

Paris, July 19th, 2013

The most recent offering by the [Paris Inn Group](#), the **BEST WESTERN PREMIER Faubourg 88 has just joined Book Inn France's club of 4-star hotels. This latest addition features an original concept, driven by new technologies and the urban scene, and is fully in sync with modern trends. It has opened today in the heart of Paris' 10th arrondissement.**

The latest in boutique hotels on the Paris Inn Group roster, the **BEST WESTERN PREMIER Faubourg 88** is the brand new 4-star address in Paris' 10th arrondissement.

Located just a few steps from the Poissonnière metro station and the Gare du Nord and Gare de l'Est rail stations, this former furnished hotel completes its transformation in 2013 into a superb boutique hotel in accordance with plans developed by ASAA Architects and the EDO decoration consultant. The hotel comprises 29 rooms, a lobby, a bar, a sitting room and an interior courtyard nestled away from the hustle and bustle of central Paris.

Unmistakably contemporary, the **BEST WESTERN PREMIER Faubourg 88** is completely in step with the pace of modern Paris: located in a trendy district that beats to rhythm of the hippest restaurants, bars and clubs, the hotel is a great spot to enjoy Paris nightlife while still benefiting from all the capital has to offer. At the lower end of the Faubourg Poissonnière quarter that inspired its name, the Hôtel Faubourg 88 provides a setting that combines the charm of Montmartre, vibrancy of "South Pigalle" and easygoing lifestyle of Canal Saint Martin. An ideal base for a short urban stay to discover today's Paris, the hotel is also within easy striking distance of the Garnier Opera House, famous Department Stores, Sacré-Cœur Basilica and Pompidou Cultural Center, whether on foot or by public transit.

Behind its typically Parisian facade and distinctly retro sign, the **BEST WESTERN PREMIER Faubourg 88** houses a graphical and multi-connected space entirely in touch with the present day. Beyond the fully transparent hotel lobby, a cobblestone courtyard with 200-year-old stone walls leads visitors to the hotel's floors, via a lit well landscaped path. The rooms are distributed on 5 storeys and categorized by 4 types: Classic, Superior, Deluxe and Junior Suite.

The **BEST WESTERN PREMIER Faubourg 88** Hotel is a one-of-a-kind establishment, protected from the outside world yet permanently connected to it. Like a haven in the midst of the 10th arrondissement, the hotel showcases artistic creations and new technologies: from the hotel lobby to each bathroom, QR codes pop up, along with white tile "pixels", contemporary art and glimpses at street art, like a kaleidoscope of playful patterns drawing the guest into a continuous interior/exterior duel.

With its artistic and multi-connected design on display, the **BEST WESTERN PREMIER Faubourg 88** Hotel proposes its guests a novel upper-end hotel experience, in the heart of a revitalized central Paris district. The experience awaits beginning from July 19th, 2013.

BEST WESTERN PREMIER Faubourg 88 – Opening: July 19th 2013

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About Paris Inn Group :

Paris Inn is a group specialized in investment advisory, project design and management, and hotel operational management. Established in the Paris hotel market for several generations, the company led by Jean-Bernard and Céline Falco was founded in 2000 and has 32 3- and 4-star hotels under management, totaling 1907 rooms and 600 employees. As at 31 December 2012, the company's annual consolidated turnover reached €42.3 million.

For more information, visit www.parisinngroup.com.

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