



Sixth Etap hotel in Belgium inaugurated: Etap Hotel Bruges Center Station

Bruges, May 20th 2010 –Along with Charleroi, Brussels, Antwerp and Raeren, Bruges now has its very own brand new Etap Hotel. Thanks to more than 400 hotels this chain is European leader on the budget hotel market. It offers its guests “the best of low cost” and is actively working on its expansion in Europe. Today Etap opens its sixth hotel in Belgium.

The Etap hotel Bruges Center will be the chain’s **flagship** in Belgium. The hotel is situated in a commercial and residential site next to the railway station and at a 10’ minute walk from the famous Beguinage. The hotel has a **184 rooms** decorated in the latest style and ultramodern, cleverly designed public areas.

In 2009 Etap Hotel introduced a whole new concept for rooms and public areas, with its so-called cocoon style. Designer Paul Priestman thought out this concept in collaboration with Accor’s design and innovations team. The concept combines functionality and optimal use of space in order to obtain maximum comfort and design.

184 rooms with a trendy design

In order to create a feeling of wellbeing as soon as you enter the room, Etap favoured **soft and soothing colours** and a totally new approach in lighting: guests can create different atmospheres thanks to several LED light sources. Even the shower’s lighting is adaptable and changes color.



In the center of the room a **column separates the “sleeping” and “bathing” zone**. One side of the column illuminates the sink; the other side illuminates the desk.

Other strong traits that make the difference are: **non-slip floor covering with an attractive parquet look, a flat**

screen TV with multimedia connection, duvet and polar blanket, a spacious shower, mood lighting, a large mirror which serves as a clothes hanger and extra sockets.

Etap Hotel Bruges Center offers three types of rooms with one, two or three comfortable beds, a separate restroom, shower, a trendy design and cocooning atmosphere, **24/7 service at a most attractive rate from 42 euro per night*** – “ the best in low-cost “ .

Innovative public and breakfast areas

Upon entering a new generation Etap Hotel a feeling of space and light immediately surfaces. This is a direct result of its colourful interior, LED-lighting and the interaction of space and rounded furniture.

The breakfast area offers smart lighting and a large flat screen TV and guests can enjoy their all you can eat breakfast buffet in a colourful and modern atmosphere. The public area offers vending machines, Wi-Fi, tourist information and a comfortable sitting area.

Ideal location and access

The Etap Hotel Bruges center is situated at a stone's throw of the medieval center of this “Venice of the North”. The hotel is easily accessible, both with public or private transportation. It is located right next to the railway station, has a public parking **with free shuttle service in front of the hotel** and there is coach parking within walking distance.

Twenty new jobs

Opening the Etap Hotel Bruges Center has created about twenty new jobs. The manager, miss Sue Neervoort, is taking up her first general manager's position and has worked for Accor for 10 years now.

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* Rates for any reservation made 30 days before arrival..

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

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