

PRESS RELEASE

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**PARIS INN GROUP WINS THE AWARD FOR “BEST HOTEL & TOURISM RESORT” FOR THE
MAISON ALBAR PARIS CELINE HOTEL**

Among the 11 awards issued this year at MIPIM in Cannes, the much-coveted award for the “BEST HOTEL & TOURISM RESORT” went to the French Paris Inn Group for the Maison Albar Paris Céline hotel.



Held from 14 to 17 March at the Palais des Festivals in Cannes, the annual MIPIM show is a leading international event attracting more than 23,500 professional visitors from 90 countries. At this event, the Maison Albar Paris Céline hotel was declared the prizewinner from among 214 applicants and 4 finalists in the **BEST HOTEL & TOURISM RESORT** category, having been awarded the majority of the 1,500 votes, in competition with its three major international rivals.

“Paris Inn Group is delighted to be representing France in the areas of tourism and innovation. We are particularly proud that our family business has been given an award for a project in which we have invested a great deal of energy and human as well as financial resources over the last two years. This award is an outstanding recognition for the deployment of our Maison Albar Hotel brand. We have been bold in creating a luxury boutique hotel brand, a showcase for the very best of French know-how, which among other things will be an excellent ambassador for France abroad”, explained **Jean-Bernard Falco, President and founder of the Paris Inn Group.**

As the owners of the premises since 2014, the ALBAR family, originating from the Aveyron area, has transformed the building thanks to a huge, 21-month renovation programme carried out under the supervision of Didier Beautemps (Atelier COS) and the decorator Alexandre Danan (the company EDO).

A stylish new Parisian hotel in the city's first arrondissement, this family establishment offers its guests a unique, authentic and refined experience, proposing 60 bedrooms including the “1923” suite (the year Céline Falco’s grandmother Odette was born) which boasts an outstanding 180-degree view over the Paris rooftops.

With its swimming pool, its Cinq Mondes spa, its restaurant Odette, an “urban inn” created in partnership with Sophie and Caroline Rostang, a family of restaurateurs for six generations now

(Maison Rostang), this 5-star hotel brings its guests the very best of French know-how thanks to the widely-recognised skill and flair of three French families on site (the Albar family for the hotel, the Rostang for the restaurant and the Poiroux, creators of the French luxury SPA brand).

“With Maison Albar Hotel, we aim to lay the foundations for a stylish and unostentatious luxury hotel environment in France and abroad, by proposing a novel hotel concept drawing on my family history, which stretches over four generations. I’m very proud that this flagship, which bears my first name and in which I have invested so much, has scooped this first award” added **Céline Falco, Vice-President and founder of Paris Inn Group.**

Over the next five years, Paris Inn Group plans to open around a hundred hotels under the Maison Albar Hotel brand worldwide, including around fifty in Asia in collaboration the leader in the Chinese hotel industry (Plateno Group / Jin Jiang Hotel).

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About Paris Inn Group:

Paris Inn Group is an investor and the manager of 32 4- and 5-star hotels located mainly in Paris. 1,000 employees work on a daily basis to achieve exceptional performance levels: 87% annual occupancy rate in 2016, a RevPAR above its benchmark of 10 to 20% and average GOP totalling 42% of its annual turnover. Through the creation of a Sino-French hotel joint venture, Paris Inn Group and Plateno Group aim to jointly develop 100 five-star hotels under the “Maison Albar” brand. Paris Inn Group currently has a turnover of €75 million. For more information, visit www.paris-inngroup.com

About MIPIM:

The largest international market for real estate professionals is bringing together some of the most influential stakeholders in the real estate industry (offices, residential, retail, health, sport, logistics, industrial, etc.) for four days of conferences and networking, providing unrivalled access to the largest property development projects and international capital sources.