons-tour.com for more about the first-ever sweepstake for a memorable night for two in a room on the road.

Touring Europe's main cities

Literally thousands of people will be able to enjoy a fun, original glimpse of an all seasons hotel when this travelling room built into an equally remarkable truck comes to town. It will be calling at nine European cities:

- 17 to 20 May: **Paris**, by Port des Champs-Élysées, between Pont des Invalides and Pont Alexandre III
- 21 to 23 May: **Toulouse**, on the Garonne's banks, in the Pink City's centre
- 24 to 27 May: **Madrid** (location confidential)
- 30 May to 2 June: **Rome**, opposite Castel Sant'Angelo
- 4 to 7 June: **Milan**, opposite Castello Sforzesco
- 8 to 11 June: **Zurich**, Turbinenplatz
- 12 to 15 June: **Munich**, opposite the Olympiapark
- 16 to 19 June: **Berlin**, Sony Center
- 21 to 24 June: **Brussels** (location confidential)



The prize: a night to remember in an unusual travelling hotel

The all seasons Tour will feature a real, comfortable, modern, functional, colourful and light room (bathroom included), plus all the hotel's amenities (breakfast, newspapers, magazines, a TV, Wi-Fi access and more).

Lucky website guests will be able to spend a night in that room – provided they enter the sweepstake on www.allseasons-tour.com at the latest on June 13, 2010, and win. Prizes will also include 100 one-night stays for two in one of the 81 all seasons network hotels, and everyone who enters will win a €10 discount on their next stay at an all seasons hotel anywhere in Europe!





all seasons is the 'all inclusive' Accor brand, with a package that includes the room + all-you-can-eat breakfast + broadband internet connection, and hotels that resonate simplicity, generosity, quality and conviviality. Located in city centers or activity centers, each establishment has its own personality while sharing a common colorful, bright, energetic decor and humorous brand spirit.

In 2009, the network represents more than 80 hotels around France, Germany, Australia, New Zealand, Thailand and Indonesia.

More information on all seasons hotels is available at all-seasons-hotels.com.

Press Contacts:

Europe : Elsa Mélique +33 1 45 38 18 29 elsa.melique@accor.com

