



## EDITO

*In the future, more than ever the attention paid to detail when a place is created will determine how successful it is. This has been our vision in working with Paris Inn Group since 2009, and through which we recreate the unique chemistry for each project that characterizes a luxury hotel.*

During this pivotal period for **Paris Inn Group**, qui opère progressivement la montée en gamme de l'enswhich is progressively increasing the range of its entire chain, my **interior design agency**, **EDO** and I are actually occupied with at least 5 hotel projects.

Targeted renovation, change of destination or total transformation of an existing hotel: **EDO** participates in a wide variety of projects. As for the extension of **BEST WESTERN PREMIER Opéra Diamond**, it represents a new challenge, with the desire to continue along the lines of the 2009 hotel and at the same time to surprise.

Accessible from the 2nd floor, at the bend after a few steps and a secret corridor, these 7 suites luxuriate in special treatment, with balneotherapy baths, balconies running along the length, high-tech gadgets and customized services... Work will be carried out by our best craftsmen, furniture makers, mirror makers, decorator painters, etc... with whom we have «grown» over the years.

Because, the story of **EDO** and **Paris Inn Group**, is also a story of mutual development whereby projects are run in an increasingly strict manner. Through contact with the group, the agency and the different professional bodies that it employs have increased their level of professionalism as they have had to manage several projects head-on with equal rigor.

Finally, although respecting a schedule to the letter and adjusting to budgetary constraints is still a challenge for a creative person like me, the resulting freedom is quite real, and without a doubt makes us better artistically.

**Alexandre Danan - Interior Designer  
European Design Office Consulting**

## IN BRIEF

The **BEST WESTERN PREMIER Elysée Secret** and **Opéra Opal** 4-star hotels passed their Best Western Quality control by respectively earning 929 and 994 points out of 1,000. Congratulations to their directors and teams.

## 7 new «VIP» suites at

### BEST WESTERN PREMIER OPERA DIAMOND

The first joint construction by **Paris Inn Group** and Alexandre Danan, Hotel **BEST WESTERN PREMIER Opéra Diamond\*\*\*\***, which opened in 2009, is getting ready to welcome 7 new «VIP» suites. This extension of 275m<sup>2</sup> goes up to the 2nd floor in the building that adjoins the hotel, and will be constructed by **EDO**. The suites will offer wide surface areas (an average of 25m<sup>2</sup>).



The extension, which is a true hotel within the hotel, will provide an exceptional level of service.

## Hotels and restaurants renew their designs

Source : Les Echos - Dec. 12, 2012

*If there is a sector that is bubbling with excitement, it's the hotel-restaurant sector. And it has an even greater need to be innovative since its customers are travelling more and more and have many points of comparison. Close-up on 4 current trends observed at the Salon Equip'Hôtel...*

### 1 Consistency is essential

*«Today, what is important is to show consistency. People go where they feel good at all levels. Placing the emphasis only on the food or the decoration is no longer enough. You have to pay attention to both and at the same time be very attentive to the quality of the service» notes Corinne Menegaux, director of Salon Equip'Hôtel [...]*



### 2 Design takes a front seat

Many places that are already open are doing their «makeover» and there is quite a jostling among the new designs. Brand new hotels are trying to stand

out. «The crisis is reinforcing this demand for good quality, pushing everyone to be mindful of wise budgeting and therefore the quality of places they go to» adds Corinne Menegaux [...]

### 3 Bringing experiences to life

More and more restaurants are offering an extension of the experience of being at home and are opening grocery shop corners as well as take-away shops. «They are becoming more and more multifunctional living spaces with different areas that match the desires of the moment for long dining or on the contrary, to take advantage of chic snacking», emphasizes Corinne Menegaux. As for hotels, their aim is to become more integrated in the town and they do not hesitate to open the doors of their lobby or to offer concierge services [...]

### 4 Details that count

Elements that were formerly optional comfort items have become almost mandatory, such as Wi-Fi that is hopefully free of cost. Other services are becoming more important, such as tactile interactive terminals that provide information on current road or air traffic conditions, weather conditions or through which you can get customers' opinions directly [...]

CLOTILDE BRIARD

## NEWS INN

## PROJECT NEWS

The 1st floor of the future 4-star hotel, **BEST WESTERN PLUS Paris Vélizy**, will enter the layout stage on November 26, 2012. Work will continue until the opening, scheduled for the first quarter of 2013. Get a preview of our future hotel : [www.bestwestern-paris-velizy.com](http://www.bestwestern-paris-velizy.com)



## HR ZOOM Welcome Nathalie!

**Nathalie Sittler** joined the **Paris Inn Group** teams on November 5th as Assistant Revenue Manager. We would like to welcome her and to wish her every success in carrying out her missions.



We thank you for your interest in the Paris Inn Group.

To receive the monthly performance indices of Paris Inn Group hotels, sign up for our monthly newsletter using our contact form.

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