

# Press Kit

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**Media Contact**

Accor Hotels France  
Delphine Kerfysier, Media Relations Manager  
Phone: +33 (0)1.61.61.81.65  
E-mail: [delphine.kerfysier@accor.com](mailto:delphine.kerfysier@accor.com)

# hotelF1

## Press Kit

1. **hotelF1: Profile** p.3
2. **hotelF1: the low-cost hotel success story** p.4
  - a) The low-cost pioneer
  - b) 2008: Formule 1 renamed hotelF1 in France
  - c) A new graphic identity
  - d) 100% of the network renovated in 2010
  - e) A banner that listens to its customers
3. **hotelF1, low-cost hotels reinvented** p.5
  - a) Modern, functional rooms
  - b) Common areas designed to create a friendly atmosphere
4. **hotelF1, the least expensive hotels in the market** p.7
  - a) A proven commitment to low prices
  - b) hotelF1 guarantees the best possible price
5. **hotelF1, assertive communication** p.8
  - a) An upfront advertising campaign
  - b) A powerful presence on the Web
6. **hotelF1, a lasting commitment to people** p.9
  - a) A socially-responsible corporate citizen
  - b) An environmentally-responsible corporate citizen
7. **Picture gallery** p.11

# hotelF1: Profile

## ***1984: Creation of Formule 1***

In 1984, Accor launched the hotel industry's first low-cost brand, Formule 1. Offering modern, functional rooms for less than 100 French francs, Formule 1 radically transformed the hospitality industry by making hotels widely affordable.

## ***2008: Formule 1 renamed hotelF1 in France***

Accor overhauled its low-cost brand in 2008, introducing a new generation of hotels in France under the hotelF1 banner. Despite the name change, the brand continued to offer the lowest room rates in the market. At end-2009, the network included 262 hotels in France and 89 hotels operating under the Formule 1 banner around the world.

## ***Modern, functional rooms***

The new hotelF1 rooms offer a feeling of spaciousness, innovative technologies, optimized storage space and bright, happy colors.

- With two single beds, the **Duo** room is ideal for a business trip or a weekend away with a friend.
- The **Trio** room, with its double bed and single bunk bed, is perfectly equipped to sleep up to three people on a limited budget.

## ***The market's lowest rates***

The idea behind the hotelF1 concept was to offer the lowest rates in the market, with rooms for one, two or three people priced at an unbeatable €26, depending on the hotel. Also available are attractive promotional offers, such as 10% off the competition's rates and a special 30-day advanced booking rate.

## ***An upfront advertising campaign***

hotelF1's advertising focuses on its significantly lower room rates, using a strong, simple message: ***"The lowest rates in the market just got lower."*** Distributed via print, radio and online media, the campaign reaffirms the low-cost banner's ongoing commitment to offering customers the best possible rates.

## ***www.hotelF1.com***

The hotelF1 website enables Internet users to select a hotel and book a room in just a few clicks, thanks to optimized features like a virtual guide and access to Google map.

# hotelF1, the low-cost hotel success story

## *The low-cost pioneer*

In 1984, Accor radically transformed the French hotel industry by creating Formule 1, the market's first low-cost brand. Offering modern, functional rooms for one, two or three people at the unbeatable price of less than 100 French francs, the new banner made hotels more widely affordable.

Formule 1 was therefore the pioneer of the low-cost trend, which is now achieving considerable success in many industries.

## *In 2008, Formule 1 was renamed hotelF1 in France*

In 2008, the banner evolved, launching a new generation of low-cost hotels in France. Renamed hotelF1, the brand continued to offer the lowest rates in the market.

At end-2009, the network included 262 hotels in France and 89 hotels operating under the Formule 1 banner around the world.

## *A new graphic identity*

In France, Formule 1's transition to hotelF1 led to a new graphic identity. The new logo has heralded the transformation of the hotels themselves. Clearly visible on the buildings' exterior, it symbolizes the brand's makeover and invites guests to discover the hotel's remodeled interior. This development has streamlined the banner's graphic identity while reaffirming its vitality.

## *100% of the network renovated in 2010*

As part of the transformation process, all of the banner's hotels are being renovated. The changeover to the new name is taking place gradually, as renovations are carried out at each establishment, and will be finalized by the end of 2010.

## *A banner that listens to its customers*

hotelF1 knows how to adapt to customers needs and is proving it with a wave of renovations that is breathing new life into each of its hotels. hotelF1 is reinventing the low-cost hotel segment for customers whose priorities have changed entirely: they now want to find the best room rate, with no restrictions. The aim is to align the expectations of guests – 65% business and 35% leisure customers – with the brand's lineup of offers.

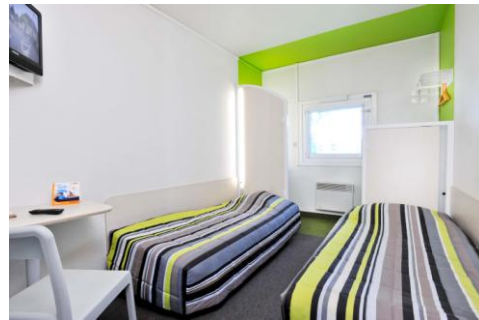
# hotelF1, low-cost hotels reinvented

## ***Modern, functional rooms***

The new-generation hotelF1 establishments have been thoroughly reworked, with new room concepts and redesigned common areas.

The new hotelF1 rooms, Duo and Trio, offer a feeling of spaciousness, innovative technologies, optimized storage space and bright, happy colors.

With two single beds in a nine-square-meter unit, **the Duo room** is ideal for a business trip or weekend getaway with a friend. Designed to maximize use of the space, the room provides comfortable accommodation for two people. It also offers more storage space, including a coat rack, coat hangers, shelves and a very practical mobile table.



For couples and families, **the Trio room** is perfectly equipped to sleep up to three people on a limited budget. It offers a larger double bed than before (150 x 200 centimeters), with a single bunk bed above.

Moreover, low cost does not mean low-quality service. All of the Duo and Trio rooms have a 20-inch, flat-screen LCD television that can receive a wide range of digital channels, including Canal+ and Sport+. They also have a multimedia dock so that guests can connect their DVD or MP3 player or video game console. Since July 2010, all of the hotels have been equipped with free WiFi access in all rooms.

The wash-up area has been redesigned for maximum comfort, with a new sink, new mirror, optimized storage space and top-quality lighting.

Taking into account its customers wishes, hotelF1 has kept the toilet and shower facilities outside the room and completely redesigned them. With one toilet/shower block for four rooms, the new design gives guests more space and greater privacy.

### ***Common areas designed to create a friendly atmosphere***



The reception area and breakfast room have also been restyled to create modern, functional spaces.

For just €3.70, guests can help themselves to an all-you-can-eat breakfast buffet that includes cereal, crusty bread and brioche with butter, jam and other spreads. Seated at convivial, shared tables, they can also enjoy Max Havelaar-labeled fair trade tea, coffee or cocoa.

If guests get hungry later in the day or at night, all hotels are equipped with vending machines that offer hot and cold beverages, sweet and savory snacks and ready-made meals around the clock. A microwave is also available for customer use.

# hotelF1, the least expensive hotels in the market

## ***A proven commitment to low prices***

The hotelF1 concept offers the lowest rates in the low-cost hotel segment. At an unbeatable €26 (which may vary slightly depending on the season and the location) for one, two or three people, hotelF1's rates are indeed the lowest in the market.

## ***hotelF1 guarantees the best possible price***

In line with its commitment to maintaining the lowest rates in the market, hotelF1 also offers attractive promotional rates.

### **• 10% less than the competition**

In 2010, hotelF1 offers unbeatable rates, starting at €26 per night (in certain hotels) for one, two or three people. The brand honors its commitment to being the market's most affordable hotel by offering its customers ever-lower rates.

### **• Early booking rate**

When booking at least 30 days ahead of their stay, hotelF1 customers receive a 10% discount on the rack rate. This is the ideal solution for people traveling on a limited budget who want to save even more money. Starting at just €23.50 with the early booking discount, hotelF1 rates are simply unbeatable.

*To take advantage of this offer, check out the list of participating hotels at [www.hotelF1.com](http://www.hotelF1.com).*

# hotelF1, assertive communication

## *An upfront advertising campaign*



hotelF1 has launched a new advertising campaign that uses an unconventional, upfront approach. It focuses on the brand's much lower room rates, using a strong, simple message: *"The lowest rates in the market just got lower."* The first ad reflects the brand's bold personality and will be used to kick-off the new campaign.

Clearly positioning hotelF1 as a budget hotel brand that offers customers the best possible rates, the campaign uses a firm, powerful message to overcome reluctance to choosing

the cheapest option.

## *A powerful presence on the Web*

The Internet is a critical tool for leaders in the low-cost segment. Well-aware of this fact, hotelF1 has once again demonstrated its vitality and the ability to listen to customers and adapt to their changing needs by creating the [www.hotelF1.com](http://www.hotelF1.com) website, which allows Internet users to follow the brand's development in a more interactive way.

hotelF1's web presence includes:

- **A website** that enables Internet users to select a hotel and book a room in just a few clicks, thanks to optimized features like a virtual guide and access to Google map.
- **A Facebook page** that has attracted more than 1,700 fans in just two months.
- **A Twitter account** that keeps Internet users informed about hotels in France, promotional offers and great ideas for weekend getaways.

# hotelF1, a lasting commitment to people

For many years, the hotelF1 brand has been actively committed to corporate social responsibility and sustainable development.

## *A socially-responsible corporate citizen*

- **Helping disadvantaged young people**

The leader in low-cost hotels has been supporting **young people from disadvantaged backgrounds** since 2007 alongside non-profit organization Cercle Passeport Télécoms. Bringing together seven telecommunications companies (Alcatel-Lucent, Ericsson France, Gemalto, Nokia France, Nokia Siemens Networks, Orange and SFR), as well as the French government, secondary schools and institutions of higher learning, the organization aims to fight social and geographic inequality and facilitate the school-to-work transition by enabling young people to pursue their studies in the best possible conditions.

As part of the partnership, hotelF1 offers each participating student two nights in one of its hotels in France to enable them to take entrance exams to business or engineering schools.

- **Promoting women managers**

Realizing that women were underrepresented on its management teams, hotelF1 launched an innovative program aimed to promote gender equality within the company.

Initiated in 2004, the **Managers Plurielles** program is supported by the European Social Fund. To increase the number of women in management, the program uses a three-dimensional approach:

- **Reorganizing the workplace** to facilitate women's presence in the management team, for example by finding solutions to childcare issues and offering multi-site work contracts to enable faster career development.
- **Refocusing skills enhancement programs** to promote professional development for everyone. Initiatives include introducing career development reviews that take into account employees' wishes, professional skills and career outlook, offering literacy classes and providing diversity training to managers.
- **Improving working conditions** to keep employees happy on the job and encourage them to grow professionally. Examples include training in hotel security and stress management.

Six years after the introduction of Managers Plurielles, the program's quantitative objectives have been more than met, with **56%** of women employees holding management positions at January 1, 2010.

## *An environmentally-responsible corporate citizen*

hotelF1 applies the Accor Hotel Environment Charter. This means that the brand has implemented at least 15 environmental initiatives in the areas of information and awareness, energy, water, waste, biodiversity and green purchasing. hotelF1 is also actively committed to a range of social and environmental causes:

- ***Preserving biodiversity.*** Each hotel undertakes to plant one tree every year, choose organic fertilizers and use environmentally-friendly paper products.
- ***Promoting fair trade.*** Since 2004, hotelF1 hotels have offered guests Max Havelaar-labeled fair trade hot beverages at breakfast time.
- ***Gradually installing solar panels on hotel roofs.*** In France, 12 hotelF1 hotels have been fitted with solar panels, cutting energy costs by around €35,000 per year.



- ***Using flow regulators.*** By fitting flow regulators to faucets and shower heads, water consumption is reduced by 10% each year, with no impact on guests' comfort.
- ***Enhancing behavior awareness.*** An energy use review is carried out once a month and employees and guests are informed about energy savings.
- ***Choosing eco-labeled cleaning products.*** In line with the brand's commitment to sustainable development, hotelF1 has implemented a cleaning protocol that guarantees the highest standards of hygiene and cleanliness in every hotel, using eco-labeled products.

# Picture gallery

