

BEST WESTERN PREMIER OPERA DIAMOND WINS THE BEST WESTERN PREMIER 2015 AWARD

Paris, April 11, 2016 – on the 5th of April, at the 46th Best Western France Annual Congress which took place in Biarritz from April 4-6, the BEST WESTERN PREMIER Opéra Diamond hotel won first prize for quality for 2015. This trophy awarded by Best Western France is the most prestigious of the different prizes, since it rewards the best hotel in the chain's highest category.



Guillaume Mermet, left, and Caroline Canny, centre, surrounded by the whole team at Best Western Premier Opéra Diamond.

This distinction emphasises the quality of service and the performance of the teams at BEST WESTERN PREMIER Opéra Diamond, who pull out all the stops to make their guests' stay unforgettable.

"I am particularly proud that our establishment distinguished itself and was rewarded among all the Best Western Premier hotels in France.

This exclusive award shows that our customers appreciate us and acts as an incentive to continuously surpass ourselves in providing service excellence. The team at BEST WESTERN PREMIER Opéra Diamond will continue to deploy efforts in this direction, as the satisfaction of our clientele is our core concern" declares Guillaume Mermet, Director of operations at Paris Inn Group, who received the prize on behalf of Caroline Canny, Director of the establishment, and her entire team.

Inaugurated in October 2009, this four-star boutique-hotel of Paris Inn Group is ideally situated in the 8th *arrondissement* of Paris, just next to Gare Saint-Lazare and a stone's throw from the major department stores. A variation on the theme of the diamond, the hotel décor is in a chic, contemporary style, as a tribute to the figure of the *Parisienne*.

In 2016, the BEST WESTERN PREMIER Opéra Diamond is continuing to raise its standards, with an extension and the complicity of interior designer Alexandre Danan (EDOconsulting).

At the end of the first half of 2016, it will join the very select circle of 5-star hotels in Paris. It will unveil a new wing decked out in white and silver, in perfect contrast to the original areas. The wing will comprise 35 new rooms that are light, luxurious and use leading edge technology, with a panoramic view over Gare Saint-Lazare esplanade, bringing the total number of rooms to 72. A fitness centre will also be included. More spacious, the new lounge and breakfast area will extend

into the indoor garden, creating a friendly, homely atmosphere, inviting the traveller to relax and share a break at any time throughout the day and evening.

The BEST WESTERN PREMIER Opéra Diamond looks forward to welcoming you for a unique five-star experience in the heart of Paris from June 2016.

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About Paris Inn Group:

Paris Inn Group is both investor and operator of 32 **** and ***** hotels, situated for the most part in Paris. It employs 1000 people dedicated to helping the group achieve an outstanding level of performance (92% annual occupancy rate), a RevPAR above its benchmark of 15 to 25% and an 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 150 five-star hotels together under the "Maison Albar" brand. Paris Inn Group currently has an annual turnover of €80m. More information at www.paris-inn-group.com