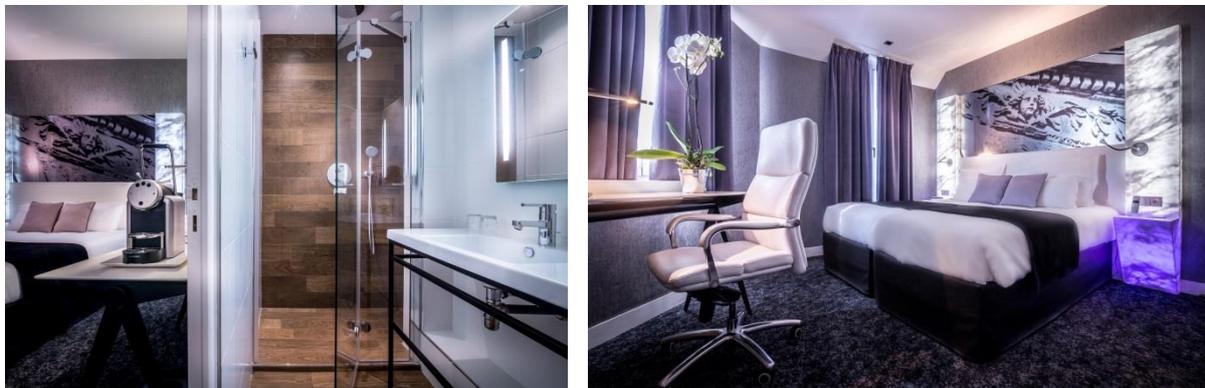


BEST WESTERN PREMIER MARAIS GRANDS BOULEVARDS: A NEW PARIS INN GROUP ADDRESS

Paris, 13 May 2015 – Following a complete renovation, the BEST WESTERN France Europe hotel obtains its 4th star and joins the BEST WESTERN PREMIER category. This long-established hotel managed by Paris Inn Group now becomes the BEST WESTERN PREMIER Marais Grands Boulevards hotel as it unveils an intimate atmosphere inspired by the history of the Marais district.

Ideally located at the heart of the 3rd arrondissement in Paris, between the main boulevards and the Marais district, close to the Pompidou Centre and the Louvre museum, the 3-star BEST WESTERN France Europe hotel has become the 4-star BEST WESTERN PREMIER Marais Grands Boulevards hotel.



Forging a link between the past and present, this elegant boutique hotel with its stunning Haussmann façade offers a unique setting, a journey through time at the heart of a constantly changing Paris. Entirely renovated by architect Alexandre Danan EDOconsulting, the BEST WESTERN PREMIER Marais Grands Boulevards hotel displays noble materials and delicate colours, a tribute to the shining marble, slate and pink tones of the neighbouring Place des Vosges.

Initially comprising 40 rooms, the hotel has acquired a further three rooms, following the purchase of two businesses located at the foot of the building. The communal areas have also been given a complete makeover: the former lobby makes way for a bright spacious backdrop that now includes an open-plan entrance hall, a reception point in the middle of the lobby and a bar displaying a subtle blend of wood and industrial materials. The lower floor hosts a business corner, a library and a breakfast area perfectly reflecting the spirit of the Marais. A fitness centre has been created where guests can relax.

Stylish and elegant, the BEST WESTERN PREMIER Marais Grands Boulevards hotel offers guests a new, top-end hotel experience, in the heart of one of Paris' historic districts. An absolute must!

BEST WESTERN PREMIER Marais Grands Boulevards | 112, boulevard Sébastopol - 75003 Paris
e-mail : marais@book-inn-france.com | www.hotel-marais-grands-boulevards-paris.com

Press contact:

Magali de Brie - Communications Manager Paris Inn Group
+33 1 44 70 81 09 | magali.debrie@paris-inn.com
96, bd Haussmann 75008 Paris - France

About Paris Inn Group:

Paris Inn Group owns and manages 29 four- and five-star hotels, mostly located in Paris. It employs 700 people dedicated to helping the group achieve an outstanding level of performance (95% annual occupancy rate), a RevPAR above its benchmark of 15 to 25% and average gross operating income of 50% of annual turnover. In 2014, Paris Inn Group created the first Sino-French hotel sector joint venture with China's biggest operator, Plateno Group. The partners' aim is to establish 200 five-star hotels together under the "Maison Albar" brand. Paris Inn Group has a current annual turnover of €81.4 million and is targeting €1 billion in 2025.

More information on www.paris-inn-group.com