

## **CÉLINE FALCO APPOINTED TO THE BOARD OF DIRECTORS OF BEST WESTERN FRANCE**

**Paris, 30 April 2015 - Paris Inn Group is pleased to announce the appointment of Céline Falco to the Board of Directors of Best Western France.**



Céline Falco, Vice-Chairwoman of Paris Inn Group, has been appointed to the Board of Directors of Best Western France. The appointment was made in Prague on 9 April 2015 during the annual Best Western France Conference. This appointment, effective from 9 April 2015, is valid for a period of four years.

The Board of Directors of Best Western France is currently chaired by Quentin Vandevyver and has nine members.

Céline Falco has a proven track record in the hotel industry. From a family of four generations of hoteliers, she began her career in 2001 at the head of two Parisian hotels.

In 2005, she founded the hotel investment and asset management company Paris Inn Group, alongside her husband, Jean-Bernard Falco, with a commitment to maintaining her long-standing and deep-rooted values: to champion a resolutely human hotel industry where know-how is geared towards customer satisfaction. Placing innovation at the very heart of its strategy, she has positioned Paris Inn Group as a pioneer and driver of new trends in the hotel industry.

Since its creation, Paris Inn Group has seen some major changes, adding significantly to its portfolio. As of 31 December 2014, it owned 29 four- and five-star hotels, mainly located in Paris, 20 of which are marketed under the Best Western brand.

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**About Paris Inn Group:**

Paris Inn Group owns and manages 29 four- and five-star hotels, mostly located in Paris. It employs 700 people dedicated to helping the group achieve an outstanding level of performance (95% annual occupancy rate), a RevPAR above its benchmark of 15 to 25% and average gross operating income of 50% of annual turnover. In 2014, Paris Inn Group created the first Sino-French hotel sector joint venture with China's biggest operator, Plateno Group. The partners' aim is to establish 200 five-star hotels together under the "Maison Albar" brand. Paris Inn Group has a current annual turnover of €81.4 million and is targeting €1 billion in 2025. More information on [www.paris-inn-group.com](http://www.paris-inn-group.com)