

CÉLINE AND JEAN-BERNARD FALCO WIN THE PALME DE L'HÔTELIER HOTELIER OF THE YEAR AWARD

Paris, 23 June 2015 – Céline and Jean-Bernard Falco were given the 2015 *Palme de l'Hôtelier* award, at the first *Palme de l'Hôtellerie Française* annual prize-giving ceremony for the French hotel industry. The official awards ceremony took place in Paris on 22 June at the Cap 15 conference centre, bringing together around one hundred hotel industry professionals from all over France.

Initiated by HR-infos (the trade's multimedia portal) in consultation with hoteliers, this award is the first in the sector aimed exclusively at the entire French hotel industry, in all its diversity and covering the full range of its business competencies. The purpose of these French hotel industry awards is to promote the sector to the professional market and the general public, both in France and around the world.

Every year, the awards jury, made up of recognised experts and professionals themselves, will select operators, establishments, brands and chains that they identify as having delivered outstanding performance levels.

It is thus a source of considerable pride that Céline and Jean-Bernard Falco should be the first winners in the "Hotelier of the Year" award category. They received the award from Philippe Gauquier, In Extenso's Tourism, Hotel Management and Catering Partner, at the Gala ceremony. The award was made in recognition of the Paris Inn Group's strategic decisions throughout 2014, enabling it to successfully achieve all of the objectives set:

- A decisive move upmarket, with the Champs Elysées Mac Mahon hotel obtaining a 5th star in 2014, the first in the Group to obtain the distinction. Two future 5-star hotels will also join the portfolio in 2016, following the acquisition of the Céline group's former head office on rue Pont Neuf and the building adjoining the BEST WESTERN PREMIER Opéra Diamond hotel.

- The creation in 2014 of the first Sino-French hotel sector joint-venture with China's 3rd biggest operator, Plateno Group. The partners' aim is to establish 200 five-star hotels together under the "Maison Albar" brand.

- And last but not least, the participation of 55 Paris Inn Group and partner employees in the 2014 New York Marathon. Nearly 100 people travelled over for the event on 2 November 2014. Everyone taking part completed the race, their faces etched with a mixture of pain, happiness and pride.

"Céline and I are immensely proud to receive this hotelier of the year award. It marks the culmination of a year of outstanding results, of unprecedented development; and extraordinary human endeavour!", says Jean-Bernard Falco, Founder and Chairman of Paris Inn Group, before concluding: "We've managed to lead Paris Inn Group to where it is today, thanks, in the main, to the efforts of our 700 staff. Our sincere thanks must go to them, because our performance stems from their energy, discipline, professionalism and determination."

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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