

April 2012 - N° 43



Edito

On Friday, April 13th, 2012, the Centre del Món Comfort & Quality Hotel celebrated its 1st anniversary! 365 days, or the time needed for this establishment to complete a full revolution at the «center of the world».

My teams and I have been looking forward to this superstitious date, without any fears of ladders or of black cats or of spooky Toulouse residents creeping into our house.

This initial year of operations was spent working hard at building our reputation and recognition, a full year of promoting black and white, as the hotel's colors, in this land where blood red and gold rule. The task at hand may indeed be arduous, but the battle couldn't be more exciting!

We were assigned a most challenging mission: asserting our difference while conforming to a certain level of tradition; for now however, no client has been able to stay at the Centre del Món Comfort & Quality Hotel without marveling at its originality. Most of the time, the response is one of admiration, less enthusiastically on a few occasions, but no one ever leaves without commenting on the lobby decoration or the graffiti designs adorning the rooms!

With a client mix of business people and tourists, we're currently preparing for the peak season: starting in May and June with the local festival calendar (Festa Major, Feux de la Saint Jean bonfire, Festival Ida y Vuelta, etc.), in July and August hosting the stream of travelers heading for Spain, and then comes September with the 23rd Visa image celebration capturing the world's most popular festival of photojournalism!

Since the trip here arrives at the Center of the world, it was indeed necessary for us to welcome these «travel makers» by signing a partnership agreement with ORFEA to accommodate SNCF railway team stopovers: great connections and on average 17 hotel stays a day!

As of the end of April, my team members will be eager to write a new chapter in the history of «Centre del Món» hotels... and I wouldn't be a bit surprised if they began with: Sempre endavant... (Mai morirem !) - Always forward, we'll never die!

Céline Febvre, Directrice
Centre del Món Comfort & Quality Hotels

News

Cross-border high-speed TGV: The Roussillon region takes stock of its geographic advantages

As high-speed rail begins to make its mark in the region, the battle for influence between Perpignan and Barcelona has raised a number of socioeconomic considerations.

As separation distances are reduced, will the Roussillon region be able to benefit from Barcelona's image, for proximity reasons? Will Barcelona spread a positive influence, especially in the direction of Perpignan, which will need to display its appeal? Such questions become moot when taking a closer look at some examples that suggest a potential win-win situation, provided the advantages proposed are those of a cosmopolitan city.



Along these same virtual lines, the Visa Image Festival, the main annual event held in the Pyrénées-Orientales Department and a fixture on the calendar of the world's leading photojournalists since its 1989 inception in Perpignan, will once again be opening its doors in 2012. From March 1st through 28th, Barcelona's Contemporary Cultural Center (CCCB) will be hosting a selection of works first exhibited during the 2011 event. [...] This beneficial relocation offers an inherent promotion of Perpignan through drawing universal attention, while at the same time added value for the city of Barcelona.

Taking stock of regional assets

According to this same principle, the historic opening of a high-speed link between Perpignan and Barcelona, which shines the spotlight on Perpignan and stimulates productive cross-border exchanges showcasing Roussillon's advantages for the international stage, has become a very pressing matter. [...] A credible place to start would be the fields of innovation and the arts, communication and sports, with Barcelona playing the role of a de facto new evaluation authority and a bona fide supplier of audiences and clients.

Source : La Clau / Open.cat 18.04.12

News Inn

The Best Western Congress: Two-time winner for Paris Inn Group hotels



PREMIER

Two hotels managed by the Group received awards during the annual Best Western Congress held in Avignon on April 3rd at the Papal Palace.

The BEST WESTERN PREMIER Opéra Diamond and BEST WESTERN PREMIER Opéra Opal were the only two establishments to be honored with the prestigious Best Western Premier Quality Award in recognition of their perfect 1000 / 1000 point scores.

Congratulations to the teams responsible for this well-deserved distinction. Let's remark in passing that the BEST WESTERN PREMIER Opéra Opal is getting accustomed to accolades having won the prize now 3 times!

FOCUS : The BEST WESTERN PREMIER Opéra Diamond unveils its new video on YouTube

To capitalize on the launch of its new Website, the BEST WESTERN PREMIER Opéra Diamond has produced a new presentation video using the Motion Design technique. This highly popular type of format makes it possible to animate images and disseminate key messages thanks to typo games.

Play this [video](#) on your YouTube channel!



HR CLOSE-UP: A warm welcome to Sébastien JACQUES

Sébastien JACQUES joined the Group on April 10th in the post of Head of Project Operations and is working alongside Matthieu BARREAU. We wish Sébastien all the best in his new function.



PERFORMANCES PARIS INN GROUP – February 2012

Market comparison- Source : In Extenso / Deloitte



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.

[Access the form](#)