

PRESS RELEASE

**PARIS INN GROUP  
PURSUES ITS INNOVATION STRATEGY  
WITH TOURISM START-UPS**

**Paris, 26 June 2017 – Paris Inn Group, founding member of Welcome City Lab, pursues its strategy of innovation and supporting tourism start-ups by welcoming them into the Group's 32 hotels. Today, Paris Inn Group and Optionizr are pleased to announce the launch of purchasing options for room reservations, a first for the hospitality sector.**



**OPTIONIZR**

Ever since it was founded 12 years ago, Paris Inn Group has been driven by the desire to engage and innovate. That is why the Group has decided to become a start-up accelerator and work with young companies to help them succeed. Last year, a new competition was launched: the Paris InnOvation Trophy. The goal was to identify the most innovative start-ups in the hospitality and tourism sector. Paris Inn Group selected two of the competitors, and has since opened its *InnCubateur* programme with [OPTIONIZR](#) and [CLAPNCLIP](#), in the hope of bringing them into the fold and supporting them.

In May 2017, Paris Inn Group and OPTIONIZR made an unprecedented announcement in the hospitality sector: the introduction of purchasing options for room reservations. This service had already taken off for air and railway travel, and may now be used to temporarily lock in rooms at set rates, including rates that may not be cancelled or exchanged. This remarkable new service will allow Paris Inn clients to plan their trip more fully before finalising their reservations, and be sure that their selection will still be available at the same price.

“We want to meet our customers’ needs--they’re always asking us for more flexibility and more services to help them when they make their travel plans”, says Séverine Buffard, Assistant Managing Director of Paris Inn Group.

These options are available for the following hotels: [Beauchamps](#), [Best Western Premier Opéra Liège](#), [Best Western Premier Opéra Faubourg](#) and [Best Western Premier Faubourg 88](#). They will soon be rolled out for all other Paris Inn Group hotels.

## **About the *InnCubateur***

On 6 June, nearly 40 start-ups participated in the Paris Inn Group reverse pitch held at the Welcome City Lab. As the first and only hotel group to have joined Welcome City Lab as a sponsoring partner, Paris Inn Group introduced the areas where the Group is pursuing its innovation strategy and where it would like to work with new, innovative start-ups.

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### **Paris Inn Group press contact:**

Noémie Divais – Paris Inn Group Communication Officer  
+33 (0)1 44 70 11 77 | [noemie.divais@paris-inn.com](mailto:noemie.divais@paris-inn.com)

**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. To date, Paris Inn Group has recorded a business volume of €75M and is aiming to achieve one billion euros by 2030. For more information, visit [www.paris-inn-group.com](http://www.paris-inn-group.com)*

**About Optionizr:** *Optionizr is rolling out its options system in various sectors, including entertainment, hospitality, and air and railway travel. This solution was developed for application in all e-commerce sectors to meet both customers’ and vendors’ needs. The system is currently available in 12 languages and more than 100 currencies. Vendors may configure it however they wish to advance their marketing strategies for transformation, customer acquisition or additional revenue. To learn more, contact: [presse@optionizr.com](mailto:presse@optionizr.com) Tel: +33 (0)1 79 75 95 59*