



# BOOK INN FRANCE<sup>®</sup>

*Fine independent hotels since 1923*

Press File  
May2012

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**A word from the Directors and Owners :**

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« Since travel represents such a special occasion that cannot be boiled down to just a hotel room, our company has been pulling out all the stops for four generations to honor the values of hospitality and sharing that lie at the core of our trade: hotel accommodations. Over the past few decades, the hotel sector has undergone dramatic changes in response to the needs of an increasingly mobile and demanding clientele. Our expertise has expanded and we've been busy integrating the latest in entrepreneurial, managerial and strategic tools. Amidst this changing business environment, our philosophy has not budged: we staunchly defend the principle of making a hotel stay first and foremost a human experience, by focusing squarely on our guests' well-being. Such is the key to our success as well as our durability. By relying on its solid support and proven track record in the Paris market, Paris Inn Group is now offering its expertise and staff to independent hotel operators located throughout France, via its new venture : **Book Inn France**. »

Jean-Bernard et Céline Falco,  
President and Managing Director of Paris Inn Group



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## I. Book Inn France, a Paris Inn Group hotel collection

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**An expert and leader in the market of independent Paris hotel operators, the Paris Inn Group oversees a network of charming hotels featuring 3- or 4-star ratings and ideally located in the heart of Paris. Building upon a solid past experience in Paris, the company has within just a few years' time been able to develop broad know-how and notoriety throughout the city.**

This hotel consortium first got off the ground in 2000 when the Albar family, in the Paris hotel trade for four generations, teamed up with hotel transaction expert Jean-Bernard Falco.

Dedicated entirely to the independent hotel segment, Paris Inn is based on an original concept that associates hospitality management with marketing strategy on behalf of independent hotel operators. The added value input into the range of services proposed has been derived from knowledge sharing and resource pooling, as well as from access to an innovative set of management methods and tools.

In order to generate an attractive return on investment and more effectively meet customer needs, the company in 2005 adopted a Yield-Revenue Management system, a state-of-the-art rate-setting technique that does not yet enjoy widespread use on the Paris independent hotel scene. This way, Paris Inn can demonstrate its desire to blaze the trail of innovation.

The following year, the group implemented a bona fide online electronic distribution strategy and launched its Web portal, devoted to marketing and then online booking. The network has continued to grow and forge its own unique style. An array of cozy and contemporary hotels started to take shape as building renovation and restoration projects ensued, under the supervision of Céline Falco, the group's Managing Director, accompanied and coordinated by her well-renowned father, none other than group founder Daniel Albar.

Through reliance on its range of expertise and notoriety in the Paris market, Paris Inn has decided to expand its activities in 2010, and to propose its services to independent hotel owners in French provincial cities identified as offering the greatest strategic value, where the group could most effectively apply its renowned market talents and leading-edge technological tools.

Since 2011, the name Paris Inn Group encompasses all the group's activities, broken down into 4 areas of operational expertise:

- investment advisory
- project development
- project management
- asset management

Paris Inn Group manages 14 3-star and 4-star hotels, totaling 27 hotels, 1147 rooms and 400 employees, and uses two portals to market the hotels entrusted to it: [www.HotelsGrandParis.com](http://www.HotelsGrandParis.com) for Paris and [www.BookInnFrance.com](http://www.BookInnFrance.com) for the whole of France. As at 31 December 2011, the company's annual consolidated turnover reached €31.5 million.

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## II. Background

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The history of Paris Inn Group can be traced through a family saga stretching four generations. This story has woven a long and illustrious path since the 1923 acquisition of the very first Parisian hotel.

### Timeline

**1923** : The ALBAR family purchased its first Hotel, «Le Printania», in the city's 20th arrondissement.

Two other hotels would join the family concern in the 18th arrondissement.

**1969** : The «Hotel Aux Ducs de Bourgogne» was added to the family's portfolio under the capable management of Daniel Albar for more than 35 years.

**2000** : Association initiated between Daniel ALBAR and Jean-Bernard FALCO. The subsequent period was one of strong growth, with the acquisition of 8 establishments within just a few years.

**2005** : Founding of the management company as it exists today. The business plan called for implementing a Yield-Revenue management unit and launching an «e-commerce» Web portal. A year later, Paris Inn was generating 50% of its sales revenue via the Web.

**2006** : The company gradually built its organizational structure by adding Divisions specialized in administrative and financial functions, legal affairs, human resources, business development and the operator network.

**2007** : Several initiatives to raise the standing of a select number of hotels became operational under the guidance of Céline Falco (born Albar), in collaboration with some of Paris' best hotel designers.

**2009** : A Web agency was created to oversee sales optimization and the effective use of online resources for hotels under Paris Inn management; this agency was incorporated into the Group with subsidiary status.

**2010** : As hotel manager, investor and owner, Paris Inn diversifies its activities and has gained notoriety as a key player on the Paris hotel scene. The group decides to extend its services and expertise throughout the country and launches its new commercial venture **Book Inn France**.

**2011** : The name Paris Inn Group encompasses all the activities of the group. The company relocates to 96 Boulevard Haussmann in the 8th District (one of Paris' premier business districts) and signs a joint venture with one of the world's best-established companies, Prudential Financial Inc. or PFI (NYSE: PRU) under the aegis of Pramerica.

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### III. The hotels under our banner

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Intended to provide a tourism and business clientele with a hotel option dedicated to the human scale and high-quality services, the Book Inn France selection of hotels offers an array of charming establishments benefitting from ideal locations in Paris and across several of France's larger provincial cities.

Our hotels enjoy strategic locations, in the heart of dynamic cities and are easily able to draw a mix of leisure and business travelers, in places like Paris, Perpignan, Nimes and soon to enter the fold will be a number of other cities outside Paris and in the provinces (including Vélizy, Strasbourg, Lille, Nantes and Bordeaux).

In order to satisfy the diverse demands associated with modern travel, Book Inn France is pleased to propose a varied array of hotels, extending from the traditional 3-star category to one-of-a-kind 4-star establishments, while always stressing the need to maintain quality in the services provided.





**As of May 1st, 2012, the Book Inn France hotel network was composed of :**

- 27** hotels in all, accounting for a total of **1147 rooms**, distributed between :
- 24** hotels in **PARIS** and vicinity
- 2** hotels in **PERPIGNAN**
- 1** hotel in **NÎMES**

#### Broken down into three ratings

- 14** hotels ★★★★★
- 13** hotels ★★★

#### And into four «style» categories :

-  Boutique hotel
  -  Contemporary hotel
  -  Charming hotel
  -  Budget hotel
-

## IV. Close-up of our hotels

BEST WESTERN PREMIER

### *Hôtel Louvre Saint - Honoré*

★★★★

37 rooms

141, rue Saint-Honoré  
 75001 Paris

Phone : + 331 42 96 23 23  
 Fax : + 331 42 96 21 61

[louresainthonore@book-inn-france.com](mailto:louresainthonore@book-inn-france.com)



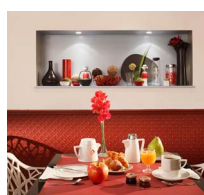
Tucked into an 18th-century building on the fashionable rue Saint-Honoré, the BEST WESTERN PREMIER Louvre Saint-Honoré Hotel provides easy access to Paris' most beautiful sites.

Just a few minutes on foot are needed to reach the Louvre Museum, the Marais or Saint-Germain-des-Prés districts and discover all the various facets on display in this city: historical Paris, hip Paris, luxurious Paris.

This hotel was entirely renovated in 2009 by the designer Valérie Manoïl. With its high-tech fireplace, leather-covered walls and Philippe Starck armchairs, the hotel lobby laid out in an attractive atrium space offers a cozy and relaxing area to unwind after a busy day.

In the Classical, Superior, Deluxe or Junior Suite accommodations, every effort has been made to provide guests with full comfort, including fluffy comforters and spacious bathrooms. Wireless service is complimentary and all rooms are equipped with large LCD screen TVs.

The hotel proposes a personalized concierge service and discounts for any of the spa and massage treatments offered by its partner, Premier Sens, located 50 m away.





BEST WESTERN PREMIER

# Hôtel Opéra Opal



33 rooms

19, rue Tronchet  
75008 Paris

Phone : + 331 42 65 77 97  
Fax : + 331 42 65 66 50  
[opal@book-inn-france.com](mailto:opal@book-inn-france.com)



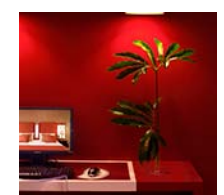
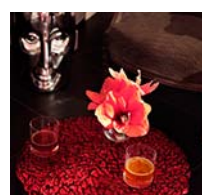
Located in what's known as Paris' luxury triangle, just a short stroll from the Madeleine, the place Vendôme and the Garnier Opera House, this boutique hotel was completely renovated in 2007 and provides guests with a contemporary and friendly setting for their Paris stays.

Boasting modern contours, a large central fireplace, Philippe Starck lamps and geometric tapestries, the BEST WESTERN PREMIER Opera Opal has been restored from top to bottom under the guidance of the talented designer Valérie Manoïl.

Its contemporary lobby area decorated in shades of vivid red, black and white is the ideal spot for relaxing away from the Paris commotion after a day chock full of meetings or shopping excursions.

The light inside inspires a sense of well-being and becomes one of the hotel's most outstanding features. A sculpture crafted from the imagination of Argentine designer Octavio Amado weaves along the main staircase and accompanies guests until reaching their suites, whose bathtubs have been fitted with hydro massage, color therapy bathtubs.

The hotel contains a total of 33 rooms, all equipped with wireless access and LCD screens, including 2 exclusive and spacious suites featuring exposed wood beams and a view overlooking Paris' rooftops: all the charm of a historic house for a stay surrounded by Paris excitement.





BEST WESTERN PREMIER

# Hôtel Opéra Diamond

★★★★

30 rooms

4, rue de la Pépinière  
75008 Paris

Phone : +331 44 70 02 00  
Fax : +331 44 90 04 75

[diamond@book-inn-france.com](mailto:diamond@book-inn-france.com)



Open since August 2009, the BEST WESTERN PREMIER Opéra Diamond is located near the city's famous department stores, luxury shops and business centers in the historic district around the Saint-Lazare train station.

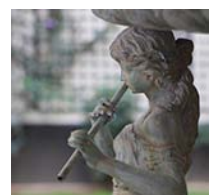
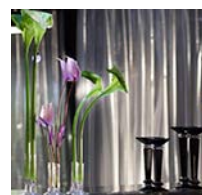
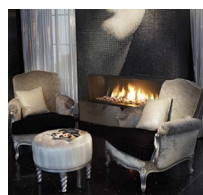
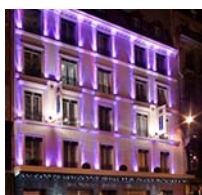
With its coal gray facade and interior drawn in unconventional and contemporary contours, the hotel is imbued with a trendy and fashionable aura. The interior layout designed by Alexandre Danan has been organized around the theme of jewelry and femininity. Black quartz, Bohemian crystal chandeliers and Swarovski crystal pieces dot the floor, framing the setting of this exceptional establishment.

The 30 rooms, all equipped with wireless Internet and LCD screens, have been covered with a crocodile-skin imitation wallpaper. Each has been decorated with original draperies, reproducing a portrait by Jean Clemmer, both Salvador Dali's and Paco Rabanne's favorite photographer.

On the upper floor, the double executive rooms offer a concert of luxury and technology, with a wide range of upscale equipment: an individual Nespresso coffee machine, the latest and snazziest iPod and iPhone docking stations, a TV embedded into the bathroom mirror, and the full line of Chopard guest accessories.

The hotel also features an elegant and cozy lobby, a patio and cocktail lounge open all night long for guests. A conference room, able to accommodate group bookings up to 25 for holding any kind of professional gathering, connects with a courtyard garden.

A stunning jewel right in the heart of the French capital, the BEST WESTERN PREMIER Opéra Diamond provides an exceptional place for those truly unique occasions.



# Hotel Opéra Marigny

★★★★★

24 rooms

11, rue de l'Arcade  
75008 Paris

Phone : + 331 42 66 42 71  
Fax : + 331 47 42 06 76  
[marigny@book-inn-france.com](mailto:marigny@book-inn-france.com)



Tucked into a 19th-century building adjacent to the place de la Madeleine, the Opera Marigny Hotel offers guests an extremely advantageous location. A short stroll from Paris' renowned department stores and the Garnier Opera House, the hotel is just a 10-minute metro ride from the Louvre Museum, Champs Elysées and Tuileries Garden and just twenty short minutes from Saint-Germain-des-Prés, Notre Dame and the Eiffel Tower.

This charming establishment, a favorite of the writer Marcel Proust, was thoroughly restored in 2008 and today offers a distinctly contemporary style with completely modernized equipment and amenities, including in-room automation, complimentary Internet access and an intelligent lighting scheme.

The interior spaces are awash in a soft glow with white, gray and pink hues, encompassing 24 rooms including 2 suites. This luxury accommodation treats its guests to an outstanding level of comfort by a dedicated staff for tourist or business stays in the heart of Paris.





BEST WESTERN

# *Hôtel des Ducs de Bourgogne*

★★★★★

50 rooms

19, rue du Pont Neuf  
 75001 Paris

Phone : + 331 42 33 95 64

Fax : + 331 40 39 01 25

[bourgogne@book-inn-france.com](mailto:bourgogne@book-inn-france.com)



PARIS



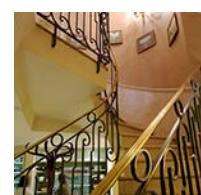
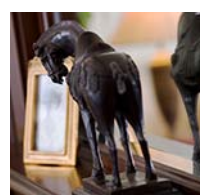
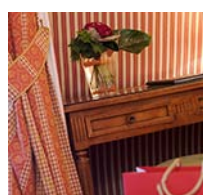
The Hotel BEST WESTERN Ducs de Bourgogne falls in the category of cozy, classical style; it is adjacent to the Pont Neuf Bridge, in the capital's historical district built near the Louvre Museum.

Around the corner from the place du Châtelet, the hotel's central Paris location provides convenient access on foot to Notre-Dame, or heading towards Saint-Germain-des-Prés or the Latin Quarter, depending on the guest's mood.

The hotel's decoration, showcasing wood paneling, antique armchairs and colorful wall hangings, offers a chic and timeless setting. The 50 rooms within this handsome 18th-century building are laid out like in a city manor, via hallways adorned with traditional paintings and engravings that pay tribute to the Dukes of Burgundy. An array of rooms, including Superior, Twin, Family suites, Classical, Singles or Junior Suites, are distributed throughout the hotel, from the ground floor to the highest storey under a mansard roof. Each accommodation achieves the level of desired comfort thanks to excellent beds, a minibar and free wireless connections.

The hotel, awarded the European Ecolabel in April 2010, introduces only ecological and recyclable products and prepares breakfast using organic ingredients and foods produced under fair trade agreements. In addition, a state-of-the-art, air-conditioned conference room with seating capacity for 15 is available for all professional gatherings.

A secluded haven amidst Paris' historical district, this hotel is run by a highly skilled and attentive team that wins over guests by their sheer kindness.



Exclusive hotels

# Hotel Mathi's Elysées

★★★★

23 rooms

3, rue de Ponthieu  
75008 Paris

Phone : + 331 42 25 73 01  
Fax : + 331 42 56 01 39  
[mathis@book-inn-france.com](mailto:mathis@book-inn-france.com)

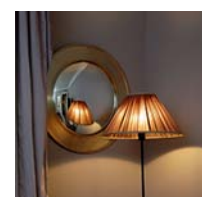
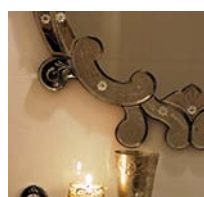


Just a short stroll from the Champs Elysées and Grand Palais, the highly coveted Mathis Elysées Hotel offers guests rapid access to the city's major monuments, museums and a plethora of luxury stores this district is famous for.

On the Right Bank, in a 1920's building, this cozy, one-of-a-kind 4-star boutique hotel is located near the place de la Concorde, the Louvre Museum, both the Grand and Petit Palais, the new Quai Branly Museum, and the place des Invalides on the other side of the Seine: an ideal spot to head out on a discovery tour of Paris' treasures.

Its decoration has been inspired by an array of styles and eras from the world over: each object, furnishing, fabric or light fixture feels like a prize finding from an exotic journey. Set in a tranquil corner of Paris and graced by a reception staff always eager to please and share their rich knowledge of the district, the Mathi's Elysées Hotel offers room sizes extending from standard to junior suites. The hotel's 23 rooms, each fitted with a beautiful bathtub and immersed in a plush and luxurious atmosphere, effuses the mysteriousness of Baroque times.

Hotel guests can connect to the wireless network free of charge; room service is available from 6 pm until 2 in the morning and professional massages are performed onsite. Mathi's has that special aura of an idyllic spot with a style all its own.





Châteaux Hotels Collection

# Hotel Champs Elysées Mac Mahon

★★★★

40 rooms

(closed for renovation works  
reopening in 4 star category : 4th Quarter 2011)

3, avenue Mac Mahon  
75017 Paris

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Fax : + 331 43 80 74 00

[macmahon@book-inn-france.com](mailto:macmahon@book-inn-france.com)

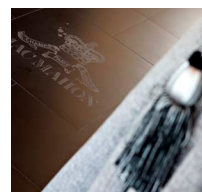
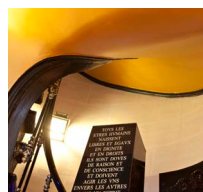
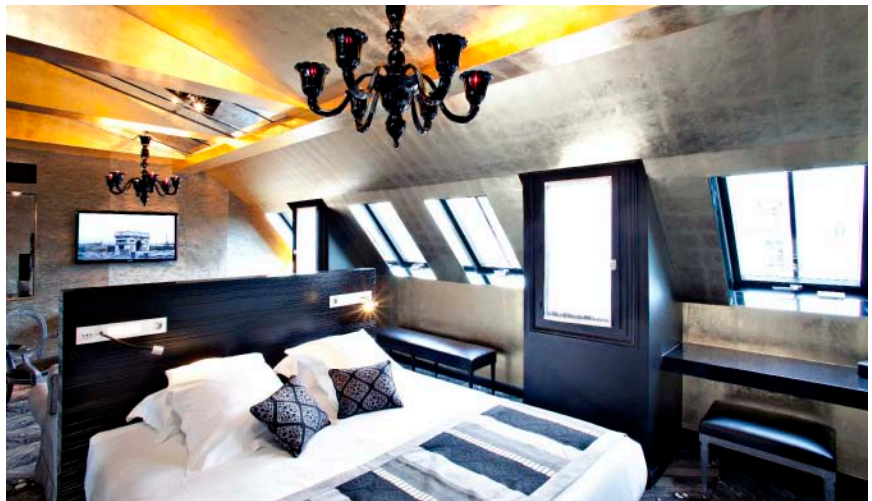


At the foot of the Arc de Triomphe, the Hotel Mac Mahon enjoys a fantastic location immersed in one of Paris' most beautiful districts: place de l'Etoile, avenue des Champs Elysées, and the tremendous selection of luxury boutiques in the immediate vicinity, where guests can stroll to their heart's content within a magical locale.

Set in an attractive Haussmanian building, this former 3 star hotel is currently being totally renovated by the interior architect Alexandre Danan and his interior design agency: European Design Office Consulting.

Danan's project will feature 40 rooms with a unique decor, combining the best of contemporary design and 19th Century Empire style. This brand new hotel adorned with original paintings by the Serbian artist Vuk Vidor will be completed by the end of the year 2011 and will transform the Champs Elysees Mac Mahon into a high-end 4 star boutique-hotel

This extraordinary design, coupled with an attentive reception staff eager to share their in-depth knowledge of the district, will make this hotel more than a new trendy place for discovering Paris : an Empire revisited.



Credits: European Design Office Consulting

BEST WESTERN

# Hotel Mercedes

★★★★

37 rooms

128, avenue de Wagram  
75017 Paris

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Fax : + 331 40 53 09 89

[mercedes@book-inn-france.com](mailto:mercedes@book-inn-france.com)



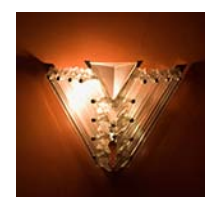
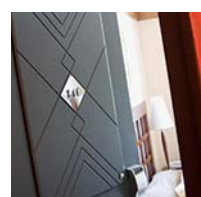
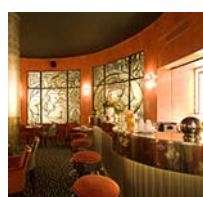
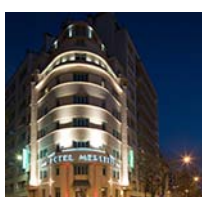
Installed within a beautiful Art Deco style building from the 1930's, the BEST WESTERN Mercedes Hotel is located just a few minutes from the place des Ternes, not far from the Arc de Triomphe and the surrounding place de l'Etoile.

Set in this prestigious district, the BEST WESTERN Mercedes offers guests a pleasant and tastefully retro environment showcased by its wood paneling and original Art Deco stained glass windows. These decoration elements were produced by Jacques Gruber, famous master glassmaker from the beginning of the 20th century, whose signature work remains the stained glass at the Galeries Lafayette department store.

The hotel's accommodations consist of 37 fully-renovated rooms, with impeccable duplex and junior suites, some of which offer superb views over the avenue de Wagram and Paris' rooftops.

All rooms have been decorated in contemporary style with bed frames made of tropical wood and a minibar, flat LCD screen, safe, complimentary wireless and individually-controlled air conditioning units.

This friendly hotel is run by a well-trained, attentive staff and can be characterized by a family spirit that emphasizes high-quality guest services.





BEST WESTERN PREMIER

# Hotel Elysée Secret



26 rooms

5, rue de Ponthieu  
75008 Paris

Phone : + 331 43 59 70 36  
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[secret@book-inn-france.com](mailto:secret@book-inn-france.com)

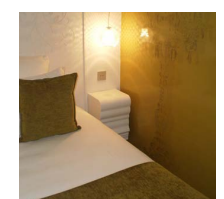
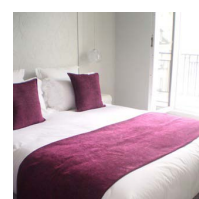
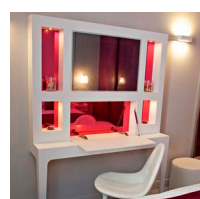


A stone's throw from the Champs-Élysées on a smaller street lined with shops that hosts a lively night scene, the hotel BEST WESTERN PREMIER Elysée Secret provides the ideal location to discover all that Paris' 8th and 7th arrondissements have to offer.

Near the capital's largest museums, the hotel BEST WESTERN PREMIER Elysée Secret is a select place for basing a cultural stay in Paris, with outings to the Grand and Petit Palais, Guimet Museum, Cité de l'Architecture and Palais de Tokyo all in the immediate vicinity, without overlooking the Hotel des Invalides and Quai Branly Museum across the Seine. For shopping and nightlife, the avenue des Champs Élysées just a few hundred meters away abounds in luxury shops and popular clubs like the very trendy Regine's Club.

This hotel which has been totally renovated by the architect Axel Schonert and his interior design agency ASAA, has given birth in September 2011 to a high-end boutique hotel with a sensual and cozy atmosphere. Its 26 design rooms and suites decorated in shades of yellow, purple, green and fuchsia, combine the intimacy of 18th century boudoir with the top-of-the range comfort of our time.

Give in to the call of this contemporary boudoir. A confidential and cozy retreat in Paris, in the heart of the Champs Élysées district!



BEST WESTERN

## *Hotel de Neuville*

★★★★★

28 rooms

3, rue Verniquet  
75017 Paris

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[neuville@book-inn-france.com](mailto:neuville@book-inn-france.com)



Located in one of the Right Bank's most attractive districts within a 19th-century mansion raised several stories, the BEST WESTERN hotel de Neuville provides an exceptional setting for any Paris stay.

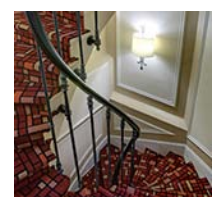
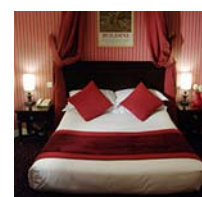
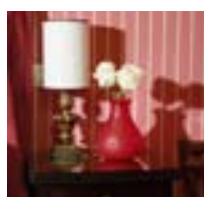
Its proximity to the Champs-Élysées and Parc Monceau serves as an invitation for guests to discover the tourist sites or more intimate places associated with the 8th and 17th arrondissements.

With their handsome wood paneling and cozy atmosphere, the hotel's reception area and lobby have retained all the warmth and elegance of older manor homes.

Its 28 rooms were entirely renovated in 2008 and all feature air conditioning and free wireless access, covering the spectrum from standard to superior, family suites or triples, with canopy beds placed in three of them.

This luxurious and intimate hotel overlooks a very pleasant, tree-shaded courtyard, and the top floors offer a charming unobstructed view of Montmartre's Sacred Heart Basilica.

A short stroll from the Palais des Congrès convention center and Espace Champerret, the BEST WESTERN hotel de Neuville is the right choice for both business and leisure travelers, whether for longer stays or short visits.



BEST WESTERN

# Hôtel Opéra Batignolles

★★★★

44 rooms

165, Rue de Rome  
75017 Paris

Phone : + 33 1 56 79 29 29  
Fax : +33 1 56 79 29 20  
[batignolles@book-inn-france.com](mailto:batignolles@book-inn-france.com)

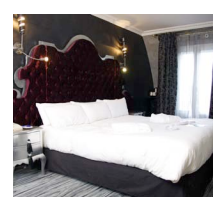
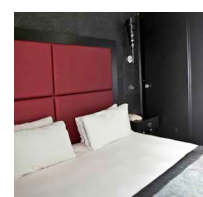
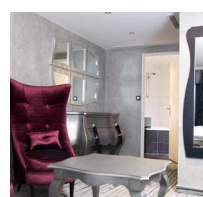


Spacious and completely renovated, the hotel BEST WESTERN Opera Batignolles is located in the Batignolles district of Paris, which remained an independent rural village until its annexation to Paris at the end of the 19th century.

Having retained its «village» atmosphere, along with a famous open-air organic produce market and multiple parks and open space, this quiet and well-preserved corner of Paris' 17th arrondissement offers plenty of comfort and accessibility while removed from the hubbub of the city's large avenues. The Saint-Lazare station and metro lines 2 and 3 are close by and allow reaching the La Défense Business Center in just a few minutes, in addition to Paris' main attractions: Arc de Triomphe, Pigalle, the Opera House, and all major department stores.

The hotel BEST WESTERN Opera Batignolles underwent a thorough renovation in 2010 and proposes a total of 44 rooms designed in contemporary style. Subdued tones, unique furniture design and a well conceived mix of materials shape the environment of this spacious hotel, with upper floor views overlooking Montmartre and the Batignolles Gardens. For optimum comfort, each room has been equipped with complimentary wireless access, flat screen TV, minibar and a platter of treats awaits all newly-arrived guests.

Nestled in the heart of a quieter arrondissement yet very well connected, just a short distance from the Saint Lazare station, Monceau Park and avenue de Wagram, the hotel BEST WESTERN Opera Batignolles is a name to remember, with a 4-star rating quality of service





BEST WESTERN

# Hotel Bretagne Montparnasse

★★★★★

45 rooms

33, rue Raymond Losserand  
75014 Paris

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[bretagne@book-inn-france.com](mailto:bretagne@book-inn-france.com)



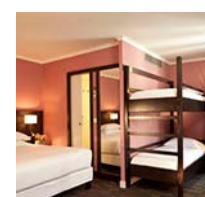
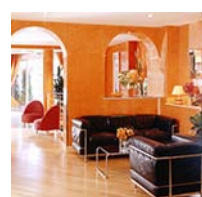
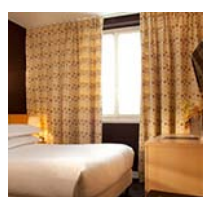
A fixture among Left Bank accommodations in an elegant Mansart-style building, the BEST WESTERN Hotel Bretagne Montparnasse is located in the historic district of Pernes Montparnasse, a once favorite spot of Paris School painters.

A short walk from the Montparnasse train station and its business district, this hotel straddles two buildings via a central staircase and lies near the Cartier Foundation and Paris' famous brasseries La Coupole, La Closerie des Lilas and La Rotonde.

The Hotel Bretagne Montparnasse features a contemporary and accommodating design encompassing 45 rooms, with sleeping capacities ranging from one to five guests, running the gamut from standard double or twin to the family suite with a mezzanine.

The thorough remodeling job in 2010 added soundproofing and air conditioning to the rooms, as well as comfortable beds and complimentary wireless access. The hotel proposes a range of services including dinner and show reservations, and onsite babysitting.

Another advantage: close proximity to the Montparnasse station and Air France shuttles to the Orly and Charles de Gaulle airports.



Choice  
*Hotel Quality*  
*Centre del Mon*

★★★★★

**55 rooms**  
 Phone : +334.11.64.71.05

*Hotel Comfort*  
*Centre del Mon*

★★★

**46 rooms**  
 Phone : +334.11.64.71.00



**PERPIGNAN**

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 Site Internet : [www.hotels-centredelmon.com](http://www.hotels-centredelmon.com)

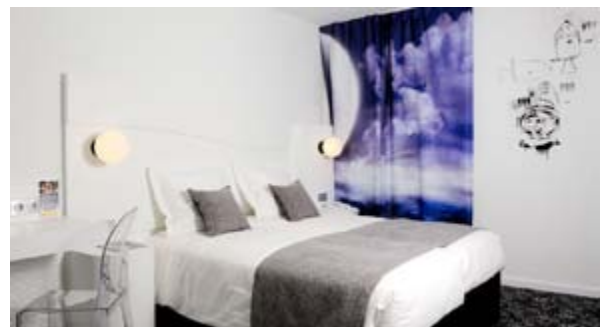


In March 2011, two new hotels will be opening their doors in Perpignan's brand new business center «El Centre Del Mon». This city of over 100,000 population at the Spanish border will be home to the center, which opened at the end of 2010; the project comprises 2 hotels, a shopping center, office buildings and associated parking lots, plus a state-of-the-art fitness center.

A strategic linchpin of the development plan for this city, which will be just 45 minutes from Barcelona by high-speed rail beginning in 2012, the Del Mon project is intended to create a new complex around the rail station, adjacent to the seat of metropolitan government. The site will be connected to the station esplanade by an extensive underground walkway, designed for strolling pleasure in addition to a pedestrian corridor.

With a roofline in the shape of waves covered by photovoltaic panels and multicolored facades, the «Centre Del Mon» (in reference to Salvador Dali, who used the phrase to describe the Perpignan train station) pays tribute to the colors and light so unique to Catalan country.

The interior layout was commissioned to the architect Alexandre Danan and showcases a distinctly contemporary style, mixing modern materials and design furniture according to a black-and-white pattern.



# Hotel Marquis de la Baume



★★★

34 rooms

21, rue Nationale  
30 000 Nîmes

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Fax : + 334 66 76 28 45

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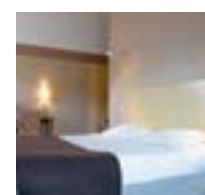
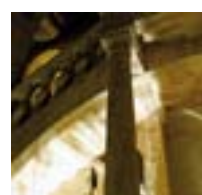
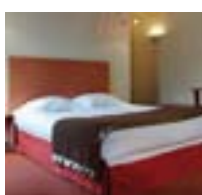


The Marquis Hotel de la Baume, in the historic centre of Nîmes, offers attractive rooms and the refined atmosphere of a former town house dating from the time of the Sun King, Louis XIV. You will fall in love with its romantic patio, with the antique ceilings above you while you have breakfast, and with the modernity and comfort we offer.

In the heart of the historic centre of Roman Nîmes, this hotel is the ideal starting point for visiting Nîmes, given that it is so close to the many sites and listed monuments that have witnessed 2000 years of history.

Among the most well-known are: the Arena of Nîmes, the Maison Carrée (Square House), the Temple of Diana, the Gate of Augustus, the Castellum, the Mont Cavalier, enhanced by the Fountain Gardens and overlooked by the Magne Tower.

With the hotel Marquis de la Baume as your base you will have the chance to discover plenty of the other gems that have earned Nîmes the label of Town of Art and History, such as the Romanesque cathedral Notre-Dame-et-Saint-Castor.





BEST WESTERN

# Hotel France Europe

★★★

40 rooms

112, boulevard Sébastopol  
75003 Paris

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Fax : + 331 42 78 67 06

[france-europe@book-inn-france.com](mailto:france-europe@book-inn-france.com)



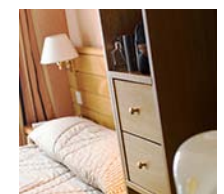
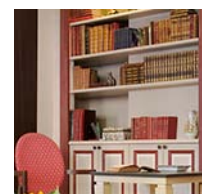
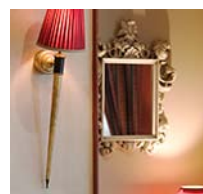
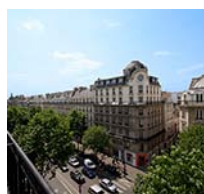
With this Right Bank location in the Marais district, a short hop from Paris' Grands Boulevards, the Sentier area and Châtelet hub, the Hotel BEST WESTERN France Europe is surrounded by excitement and great connections to transit lines.

Its setting offers quick access to Paris' main tourist sites and business districts. The Pompidou Center, Louvre Museum, place de la Concorde and Champs-Elysées are just a few minutes away by bus or metro.

Lit at night by LED fixtures and spotlights, the Haussmanian facade was entirely restored in 2009. The hotel is equipped with all amenities, and its 40 rooms have been decorated simply and with taste, spanning quality categories from standard to superior.

Featuring complimentary wireless access and air conditioning, the rooms have been soundproofed to the greatest extent to ensure the utmost serenity inside. The mansard rooms on the upper floor and rooms with balconies on the 2nd and 5th floors reveal the charm of this typically Parisian building.

With theaters and rail stations close by, the BEST WESTERN France Europe is the perfect spot for business and leisure travelers, whether for a short period or longer stays, and facilitates exploring the vast potential of the Parisian lifestyle.



# Hotel Alexandrie

★★★

37 rooms

19, rue d'Austerlitz  
75012 Paris

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[alexandrie@book-inn-france.com](mailto:alexandrie@book-inn-france.com)



On the Right Bank around the corner from the place de la Bastille and Gare de Lyon station, Hotel Alexandrie enjoys a central location well served by lines 1 and 14 of the Paris metro and lines A and D of the RER suburban rail system, allowing guests to quickly reach all of Paris' transit stations, museums and monuments, in addition to the business / commercial centers at La Défense, Val d'Europe and Disneyland.

Decorated using upbeat and spicy hues, the hotel's 37 rooms offer complimentary wireless access, soft comforters and LCD screens, just like home sweet home. They're split into three categories: family suites, the most spacious under the mansard roof; double rooms; and twins.

The hotel's common areas comprise a lobby and a recently-renovated breakfast room. A refurbished conference room has been set up in the basement and equipped with all amenities necessary to host professional events.

The Alexandrie is a charming establishment featuring an array of customized services, creating a feeling of family and relaxation for its guests.



Best Western

# Hôtel Aurore



30 rooms

13, rue Traversière  
75012 Paris

Phone : + 331 43 43 54 12  
Fax : + 331 43 43 53 20  
[aurore@book-inn-france.com](mailto:aurore@book-inn-france.com)



Conveniently located for travelers leaving the Gare de Lyon station and immediately adjacent to Paris' public transit lines, both suburban rail and city metro, the BEST WESTERN Aurore Hotel combines the pleasure of strolling on the Viaduc des Arts bridge with the ease of reaching Paris' main points of interest.

Just a short hop from the Massena district and Paris-Bercy Palais Omnisports venue, this hotel contains 30 rooms split between singles, doubles and twins, with one of each category made accessible to the mobility impaired.

Equipped with wireless access, LCD screens and fluffy comforters, these rooms have been decorated using warm tones and original designs, creating an attractive and relaxing setting to base tourist or professional stays in the capital.

The BEST WESTERN Aurore is a friendly place, whose energetic staff is always on hand to provide guests with personalized service and advice for what to do while in town.





# Hôtel Eiffel Kennedy

★★★

30 rooms

112, rue de Boulainvilliers  
75016 Paris

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[eiffelkennedy@book-inn-france.com](mailto:eiffelkennedy@book-inn-france.com)



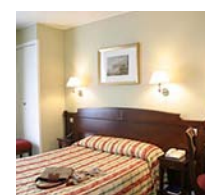
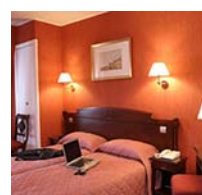
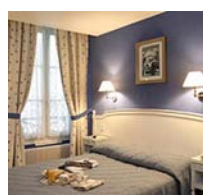
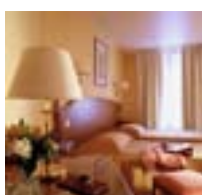
Set up in Paris' 16th arrondissement opposite the city's radio hall ('Maison de la Radio') and just across the river from the Eiffel Tower, this hotel radiates the special aura of Auteuil, Paris' district of handsome residential buildings and luxury shops along the rue de Passy.

Greeting guests with a family-like reception service, the Eiffel Kennedy comprises 30 comfortable rooms, each equipped with complimentary wireless access and decorated in different colors according to a traditional and subdued scheme.

One of the hotel's unique features is to serve a hot buffet breakfast plus an assortment of homemade pies and cakes, just one of the special treats that, along with the warm, cozy atmosphere and personalized attention, make the Eiffel Kennedy an ideal base for a stay dedicated to exploring the many facets Paris has to offer.

Access to the hotel is very convenient and, thanks to proximity of the Porte Maillot transit node, shuttles are readily available for reaching the Beauvais and Roissy-Charles de Gaulle Airports.

Another highly appreciated amenity for discovering this city «on the go»: Bus line 72 has a stop very close to the hotel and follows an itinerary along the Seine, from the Maison de la Radio to City Hall, passing some of Paris' most prestigious tourist sites.



BEST WESTERN

# Hotel Saint Louis

★★★

25 rooms

2 bis, rue Robert Giraudineau  
94300 Vincennes

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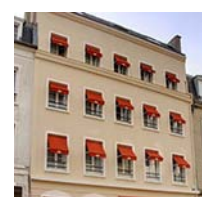
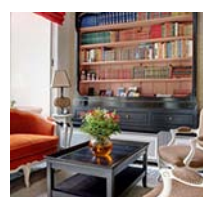
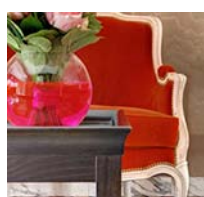


Surrounded by nature yet fully anchored in the city, the Hotel Saint Louis is located in Vincennes, near the Bois de Vincennes and its Château amidst a vast park, just next to Paris' Botanical Gardens. Basing a stay here is an ideal way to take advantage of what Paris has to offer while appreciating the nearby open space. Well connected by transit, including stops on metro line 1 and RER rail line A, this traditional charming hotel allows access to central Paris in under 15 minutes.

Among the Saint Louis' 25 air-conditioned and recently renovated rooms, 5 are set up as duplexes along the tree-lined courtyard, creating a sense of comfort and authenticity found in individual residences.

The friendly reception area and cozy lobby, combined with a handsome library and classical decoration style, make for a very attractive setting to enjoy stays in the Paris region. The hotel also boasts a naturally lit conference room with seating capacity for 35. The various rooms, including superior, standard and the honeymoon suite, are all equipped with fancy beds and soft comforters, wireless Internet and LCD screens; moreover, most bathrooms have been designed with generous space and a jet massage bathtub.

For a peaceful holiday stay or stress-free business trip, this elegant, well-connected hotel is especially convenient and pleasant, a mere quarter hour from the heart of Paris.



# Hotel Sèvres Montparnasse



29 rooms

153, rue de Vaugirard  
 75015 Paris

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 Fax : +33 1 40 65 01 86

[sevresmontparnasse@book-inn-france.com](mailto:sevresmontparnasse@book-inn-france.com)

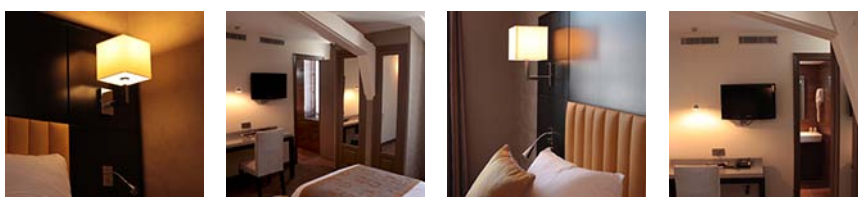
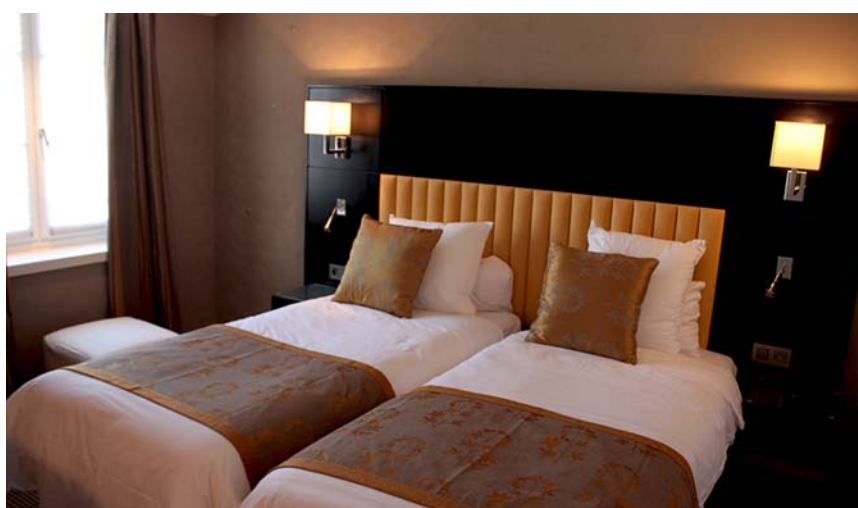


The Sèvres Montparnasse Hotel is situated in the heart of the Montparnasse district, where the 15th, 6th and 7th arrondissements converge. Close to some of the city's largest cafés and famous brasseries, like La Coupole or Le Dôme, the Sèvres Montparnasse is an especially desirable spot for lovers of historical Paris and Left Bank lore. Saint-Germain-des-Prés, les Invalides, the Eiffel Tower, Luxembourg Gardens, Latin Quarter and Bon Marché department store are some of the nearby attractions, as are the Montparnasse station, its adjacent business district and the Parc des Expositions Convention Center.

This charming 3-star rating hotel was completely renovated in 2010 and now offers a very trendy and contemporary setting. Located within easy reach of the Porte de Versailles Event Center, the Sèvres Montparnasse is a great choice for business and tourist travelers alike, for longer periods or short visits.

Thanks to a large reception hall and 29 rooms with elevator access, the hotel's pleasant environment lends itself to a relaxing stay. Room sizes vary between doubles and triples, and each has been elegantly refurbished, soundproofed and equipped with all amenities expected of a top-tier establishment: minibar, large LCD television with Canal Plus channels, blow dryer, telephone, Internet outlet and complimentary wireless. Breakfast room service is proposed to guests who prefer extra time in the morning to lounge; also available is an extensive selection of tourist guides and brochures, to ensure making the most of time spent exploring the capital.

With all these advantages in the way of location, comfort and quality of service, the Hotel Sèvres Montparnasse is definitely an address worth noting.





## V. Offering our expertise to benefit France's independent hotel operators

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As a longtime major player on Paris' independent hotel scene, Paris Inn Group has witnessed first hand the evolution in hotel business practices over the years. To accompany these changes, the company's activities have diversified to a considerable extent, leading to the founding of **Book Inn France**, its latest commercial venture.

**Paris Inn Group** remains involved with all issues relative to our hotel projects: investments, sales, property management contracts, new construction, renovation, rating upgrades, etc.

### Paris Inn Group: your partner for all hotel-related projects

#### PROJECT DEVELOPMENT

Paris Inn Group accompanies all types of hotel-related projects, running the gamut from acquisition, construction, rehabilitation, marketing and management, organized under the most suitable contracting arrangements.

Each project gives rise to a thorough analysis conducted in a coordinated manner by all concerned in-house departments:

- **Marketing study / preliminary audit**

- Identification of high-potential establishments or sites

- Market / feasibility study

- Drafting of Business Plans

- Search for financing

- Relations with financial institutions

- Assistance in the label selection process

- **Technical assistance**

- Identification of high-potential establishments or sites

- Concept creation and decoration advice

- Audit and recommendations for a rating upgrade, if applicable

- Assistance in the selection of service providers (architects, decorators, etc.)

- Needs definition regarding hotel equipment and facilities

- Choice of suppliers and purchase order tracking

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## Customized solutions for showcasing your hotel

### OPERATIONAL MANAGEMENT

Thanks to the breadth of competence afforded by a talented, multidisciplinary team, Book Inn France proposes a wide range of services to hotel operators in pursuit of maximizing income, optimizing hotel operations and considerably improving the Gross Earnings of each of their establishments (both the REVPAR, i.e. revenue per available room, and average gross operating income of hotels under Book Inn France management are among the best in the profession, a claim that's backed by the statistics).

- **Human resources**

Human resources management  
Legality of work contracts  
Payroll control - IRP relations  
Recruitment and career paths

- **Legal advice**

Regular legislative and regulatory updates  
Drafting of contracts  
Oversight of procedural compliance  
Monitoring of licenses and insurance policies

- **Financial management**

Generation and verification of provisional budgets  
Capital investment budgets  
Cost controls  
Analysis of operating statements  
Statistical analyses  
Reporting processes

- **Operations**

Personalized accompaniment of hotel directors  
Implementation and monitoring of operational procedures  
Full scope of renovation projects  
Compliance with regulatory standards  
Choice of suppliers and service providers

- **Information systems and networks**

Design and maintenance of the computer system  
Hardware purchasing and advice  
Network management and security  
Installation, device specifications and maintenance of the wireless network

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## MARKETING & PROMOTION

In response to the fast evolution taking place in tourist behavior and new constraints inherent in independent hotel operations, Paris Inn Group's «e-business» unit makes it possible for hotels to take advantage of an optimized level of visibility and pricing offered by the latest Web tools.

- **Yield-Revenue management**

Analysis and processing of extensive macro and microeconomic datasets

Definition of the rate-setting strategy best able to achieve the objectives established

Permanent adaptation to the behavioral patterns of hotel guests and suppliers

Instantaneous income optimization

- **Online marketing**

Definition and implementation of online strategy

Production, development and operations of Group sites in-house

Referencing, promotion and coordination of Internet media portals

Communication and oversight in the area of client relations (press relations, newsletters, social networking, etc.).

*« By covering all aspects of the hotel business value chain, our experts are able to accompany the execution of any sized project step by step and then its operations by the industry's leader »*

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## Contacts

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**Are you looking to invest in the hotel business in Paris or in France?**

You're a hotel operator and would like to improve the RevPar, sales revenue and operating income of your hotel?

You're a journalist and would like further information on our Group or on one of our hotels?

**Contact our Head of Communications and Press Relations:**

[nellie.jeannin@paris-inn.com](mailto:nellie.jeannin@paris-inn.com)



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