



Inauguration of the Etap Hotel Toulouse Aéroport

A unique low-cost hotel experience

(Wednesday, March 11, 2009) — Christophe Alaux, Chief Operating Officer, Accor Hotels France, today inaugurated the Etap Hotel Toulouse Aéroport in a ceremony attended by Gilles Pélisson, Chairman and Chief Executive Officer of the Accor Group. The first hotel built according to the new Etap Hotel concept, this pilot unit features a room and common area that have been given a completely new look. The hotel was also fully designed to serve as a testing ground for innovative solutions that improve energy efficiency.

The all-new Etap Hotel Toulouse Aéroport has 106 rooms that can sleep from one to three people. Located just a few minutes from Toulouse Blagnac, France's fifth largest airport with more than six million passengers a year, it represents the perfect venue for a business or leisure stay that is very competitively priced at €49 a night.

Stylish design and affordable prices

Created by designer Paul Priestman and the Accor Innovations and Design team, the **new Etap Hotel room concept** focuses on flexibility, flow and well-being.



© P Wang

Reworked to optimize the use of space, the room is organized around a **lighted central column**, a technological hub that separates the bedroom area from the bathroom area.

This multifunctional column supplies and lights the washbasin and the desk while effectively hiding water pipes and electrical wiring.

Its soft colors and round shapes make it easy for guests to move about the room while enhancing their sense of well-being.

The rooms are equipped with 20-inch flat screen LCD TV sets that offer a wide range of French and international channels and a multimedia hook-up so that guests can plug in computers, cameras and game consoles. And to meet the needs of a diversified customer base, the hotel includes 24 twin rooms—a first for the brand.

The **reception, dining and relaxation areas** have also been enhanced. The brightly lit breakfast room with its colorful chairs features an all-you-can-eat buffet. Shimmering colors, comfortable armchairs, beverage and snack dispensers, and display panels presenting highlights of the region all combine to create a comfortable, convivial atmosphere. And for guests looking for online information, communication or entertainment, Wi-Fi access is available free of charge throughout the hotel.

The Etap Hotel concept will gradually be introduced in all of the brand's new and renovated hotels.

A pilot project to protect the planet

The Etap Hotel Toulouse Aéroport was designed to serve as a **testing ground for innovative energy efficiency solutions**.

In addition to solar panels that produce hot water, the hotel is also equipped with a heat pump system that regulates hotel temperature year-round. These geothermal heat pumps produce and store the energy needed for hotel operations, thanks to 19 collectors that are sunk 100 meters into the ground.

Also designed with environment concerns in mind, the new Etap Hotel room features faucet flow regulators, energy-efficient electrical installations and certified construction materials.

Together, this equipment is expected to reduce final energy consumption to one-third of current regulatory requirements. To test the pilot hotel's viability, the building's energy performance and customer feedback will be monitored and analyzed by Etap Hotel, in partnership with France's Agency for Environment and Agency Management (ADEME).

Etap Hotel Toulouse Aéroport

Avenue Didier Daurat - 31700 Blagnac

Tel: +33 8 92 70 12 64

Hotel Manager: Sylvie Caudal

Reservations: www.etaphotel.com or www.accorhotels.com

An Accor budget brand operating 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 nearly 400 hotels in ten European countries, Etap Hotel is pursuing its international expansion strategy.

Media Contacts

Anne-Sophie Sibout

Tel: +33 1 61 61 83 00

anne-sophie.sibout@accor.com

Delphine Dumonceau

Tel: +33 1 61 61 81 65

delphine.dumonceau@accor.com