

NEW YORK CITY MARATHON: WHEN PARIS INN GROUP TURNS ITS EMPLOYEES INTO CHAMPIONS

Paris, 15 November 2016 - In the spring of 2015, Jean-Bernard Falco, President and Founder of Paris Inn Group, challenged his teams to run the 2016 New York City Marathon. For 14 months, over 120 runners from all backgrounds, including members of the head office, hotel directors, receptionists, crew members, housekeepers, technicians and close partners of Paris Inn Group, intensively trained. All of them, without exception, crossed the finish line in the heart of Central Park. Rigour, diligence and determination helped these outstanding runners push their limits and perform better than they had ever imagined. A look back at an extraordinary feat...



On 6 November 2016, the New York City Marathon brought together over two million spectators lining the course, 315 million TV viewers around the world and 50,000 runners, over 120 of whom wore Paris Inn Group's colours. Thirty-five women and 85 men with various profiles had trained together to run this highly prestigious marathon.

To support Paris Inn Group through this incredible adventure, Bpifrance, Gide, JTBB avocats, Carmyn, Octopus, Cabinet Hassan and Eurolitex also made the trip to back the French team.

The participants performed well with an average time of 4:30:

- Best runner from Paris Inn Group: **Yazid KACI**, night receptionist at Best Western Premier 61 Paris Nation, with a time of 2:56:37, no. 604 in the overall ranking;
- Leading female runner from Paris Inn Group: **Séverine BUFFARD**, Assistant Managing Director, with a time of 3:58:27, no. 12,619 in the overall ranking;
- Youngest runner from Paris Inn Group: **Audrey CAZORLA**, 24-years old, Assistant Director of Best Western Plus Suitcase Paris La Défense, with a time of 4:25:05, no. 22,989 in the overall ranking;
- Most "senior" runner from Paris Inn Group: **Daniel ALBAR**, 66-years old, owner of five hotels, with a time of 4:24:26, no. 22,729 in the overall ranking.

Preparation worthy of high-level athletes

Fourteen months of physical and mental preparation were necessary to make all the runners genuine champions determined to run the 42.195 km of this New York City race:

- Fitness programme and field support all throughout the preparation phase provided by Dominique Chauvelier, four-time French champion;
- Customised support taking into account each runner's target and capacities provided by the organization <http://www.monstade.fr/>, which relies on approved protocols inspired by the methods used for high-level athletes;
- Over 100 team training sessions, divided up into four phases, occurring more and more frequently;
- Division of the runners into five groups of levels determined based on MAS (Maximum Aerobic Speed in running) and cardio tests performed by Mon Stade, and adjustment during the year based on progress made.
- Participation in ten official competitions: Les Foulées de Vincennes (10km), Charenton-le-Pont (15km), the Paris Half-Marathon, Run@Work, and more.
- Creation of a gym at the head office, open to all employees.

Precision, customisation, efficiency and safety were the main requirements of Paris Inn Group when preparing for this marathon.

Road to New York, an original collective, connected challenge

To enliven and spice up the pre-marathon training phase, Paris Inn Group came up with an original collective, connected challenge: Road to New York 2016. It divided up the 130 runners into five teams of equivalent levels, each representing a borough of New York City (Manhattan, Bronx, Queens, Brooklyn and Staten Island) and invited them to compete against one another.

For 14 months, the teams faced off during training sessions and races in Paris. Everyone's performance was recorded on the <http://www.roadtony2016.com> platform created for the occasion.

And because Paris Inn Group wanted to make this challenge a collective adventure, it was open to all non-runner employees who themselves became supporters through the steps they took. After registering at <http://www.roadtony2016.com>, they simply had to choose which team they wanted to support and connect their walking application. Every step they took was then counted to enable their team to earn additional points and they were invited to take part in a series of challenges to win extra bonuses.

Key figures:

- 14 months of preparation
- 130 runners
- 100 training sessions
- 10 official races
- 147,941 km run
- 1,000 supporters
- 512,209,413 steps taken by supporters, i.e. 10 round-trips between Paris and NYC!
- 96,333 likes and 4,013 photos posted at <http://www.roadtony2016.com>
- 2,225 likes and 235 posts on the RTNY2016 Facebook page

Paris Inn Group called on six of its closest partners to support this initiative during the various official races and involve them in its success: Arthus-Bertrand, Bpifrance, Ipsi, Marly Distribution, Electropose and Maison Albar Hotel. Paris Inn Group would like to sincerely thank its partners for their participation in this wonderful experience.

The bottom line: group cohesion and self-esteem

Being part of this incredible experience gave employees an opportunity to get to know each other better and discover one another in a new light. When they were all wearing shorts, they were no longer head office or hotel members, directors, technicians or receptionists. They were simply united as part of an effort to achieve a common goal: cross the finish line together on 6 November 2016.

All the employees also derived personal benefits from this collective adventure:

- Pride in taking up an ambitious challenge through their hard work and determination;
- Enhanced self-confidence, from being able to draw energy from themselves and from the team, to push back their limits;
- Greater capacities for rigour, diligence, determination and enthusiasm, which were the qualities required to reach the finish line.
- Visible pleasure in achieving this objective of surpassing themselves.



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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 200 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