

NewsInn

The Paris Inn Group partners' monthly newsletter



EDITORIAL

On 15 October 2014 at a joint press conference in Shenzhen, Paris Inn Group and Plateno Hotels Group announced the creation of the first Franco-Chinese luxury hotel brand: the **Albar Hotel Collection**. With the **Champs Elysées Mac Mahon** as the Paris "flagship", in France and internationally, the **Albar Hotel Collection** now symbolises the excellence of our hotel expertise. A key moment in the history of a group and in the life of one man entirely devoted to hospitality...

With Céline and Jean-Bernard Falco, Gregory Pourrin and Laura Ben-Ibgui by my side, the launch of the brand Albar Hotel Collection was an emotional moment for me. This new 5-star hotel brand created in association with Plateno Hotels Group, the 9th largest hotel group in the world, is a striking entrance on the international scene for Paris Inn Group

I am honoured that this new brand was inspired by our family history: I grew up in a hotel and raised my own children in the love of a job well done and respect for the values of hospitality, sharing and excellence. From a very tender age when I used to help my father to freshen up the paint on the walls of the family hotel, and later when I carried out my first major renovations as an owner, I always wanted to move forward and expand in a spirit of enterprise and innovation.

Today, thanks to the visionary spirit of Paris Inn Group, Plateno Hotels Group and this wonderful association, our expertise is widely recognized. But, as we always have, we will continue to create quiet, friendly non-standardised hotels.

I cannot help but think of my parents and grandparents through whom all that is here today came about and I am particularly proud that my children are perpetuating and fulfilling the Albar family's dream.

I am sure that the combination of Chinese dynamism and French elegance will produce a fabulous brand and I wish Albar Hotel Collection all the best.

Daniel ALBAR - Chairman of the Board, Paris Hotel Capital

ZOOM New picture reports to see on [Google +](#)

New pictures with the details of the BEST WESTERN PREMIER Opéra Diamond and Champs Elysées Mac Mahon hotels can be viewed on our [Google +](#) page. Fans of these two hotels with the particularly successful design concept can enjoy it! See our [Google +](#) picture gallery



IN BRIEF There is a lot going on at Paris Inn Group

In 2014 the Paris Inn Group headquarters teams were markedly beefed up. Our 400m² platform needed an extension to accommodate teams that are constantly changing... Up until mid-November, expansion and development works of our premises will therefore be carried out at 96, boulevard Haussmann, with an additional platform of 200m² opened onto a courtyard.



SOCIAL NETWORKS Paris Inn Group is on Twitter

The hectic pace of the last few months, the need for instantaneity and the desire to be as close as possible to the new methods of Web communication encourage us to develop our presence on the social networks! In parallel to the [@Book Inn France](#) account, a Twitter account was created for the group.

New pictures, news, videos, etc... See our latest news live on our [Twitter thread: @Paris_Inn_Group](#)



LES ECHOS Paris Inn joins the Chinese Plateno

The Paris operator and its Chinese partner have created a hotel-boutique network, Albar Hotel Collection. Their target is 200 units.

The hotel operator Paris Inn Group, firmly established in the City of Lights, has changed its range of activities in favour of a great international project resulting in a partnership with a major Chinese stakeholder in the sector. The Paris company which is active both in hotel management, with essentially 31 four and five-star establishments in Paris, and in hotel real estate investment, actually just sealed a co-branding agreement with Plateno Hotels Group, which has 2,700 establishments under five brands in about 300 Chinese towns (i.e. 1.6 billion dollars in estimated turnover for 2014), to create an international luxury "hotel-boutique" brand called Albar Hotel Collection. The joint company, for which 70% of the capital is owned by Plateno and 30% by Paris Inn Group, intends to launch the Albar Hotel Collection through franchise with the objective of 70 units by the year 2020, including 50 in China. Both partners mention a network of 200 units by 2025. "It is a conservative forecast since everything happens very fast in China", declared the president of Paris Inn Group, Jean-Bernard Falco to "Les Echos". He pointed out that his influential partner opened his first hotel in 2005...and Plateno stated that it intends to reach 6,000 establishments by 2018! In comparison, Accor, the French champion, has 3,600 hotels worldwide under its different brand names.



Albar Hotel Collection already has its first Paris establishment, the 5-star Paris Inn Hôtel Champs-Elysées Mac Mahon located close to the Arc de Triomphe. According to Jean-Bernard Falco, two other units are also planned as part of the Paris Inn Group development. The president of the Paris company specified that there is therefore a project to expand and transform its hotel which is currently under the brand name Best Western Premier, located close to the Saint-Lazare train station, with the acquisition of an adjoining building.

In the same vein, it is about to finalise the purchase of an office building that will be converted into a 5-star hotel. As Jean-Bernard Falco points out, the brand, Albar Hotel Collection can, in addition, be launched in provincial towns visited by the Chinese, as well as in Italy, Spain, London and even New York. "Plateno, which at first wanted to buy a hotel from us in Paris, shares our point of view: you must be prepared for the arrival of Chinese tourists who, in the near future, will not only be travelling in groups. In addition, the Chinese are looking for quality", explained the president of the Paris Inn Group.

Christophe Palierse, Les Echos - 1 October 2014

WE'RE OFF FOR THE NYC MARATHON!

After 14 months of preparation, the moment has arrived for the Paris Inn Group Team to take on this long awaited race! On Sunday 2 November 2014, our 55 runners will attack the mythical New York Marathon. To follow our sportsmen and women for the entire race, download the TCS New York City Marathon 2014 application and enter the name of your favourite runner in Tracking / My runners; you will immediately receive his/her passing times.



The team will also be on the France 2 news programme on Sunday 2 November. We are counting on your continued support of the Paris Inn Group Team from your small screen and on our sports blog: <http://www.sportsinfo-paris.com/>

They are talking about it in the press...

A lot has been written about the signing of our partnership agreement with the Chinese group **Plateno Hotels Group**, one of the leaders in the hotel business in China. Find articles that appeared this month on the subject of China under [l'Hôtellerie Restauration](#), [Tourmag](#), [Le Monde du Droit](#), [Les Echos](#) and many others, in our [on-line press review](#).

The pictures from the 15 October press conference announcing this Joint-Venture are accessible from our [Google +](#) gallery.

Enjoy your visit!



PARIS INN GROUP PERFORMANCES - August 2014

Source: In Extenso - Deloitte



As Deloitte-In Extenso points out, the patronization and turnovers for accommodations are on the upturn. August closed on encouraging figures after months of stagnation. These good figures are even more appreciable since this trend can be noted, in a more or less distinct manner, in Paris as well as the Côte d'Azur and Provincial France.

The hotels managed by the Paris Inn Group are maintaining clearly higher earnings than the market since the group's cumulative earnings for August show a performance (RevPAR) of > 33.17% in the "Paris - Upscale" category, > 15.28% in the "Paris - Upper Midscale" category and > 28.04% in the "Paris - Standard Midscale" category.

The "Paris - Upscale" market

In the "Paris - Upscale" category In August 2014, the Paris Inn Group showed a RevPAR of €185.01 exclusive of tax, i.e. 28.4% more than the reference market. For the August YTD, the RevPAR in this category reached 33.17% more than the market.

	Earnings August 2014			N/N-1		
	OR	AR	RevPAR	OR	AR	RevPAR
Total PARIS INN GROUP - Upscale	95.21%	194.31 €	185.01 €	-0.10%	9.68%	9.57%
The "Paris - Upscale" market	80.70%	179.00 €	144.00 €	8.30%	5.20%	13.90%
PI/Market Comparison	17.98%	8.56%	28.48%	-8.40%	4.48%	-4.33%

	Cumulative Earnings - August			N/N-1		
	OR	AR	RevPAR	OR	AR	RevPAR
Total PARIS INN GROUP - Upscale	95.46%	212.04 €	202.41 €	-0.37%	3.21%	2.83%
The "Paris - Upscale" market	77.90%	195.00 €	152.00 €	2.50%	-0.10%	2.50%
PI/Market Comparison	22.55%	8.74%	33.17%	-2.87%	3.31%	0.33%

The "Paris - Upper Midscale" market

In August 2014, in the "Paris - Upper Midscale" category, our hotels obtained a RevPAR of €122.38 exclusive of tax, i.e. 14.37% more than the reference market. This market segment as well as the "Paris - Upscale" category are the core businesses of our profession.

	Earnings August 2014			N/N-1		
	OR	AR	RevPAR	OR	AR	RevPAR
Total PARIS INN GROUP - Upper Midscale Category	95.34%	€128.36	€122.38	1.66%	-1.18%	0.45%
The "Paris - Upper Midscale" market	84.30%	€127.00	€107.00	5.90%	1.60%	7.60%
PI/Market Comparison	13.10%	1.07%	14.37%	-4.24%	-2.78%	-7.15%

	Cumulative Earnings - August			N/N-1		
	OR	AR	RevPAR	OR	AR	RevPAR
Total PARIS INN GROUP - Upper Midscale Category	93.76%	€157.37	€147.55	-0.62%	-6.23%	-6.82%
The "Paris - Upper Midscale" market	83.70%	€153.00	€128.00	0.40%	-0.50%	-0.10%
PI/Market Comparison	12.02%	2.86%	15.28%	-1.02%	-5.73%	-6.72%

The "Paris - Standard Midscale" market

Finally, in the "Paris - Standard Midscale" category, in August our hotels obtained a Rev PAR of €91.18 exclusive of tax when the market only obtained €72 exclusive of tax, i.e. 26.64% more than the reference market.

	Earnings August 2014			N/N-1		
	OR	AR	RevPAR	OR	AR	RevPAR
Total PARIS INN GROUP - Standard Midscale Category	96.13%	94.86 €	€91.18	6.24%	-2.33%	3.76%
Paris Market - Standard Midscale Category	79.70%	91.00 €	€72.00	6.70%	1.50%	8.30%
PI/Market Comparison	20.61%	4.24%	26.64%	-0.46%	-3.83%	-4.54%

	Cumulative Earnings - August			N/N-1		
	OR	AR	RevPAR	OR	AR	RevPAR
Total PARIS INN GROUP - Standard Midscale Category	95.58%	€117.89	€112.68	1.32%	-7.07%	-5.84%
Paris Market - Standard Midscale Category	79.70%	€111.00	€88.00	0.50%	-0.70%	-0.20%
PI/Market Comparison	19.93%	6.20%	28.04%	0.82%	-6.37%	-5.64%

Glossary

OR: Occupancy Rate
AR: Average Rate
RevPAR: Revenue Per Available Room, reference ratio

Overall the results for August are good, especially for the upper segment of the market and the midscale to luxury categories. The Luxury Hotel business in Paris has notably benefited from a marked rise in average prices due to the Middle Eastern clientele report for July into August. The options taken by the Paris Inn Group teams in August 2014 enabled our hotels to make their market significantly super perform once again.

These results can be explained by the dynamic Yield – Revenue Management policy implemented by our group and by the competence of our teams, which enable our establishments to faithfully and consistently deliver these outstanding performances.

Ambre Guillaumin-Negluau -
 Yield-Revenue Management Department Manager