

## **HOTEL LA DEMEURE JOINS PARIS INN GROUP**

**Paris, 1<sup>st</sup> December 2016 - Paris Inn Group, the hotel investment and asset management experts, announces the management of La Demeure hotel, located at the junction of the 5<sup>th</sup> and 13<sup>th</sup> arrondissements in Paris. Following renovation work that will start in 2017, this 3-star establishment will upgrade to 4-star category under the Best Western Plus brand.**



Initially conceived as a family hotel, La Demeure focuses on hotel fundamentals, with special attention paid to the customized welcoming of guests. All the know-how and expertise of a family, whose members are especially attentive to guests and able to suggest the very best addresses in the neighbourhood. The owner, Bernard Maly, has decided to hand over the management of his establishment and its upgrading to Paris Inn Group.

Currently a 3-star hotel, La Demeure will soon upgrade to 4 stars under the Best Western Plus brand. A renovation programme is scheduled for this upgrade. The work will start early in 2017 and will be completed at the end of the first half-year. The new features will include a wellness area with a sports room and sauna/hammam where guests can take time out and enjoy a calm and relaxing interlude.

The hotel has 43 rooms on 6 floors with unusual, pleasant, open and bright areas within a building brimming with character: Haussmann façade, a turret beneath the eaves, a wrought-iron canopy over the entrance, large windows and long balconies, and more. The upper floors have a spectacular view over Paris and the dome of the Panthéon.

Located at 51 boulevard Saint-Marcel, the hotel enjoys a strategic Left Bank position in an area that is undergoing rapid transformation, a stone's throw from the Gobelins, Latin Quarter, Jardin des plantes and the rue Mouffetard, one of the oldest streets in Paris, full of cafés, bistrots and food shops.

This new management strengthens the presence of Paris Inn Group in Paris on the 4 and 5 star segment.

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**About Paris Inn Group:**

Paris Inn Group is an investor and the manager of 33 4- and 5-star hotels located mainly in Paris. One thousand employees work on a daily basis to achieve exceptional performance levels (92% annual occupancy rate), RevPAR above its benchmark of 15% to 25%, and average GOP totalling 50% of its annual turnover. In 2014, Paris Inn Group created the first French-Chinese joint venture in the hotel sector with China's leading operator, Plateno Group, with the aim of developing 100 5-star hotels together under the Maison Albar brand name. Paris Inn Group currently has turnover of €80 million. For more information, visit [www.paris-inn-group.com](http://www.paris-inn-group.com)