

In Extenso

tourisme, hôtellerie et restauration

French Hotel Industry Performances

August



Membre de **Deloitte**.

August saves a poor summer season

August topped July for the French hotel industry, as those destinations with a strong ability to attract leisure tourists pulled up the market. Indeed, Paris and the Côte d'Azur, along with a number of other cities (particularly those appealing to international visitors), benefited from leisure demand.

For the remainder of the market, however, August proved difficult, and the 2012 summer season will not go down in history: accumulated growth in rooms revenue for July and August for the whole French hotel industry declined by 2% for all categories.

July's launching of the summer season turned out to be rather a damp squid and, unfortunately, August did not save the day everywhere. Moreover, higher occupancy came at the expense of a strong downward pressure on average rates.

Without contest, the Côte d'Azur was the destination that benefitted the most from the month of August: occupancy rates were up, and unlike in other areas, this growth was also accompanied by a rise in average rates. While occupancy rate growth was more moderate in Midscale hotels, it was much more significant in Upscale and Luxury properties, where average rates increased by 6% to 12%. Furthermore, the destination benefited from the good weather – hardly the case everywhere in France – as well as from the return of international visitors. July and August combined enabled the Côte d'Azur to post rooms revenue growth of 5 to 6%.

Paris also took advantage of the return of overseas visitors in August, with Upscale and Luxury establishments posting occupancy growth of up to 10%. However, this increase did go hand in hand with a drop in average rates – down almost 4% in this market. Budget and Midscale hotels found themselves in the opposite – and more difficult – situation. Occupancy in these segments dropped by over 6%, but they did manage to more or less maintain average rates. Ultimately, although upscale hotels were able to stabilise rooms revenue thanks to occupancy, the remainder of the market posted lower rooms revenue compared to the same period last year. The very different profile of the months of July and August concluded in rather a mixed season, with room revenues nonetheless up by 2 to 4%

Regional France undoubtedly suffered the most in August: occupancy dropped in practically all categories – Budget hotels were the only ones able to stabilise occupancy rates. Although average rates tended to grow, these increases were not sufficient to offset the drop in demand. That said, two agglomerations did manage to emerge relatively unscathed – northern towns appeared to have benefitted from the repercussions of the London Olympic Games. Consequently, Le Havre, Lille and Rouen posted significantly better results. Other destinations to experience a good month of August included southern French cities and/or cities attractive on the leisure market. Aix-en-Provence, Cannes, Dijon and Montpellier thus recorded good performances. However, the results of the summer season – July and August – for regional hotels was far from brilliant, with rooms revenue down by 2 to 3%, depending on category.

Monthly performance

August	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2012	78,7%	72,7%	67,0%	64,8%	72,6%
Var. /n-1	4,7%	1,7%	-3,8%	1,5%	-4,0%
ADR 2012	407 €	177 €	93 €	60 €	42 €
Var. /n-1	3,0%	0,0%	1,2%	-1,3%	1,5%
RevPAR 2012	320 €	129 €	62 €	39 €	30 €
Var. /n-1	7,8%	1,7%	-2,7%	0,1%	-2,6%

Year To Date performance

Jan. to August	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2012	66,7%	67,7%	65,6%	64,4%	67,6%
Var. /n-1	0,6%	-0,8%	-2,2%	-0,9%	-3,3%
ADR 2012	396 €	183 €	99 €	65 €	40 €
Var. /n-1	1,8%	2,7%	2,3%	0,7%	1,7%
RevPAR 2012	264 €	124 €	65 €	42 €	27 €
Var. /n-1	2,5%	1,8%	0,1%	-0,2%	-1,7%

Definitions

OR = Occupancy Rate
 ADR = Average Daily Rate
 RevPAR = Revenue per available room

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances Paris

August 2012



Paris-City

Monthly performance

August	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris - Luxury	77,7%	9,4%	432 €	-1,9%	336 €	7,3%
Paris - Boutique Hotels	66,1%	6,5%	258 €	-2,4%	170 €	3,9%
Paris - Upscale	69,8%	1,3%	170 €	-6,2%	119 €	-4,9%
Paris - Luxury & Upscale	70,8%	2,9%	220 €	-3,6%	156 €	-0,8%
Paris - Superior midscale	75,7%	-4,8%	129 €	-0,5%	97 €	-5,3%
Paris - Standard midscale	72,2%	-6,9%	91 €	0,3%	65 €	-6,6%
Paris - Midscale	73,3%	-6,1%	104 €	1,5%	76 €	-4,7%
Paris - Budget	79,5%	-4,0%	68 €	-0,7%	54 €	-4,7%

Year To Date performance

Jan. to August	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris - Luxury	79,2%	2,2%	507 €	1,1%	402 €	3,4%
Paris - Boutique Hotels	75,5%	0,9%	294 €	0,5%	222 €	1,4%
Paris - Upscale	78,1%	0,9%	197 €	2,4%	154 €	3,4%
Paris - Haut de gamme & Gd luxe	78,1%	1,1%	253 €	2,0%	198 €	3,2%
Paris - Superior midscale	83,7%	-0,3%	154 €	5,5%	129 €	5,2%
Paris - Standard midscale	79,9%	-1,8%	108 €	5,2%	86 €	3,3%
Paris - Midscale	81,1%	-1,3%	123 €	6,2%	100 €	4,9%
Paris - Budget	83,9%	-1,0%	81 €	4,2%	68 €	3,2%

Paris suburbs (excluding Paris) – Luxury and upscale

Monthly performance

August	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris	70,8%	2,9%	220 €	-3,6%	156 €	-0,8%
La Défense	n.d.	-	n.d.	-	n.d.	-
Roissy CdG	66,1%	-2,2%	88 €	-23,3%	58 €	-25,0%
IDF (hors Paris et pôles)	75,1%	3,9%	286 €	8,4%	215 €	12,7%

Year To Date performance

Jan. to August	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris	78,1%	1,1%	253 €	2,0%	198 €	3,2%
La Défense	n.d.	-	n.d.	-	n.d.	-
Roissy CdG	71,7%	0,2%	110 €	-3,2%	79 €	-3,0%
IDF (hors Paris et pôles)	76,0%	-1,3%	241 €	6,3%	183 €	4,9%

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performance Regions

August 2012



Regions

Regions (excl. French Riviera)	Monthly performance					
	August	Luxury	Upscale	Midscale	Budget	Super Budget
	OR 2012	73,4%	60,8%	63,4%	63,2%	72,9%
	Var. /n-1	-2,7%	-3,9%	-3,6%	0,7%	-4,6%
	ADR 2012	351 €	136 €	90 €	62 €	41 €
	Var. /n-1	1,8%	3,6%	0,6%	-1,7%	1,1%
	RevPAR 2012	258 €	83 €	57 €	39 €	30 €
	Var. /n-1	-1,0%	-0,4%	-3,0%	-0,9%	-3,6%
	Year To Date performance					
	Jan. to August	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2012	57,5%	56,8%	59,8%	60,8%	66,0%	
Var. /n-1	-4,6%	-3,5%	-3,2%	-1,9%	-3,7%	
ADR 2012	273 €	134 €	91 €	64 €	39 €	
Var. /n-1	0,0%	0,9%	0,4%	-0,1%	1,3%	
RevPAR 2012	157 €	76 €	54 €	39 €	26 €	
Var. /n-1	-4,5%	-2,6%	-2,8%	-2,0%	-2,4%	

French Riviera	Monthly performance					
	August	Luxury	Upscale *	Midscale	Budget	Super Budget
	OR 2012	85,6%	87,0%	92,7%	n.d.	n.d.
	Var. /n-1	7,7%	3,1%	1,0%	-	-
	ADR 2012	534 €	240 €	120 €	n.d.	n.d.
	Var. /n-1	11,8%	6,4%	7,4%	-	-
	RevPAR 2012	457 €	209 €	111 €	n.d.	n.d.
	Var. /n-1	20,4%	9,7%	8,4%	-	-
	Year To Date performance					
	Jan. to August	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2012	61,4%	61,5%	69,0%	n.d.	n.d.	
Var. /n-1	2,0%	-0,2%	-0,8%	-	-	
ADR 2012	468 €	203 €	103 €	n.d.	n.d.	
Var. /n-1	5,2%	6,0%	4,6%	-	-	
RevPAR 2012	288 €	125 €	71 €	n.d.	n.d.	
Var. /n-1	7,4%	5,8%	3,7%	-	-	

* Upscale : = sample groups upscale boutique hotels and standard four star hotels

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances Suburbs

August 2012



Paris suburbs (excluding Paris)

Midscale market	Monthly performance								
	August	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2012	64,6%	59,2%	59,6%	68,0%	53,7%	68,7%	60,5%	62,5%
	Var. /n-1	24,2%	-7,2%	-2,4%	-1,3%	-5,3%	-10,5%	-5,3%	-4,2%
	ADR 2012	91 €	68 €	66 €	72 €	58 €	63 €	74 €	70 €
	Var. /n-1	10,6%	-2,9%	-2,1%	-2,7%	-5,3%	-6,3%	-17,2%	-4,8%
	RevPAR 2012	59 €	40 €	39 €	49 €	31 €	43 €	45 €	44 €
	Var. /n-1	37,4%	-9,9%	-4,4%	-4,0%	-10,3%	-16,1%	-21,6%	-8,8%
Midscale market	Year To Date performance								
	Jan. to August	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2012	52,9%	63,1%	64,1%	70,1%	62,9%	76,9%	69,1%	67,4%
	Var. /n-1	1,2%	-3,9%	-1,4%	1,1%	-0,1%	-1,0%	-3,0%	-1,0%
	ADR 2012	100 €	98 €	87 €	103 €	72 €	79 €	97 €	94 €
	Var. /n-1	4,8%	1,0%	0,0%	1,8%	-0,1%	0,2%	-0,1%	1,0%
	RevPAR 2012	53 €	62 €	55 €	72 €	45 €	61 €	67 €	63 €
	Var. /n-1	6,1%	-2,9%	-1,3%	3,0%	-0,2%	-0,8%	-3,1%	0,0%
Budget market	Monthly performance								
	August	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2012	76,3%	49,5%	42,8%	67,2%	67,5%	60,3%	53,5%	62,3%
	Var. /n-1	9,1%	-13,1%	24,7%	5,8%	0,0%	-5,5%	7,3%	3,2%
	ADR 2012	66 €	61 €	47 €	54 €	42 €	49 €	43 €	51 €
	Var. /n-1	0,0%	-4,3%	-23,6%	7,7%	-8,1%	-2,3%	-12,9%	-4,0%
	RevPAR 2012	51 €	30 €	20 €	37 €	28 €	30 €	23 €	32 €
	Var. /n-1	9,1%	-16,8%	-4,7%	14,0%	-8,0%	-7,7%	-6,6%	-1,0%
Budget market	Year To Date performance								
	Jan. to August	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2012	71,0%	63,0%	60,8%	70,6%	71,9%	69,4%	63,7%	68,1%
	Var. /n-1	4,2%	-3,8%	3,2%	0,3%	0,7%	-5,0%	2,0%	0,7%
	ADR 2012	63 €	80 €	61 €	72 €	55 €	64 €	58 €	63 €
	Var. /n-1	0,3%	1,0%	-6,0%	2,6%	-1,2%	3,0%	2,1%	0,7%
	RevPAR 2012	45 €	50 €	37 €	51 €	40 €	44 €	37 €	43 €
	Var. /n-1	4,5%	-2,8%	-3,0%	2,9%	-0,4%	-2,2%	4,2%	1,4%
Super Budget market	Monthly performance								
	August	departments						IDF (hors Paris)	
		77	78	91	92	93	94		95
	OR 2012	72,1%	59,3%	57,1%	n.d.	60,3%	57,8%	66,4%	62,3%
	Var. /n-1	10,7%	-9,3%	2,0%	-	-6,0%	-7,0%	-6,6%	-2,8%
	ADR 2012	44 €	41 €	38 €	n.d.	41 €	42 €	41 €	42 €
	Var. /n-1	5,0%	1,7%	1,8%	-	7,3%	-0,8%	3,7%	3,4%
	RevPAR 2012	32 €	24 €	22 €	n.d.	25 €	24 €	27 €	26 €
	Var. /n-1	16,3%	-7,8%	3,9%	-	0,9%	-7,7%	-3,2%	0,5%
Super Budget market	Year To Date performance								
	Jan. to August	departments						IDF (hors Paris)	
		77	78	91	92	93	94		95
	OR 2012	69,6%	68,4%	68,4%	n.d.	77,9%	74,6%	75,6%	73,0%
	Var. /n-1	6,8%	-4,8%	-0,8%	-	0,8%	-3,7%	-3,2%	-0,8%
	ADR 2012	42 €	42 €	39 €	n.d.	43 €	44 €	43 €	43 €
	Var. /n-1	1,3%	2,2%	2,1%	-	5,8%	1,3%	3,5%	3,0%
	RevPAR 2012	29 €	29 €	27 €	n.d.	33 €	33 €	32 €	31 €
	Var. /n-1	8,3%	-2,7%	1,3%	-	6,6%	-2,5%	0,2%	2,2%

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances North-East

August 2012



North-east & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-east	60,8%	1,4%	117 €	-3,4%	71 €	-2,0%	55,3%	-3,0%	129 €	0,8%	71 €	-2,2%
Dijon	73,5%	2,1%	125 €	2,3%	92 €	4,4%	60,9%	-4,2%	131 €	7,0%	80 €	2,5%
Lille	43,0%	29,6%	114 €	13,6%	49 €	47,2%	49,6%	3,3%	118 €	-1,2%	59 €	2,1%
Metz	insufficient supply						insufficient supply					
Nancy	insufficient supply						insufficient supply					
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	60,7%	3,2%	81 €	-6,7%	49 €	-3,7%	58,8%	-3,4%	115 €	1,8%	68 €	-1,7%

Midscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-east	57,0%	-4,3%	80 €	-0,2%	46 €	-4,5%	56,3%	-3,6%	87 €	0,4%	49 €	-3,2%
Dijon	69,4%	1,7%	91 €	7,2%	63 €	9,0%	64,3%	1,4%	86 €	2,9%	55 €	4,4%
Lille	48,3%	2,6%	74 €	4,1%	36 €	6,8%	57,9%	-7,1%	87 €	-1,4%	50 €	-8,4%
Metz	in progress						in progress					
Nancy	46,5%	-17,3%	69 €	-0,1%	32 €	-17,4%	53,6%	-4,8%	80 €	0,8%	43 €	-4,1%
Reims	59,4%	-8,0%	86 €	-2,4%	51 €	-10,3%	60,4%	-7,6%	92 €	-1,4%	55 €	-8,8%
Strasbourg	66,0%	-1,1%	69 €	-2,5%	45 €	-3,6%	60,7%	2,6%	89 €	0,3%	54 €	2,9%

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-east	61,7%	3,7%	57 €	-2,6%	35 €	1,0%	61,2%	-1,5%	62 €	-0,2%	38 €	-1,7%
Dijon	73,8%	14,4%	60 €	-2,7%	44 €	11,2%	70,4%	12,4%	63 €	-1,5%	45 €	10,7%
Lille	52,0%	23,3%	65 €	8,6%	34 €	33,8%	64,4%	-0,8%	72 €	2,1%	47 €	1,3%
Metz	63,1%	-3,2%	53 €	-9,4%	34 €	-12,3%	63,4%	-4,4%	64 €	-2,5%	41 €	-6,7%
Nancy	40,6%	-6,9%	50 €	-6,7%	20 €	-13,1%	51,2%	-3,1%	61 €	-0,3%	31 €	-3,3%
Reims	51,0%	-18,8%	63 €	6,8%	32 €	-13,2%	57,1%	-11,4%	64 €	2,1%	36 €	-9,6%
Strasbourg	67,4%	5,0%	48 €	-7,3%	32 €	-2,7%	66,0%	1,9%	61 €	-2,4%	40 €	-0,5%

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-east	67,4%	-5,9%	38 €	0,4%	26 €	-5,6%	63,9%	-4,6%	38 €	1,3%	24 €	-3,3%
Dijon	78,4%	-1,0%	38 €	-2,1%	30 €	-3,1%	73,4%	-4,7%	39 €	1,2%	29 €	-3,5%
Lille	55,2%	-1,8%	39 €	3,9%	22 €	2,0%	65,9%	-3,6%	40 €	2,1%	26 €	-1,6%
Metz	66,7%	-17,1%	39 €	3,0%	26 €	-14,6%	68,5%	-9,4%	39 €	4,5%	26 €	-5,3%
Nancy	54,7%	0,1%	39 €	-0,6%	21 €	-0,5%	65,6%	7,4%	38 €	0,3%	25 €	7,7%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	58,7%	-12,5%	40 €	3,5%	23 €	-9,4%	58,3%	-8,3%	39 €	1,1%	23 €	-7,3%

Departments in the North-Eastern set :

Aisne; Allier; Ardennes; Aube; Cher; Côte-d'Or; Doubs; Jura; Loiret; Marne; Haute-Marne; Meurthe-et-Moselle; Meuse; Moselle; Nièvre; Nord; Oise; Pas-de-Calais; Bas-Rhin; Haut-Rhin; Haute-Saône; Saône-et-Loire; Vosges; Yonne; Territoire-de-Belfort

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances North-West

August 2012



North-West & Cities

	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Luxury Upscale												
North-West	73,1%	2,2%	239 €	-3,5%	174 €	-1,3%	56,1%	-6,2%	200 €	1,1%	112 €	-5,1%
Amiens			<i>insufficient supply</i>				<i>insufficient supply</i>					
Angers			<i>insufficient supply</i>				<i>insufficient supply</i>					
Le Havre			<i>insufficient supply</i>				<i>insufficient supply</i>					
Nantes			<i>insufficient supply</i>				<i>insufficient supply</i>					
Rennes			<i>insufficient supply</i>				<i>insufficient supply</i>					
Rouen			<i>insufficient supply</i>				<i>insufficient supply</i>					
Midscale												
North-West	65,1%	-4,9%	100 €	0,7%	65 €	-4,2%	58,4%	-3,9%	91 €	-0,6%	53 €	-4,5%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Le Havre	65,4%	2,7%	83 €	4,1%	54 €	6,9%	61,2%	0,4%	86 €	-1,8%	53 €	-1,4%
Nantes	45,6%	-2,2%	72 €	-3,0%	33 €	-5,2%	55,3%	-5,8%	86 €	-3,5%	48 €	-9,1%
Rennes	46,0%	-13,6%	70 €	-6,0%	32 €	-18,8%	53,9%	-10,1%	86 €	-0,2%	46 €	-10,2%
Rouen	67,0%	6,9%	87 €	2,2%	59 €	9,3%	61,4%	2,1%	92 €	-1,4%	56 €	0,7%
Budget												
North-West	58,6%	-4,6%	62 €	-0,6%	36 €	-5,1%	58,8%	-2,6%	64 €	1,6%	38 €	-1,0%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	47,4%	-4,5%	55 €	-2,8%	26 €	-7,2%	58,7%	1,7%	67 €	1,8%	39 €	3,6%
Le Havre	69,4%	19,6%	63 €	6,6%	44 €	27,5%	62,2%	10,9%	64 €	6,2%	40 €	17,8%
Nantes	41,7%	-7,5%	58 €	2,1%	24 €	-5,5%	56,8%	-6,2%	67 €	2,2%	38 €	-4,2%
Rennes	45,1%	-21,6%	56 €	2,1%	25 €	-19,9%	59,4%	-4,6%	65 €	3,5%	38 €	-1,3%
Rouen	56,4%	6,1%	58 €	-0,7%	33 €	5,4%	58,5%	-3,3%	61 €	-0,2%	36 €	-3,5%
Super Budget												
North-West	73,6%	-3,6%	41 €	1,7%	31 €	-2,0%	65,8%	-2,4%	40 €	1,5%	26 €	-0,9%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	61,0%	-9,2%	38 €	1,4%	23 €	-7,9%	69,0%	-2,1%	38 €	2,4%	26 €	0,3%
Le Havre	90,1%	2,7%	41 €	0,8%	37 €	3,6%	73,1%	-3,0%	40 €	2,6%	29 €	-0,5%
Nantes	56,5%	-4,2%	42 €	0,9%	24 €	-3,3%	64,2%	-5,1%	42 €	1,0%	27 €	-4,2%
Rennes	44,8%	-14,5%	39 €	0,5%	17 €	-14,0%	57,0%	-2,8%	40 €	1,8%	23 €	-1,0%
Rouen	63,3%	2,5%	40 €	0,5%	25 €	3,0%	66,8%	-2,7%	41 €	1,2%	27 €	-1,6%

Departments in the North-Western set :

Calvados; Côtes; Eure; Eure-et-Loir; Finistère; Ille-et-Vilaine; Indre; Indre-et-Loire; Loir-et-Cher; Loire-Atlantique; Maine-et-Loire; Manche; Mayenne; Morbihan; Orne; Sarthe; Seine-Maritime; Deux-Sèvres; Somme; Vendée; Vienne

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances South-East

August 2012



South-East (excl. French Riviera) & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
South-East	66,3%	-4,0%	192 €	6,6%	127 €	2,3%	60,3%	-2,7%	160 €	0,2%	96 €	-2,5%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	84,6%	-0,6%	191 €	28,1%	162 €	27,2%	64,9%	-0,8%	156 €	9,8%	101 €	9,0%
Grenoble	insufficient supply						insufficient supply					
Lyon	52,7%	2,5%	117 €	4,9%	62 €	7,5%	61,7%	-2,9%	121 €	-3,5%	75 €	-6,3%
Marseille	66,4%	-0,9%	140 €	0,0%	93 €	-0,9%	60,7%	0,1%	140 €	2,1%	85 €	2,1%
Montpellier	66,4%	5,5%	148 €	2,8%	98 €	8,5%	58,7%	-2,6%	138 €	-3,4%	81 €	-5,9%
St Etienne	insufficient supply						insufficient supply					
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-East	66,9%	-1,8%	93 €	1,7%	62 €	0,0%	63,3%	-2,7%	93 €	0,5%	59 €
Aix en Provence	81,5%	10,7%	84 €	-3,1%	68 €	7,2%	67,1%	2,5%	88 €	-1,7%	59 €	0,8%
Avignon	83,1%	7,0%	101 €	6,9%	84 €	14,4%	73,1%	5,4%	100 €	7,4%	73 €	13,2%
Grenoble	35,2%	-8,8%	87 €	0,6%	31 €	-8,2%	51,9%	-7,1%	103 €	0,3%	54 €	-6,8%
Lyon	46,1%	-5,3%	81 €	7,2%	37 €	1,5%	58,4%	-7,0%	94 €	-2,8%	55 €	-9,5%
Marseille	70,3%	1,6%	88 €	-0,6%	62 €	1,0%	65,4%	-4,7%	98 €	2,5%	64 €	-2,3%
Montpellier	82,5%	4,0%	91 €	0,6%	75 €	4,6%	68,0%	-2,3%	92 €	-2,5%	62 €	-4,7%
St Etienne	in progress						in progress					
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-East	65,8%	3,1%	63 €	-2,4%	41 €	0,6%	62,3%	-2,7%	66 €	0,1%	41 €
Aix en Provence	83,8%	17,9%	67 €	-7,0%	56 €	9,7%	66,8%	1,8%	70 €	-1,0%	47 €	0,7%
Avignon	70,1%	-11,0%	69 €	3,4%	48 €	-7,9%	66,4%	-1,6%	68 €	2,5%	45 €	0,8%
Grenoble	46,7%	-3,7%	57 €	-2,4%	27 €	-6,0%	58,1%	-6,5%	63 €	-1,2%	37 €	-7,6%
Lyon	46,3%	4,3%	58 €	-4,7%	27 €	-0,5%	61,2%	-4,7%	71 €	-1,7%	44 €	-6,3%
Marseille	70,1%	7,5%	59 €	-6,2%	41 €	0,8%	65,5%	-2,8%	69 €	-0,4%	45 €	-3,2%
Montpellier	84,1%	-1,7%	70 €	1,8%	59 €	0,1%	71,3%	-3,7%	71 €	2,9%	50 €	-0,9%
St Etienne	in progress						in progress					
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-East	76,1%	-4,9%	43 €	1,4%	33 €	-3,5%	67,2%	-5,1%	40 €	1,5%	27 €
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	74,3%	-10,3%	39 €	-1,6%	29 €	-11,7%	71,9%	-3,0%	37 €	1,6%	27 €	-1,4%
Grenoble	53,9%	-19,9%	38 €	-4,2%	21 €	-23,3%	61,8%	-11,9%	40 €	-2,8%	25 €	-14,4%
Lyon	57,8%	-8,2%	38 €	2,7%	22 €	-5,7%	65,4%	-7,4%	39 €	1,4%	26 €	-6,1%
Marseille	76,8%	3,2%	42 €	-0,1%	32 €	3,2%	71,1%	0,2%	42 €	1,6%	30 €	1,8%
Montpellier	97,8%	2,1%	44 €	1,9%	43 €	4,1%	77,3%	-4,9%	40 €	4,0%	31 €	-1,1%
St Etienne	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-

Departments in the South-Eastern set :

Ain; Alpes; Hautes-Alpes; Alpes-Maritimes; Ardèche; Aude; Aveyron; Bouches-du-Rhône; Cantal; Drôme; Gard; Hérault; Isère; Loire; Haute-Loire; Lozère; Puy-de-Dôme; Pyrénées-Orientales; Rhône; Savoie; Savoie; Haute-Savoie; Var; Vaucluse

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances French Riviera

August 2012



French Riviera

August	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
French Riviera - Luxury	85,6%	7,7%	534 €	11,8%	457 €	20,4%	61,4%	2,0%	468 €	5,2%	288 €	7,4%
French Riviera - Boutique Hotels**	82,0%	-2,4%	188 €	2,9%	154 €	0,4%	60,9%	-2,5%	164 €	-0,6%	100 €	-3,1%
French Riviera - Upscale	87,7%	3,9%	246 €	6,5%	216 €	10,7%	61,6%	0,1%	208 €	6,7%	128 €	6,8%
Average Upscale & Luxury	86,5%	4,7%	343 €	9,9%	297 €	15,1%	61,5%	0,6%	297 €	6,2%	182 €	6,8%
Average Midscale	92,7%	1,0%	120 €	7,4%	111 €	8,4%	69,0%	-0,8%	103 €	4,6%	71 €	3,7%

French Riviera Cities

August	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Cannes - Luxury	85,4%	6,8%	453 €	20,8%	387 €	29,1%	57,9%	-3,1%	462 €	4,9%	268 €	1,7%
Cannes - Boutique Hotels	76,7%	-7,2%	211 €	0,7%	162 €	-6,6%	52,6%	-7,5%	194 €	4,1%	102 €	-3,7%
Cannes - Upscale	88,1%	4,4%	195 €	0,5%	172 €	4,9%	55,2%	-1,5%	188 €	4,3%	104 €	2,8%
Cannes - Upscale & Luxury	86,1%	4,8%	321 €	14,2%	276 €	19,7%	56,4%	-2,6%	329 €	5,3%	186 €	2,5%
Cannes - Midscale	91,0%	4,5%	118 €	13,4%	107 €	18,5%	55,5%	-9,7%	113 €	5,5%	63 €	-4,8%

August	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Nice - Upscale & Luxury	90,2%	1,4%	247 €	8,9%	223 €	10,4%	69,4%	0,1%	201 €	7,9%	139 €	8,0%
Nice - Midscale	93,8%	0,3%	121 €	7,1%	113 €	7,4%	74,1%	0,2%	103 €	6,0%	76 €	6,2%

August	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Monaco - Luxury	81,4%	14,6%	607 €	3,9%	494 €	19,1%	61,1%	12,0%	486 €	5,6%	297 €	18,3%
Monaco - Upscale	85,2%	6,9%	395 €	8,0%	337 €	15,4%	62,3%	2,1%	293 €	6,2%	183 €	8,3%
Monaco - Upscale & Luxury	83,8%	9,8%	474 €	6,3%	397 €	16,7%	61,8%	5,7%	366 €	6,6%	226 €	12,7%

* Monaco set include the following cities : Monaco, Roquebrune and Cap d'Ail

** Boutique Hotels: sample excludes Luxury hotels

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances South West

August 2012



South-West & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
South-West	57,3%	-10,5%	258 €	2,8%	148 €	-8,0%	53,8%	-2,8%	204 €	1,8%	110 €	-1,1%
Bordeaux	60,1%	-4,9%	169 €	-9,8%	102 €	-14,3%	51,6%	7,9%	190 €	-4,3%	98 €	3,2%
Toulouse	42,5%	-18,8%	105 €	0,9%	45 €	-18,0%	57,1%	-6,7%	119 €	0,2%	68 €	-6,5%
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-West	65,2%	-4,2%	88 €	-0,9%	57 €	-5,0%	60,1%	-2,5%	90 €	1,8%	54 €
Bordeaux	59,7%	-2,8%	76 €	1,2%	45 €	-1,6%	59,5%	0,6%	84 €	-0,2%	50 €	0,4%
Toulouse	52,3%	-13,7%	83 €	-0,6%	44 €	-14,1%	61,9%	-4,4%	97 €	2,4%	60 €	-2,2%
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-West	68,7%	0,3%	70 €	-0,4%	48 €	-0,2%	60,5%	1,4%	65 €	-2,6%	40 €
Bordeaux	59,7%	-6,1%	61 €	0,5%	37 €	-5,7%	61,5%	-2,1%	68 €	-1,2%	42 €	-3,3%
Toulouse	42,7%	-12,5%	59 €	5,2%	25 €	-7,9%	58,6%	0,9%	65 €	-1,6%	38 €	-0,7%
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-West	77,9%	-3,3%	43 €	0,5%	33 €	-2,8%	69,0%	-1,7%	40 €	0,8%	28 €
Bordeaux	84,3%	5,6%	38 €	-1,7%	32 €	3,8%	73,0%	3,7%	37 €	-1,7%	27 €	2,0%
Toulouse	64,7%	-12,6%	39 €	0,9%	25 €	-11,8%	69,0%	-5,5%	40 €	1,7%	27 €	-4,0%

Departments in the South-Western set :

Ariège; Charente; Charente-Maritime; Corrèze; Creuse; Dordogne; Haute-Garonne; Gers; Gironde; Landes; Lot; Lot-et-Garonne; Pyrénées-Atlantiques; Hautes-Pyrénées; Tarn; Tarn-et-Garonne; Haute-Vienne

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances Main cities in Regions

August 2012



Main cities in Regions – Luxury, upscale and midscale

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Avignon	84,6%	-0,6%	191 €	28,1%	162 €	27,2%	64,9%	-0,8%	156 €	9,8%	101 €	9,0%
Bordeaux	60,1%	-4,9%	169 €	-9,8%	102 €	-14,3%	51,6%	7,9%	190 €	-4,3%	98 €	3,2%
Cannes	86,1%	4,8%	321 €	14,2%	276 €	19,7%	56,4%	-2,6%	329 €	5,3%	186 €	2,5%
Dijon	73,5%	2,1%	125 €	2,3%	92 €	4,4%	60,9%	-4,2%	131 €	7,0%	80 €	2,5%
Lille	43,0%	29,6%	114 €	13,6%	49 €	47,2%	49,6%	3,3%	118 €	-1,2%	59 €	2,1%
Lyon	52,7%	2,5%	117 €	4,9%	62 €	7,5%	61,7%	-2,9%	121 €	-3,5%	75 €	-6,3%
Marseille	66,4%	-0,9%	140 €	0,0%	93 €	-0,9%	60,7%	0,1%	140 €	2,1%	85 €	2,1%
Monaco	83,8%	9,8%	474 €	6,3%	397 €	16,7%	61,8%	5,7%	366 €	6,6%	226 €	12,7%
Montpellier	66,4%	5,5%	148 €	2,8%	98 €	8,5%	58,7%	-2,6%	138 €	-3,4%	81 €	-5,9%
Nice	90,2%	1,4%	247 €	8,9%	223 €	10,4%	69,4%	0,1%	201 €	7,9%	139 €	8,0%
Strasbourg	60,7%	3,2%	81 €	-6,7%	49 €	-3,7%	58,8%	-3,4%	115 €	1,8%	68 €	-1,7%
Toulouse	42,5%	-18,8%	105 €	0,9%	45 €	-18,0%	57,1%	-6,7%	119 €	0,2%	68 €	-6,5%

Midscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Aix en Provence	81,5%	10,7%	84 €	-3,1%	68 €	7,2%	67,1%	2,5%	88 €	-1,7%	59 €	0,8%
Avignon	83,1%	7,0%	101 €	6,9%	84 €	14,4%	73,1%	5,4%	100 €	7,4%	73 €	13,2%
Bordeaux	59,7%	-2,8%	76 €	1,2%	45 €	-1,6%	59,5%	0,6%	84 €	-0,2%	50 €	0,4%
Cannes	91,0%	4,5%	118 €	13,4%	107 €	18,5%	55,5%	-9,7%	113 €	5,5%	63 €	-4,8%
Dijon	69,4%	1,7%	91 €	7,2%	63 €	9,0%	64,3%	1,4%	86 €	2,9%	55 €	4,4%
Grenoble	35,2%	-8,8%	87 €	0,6%	31 €	-8,2%	51,9%	-7,1%	103 €	0,3%	54 €	-6,8%
Le Havre	65,4%	2,7%	83 €	4,1%	54 €	6,9%	61,2%	0,4%	86 €	-1,8%	53 €	-1,4%
Lille	48,3%	2,6%	74 €	4,1%	36 €	6,8%	57,9%	-7,1%	87 €	-1,4%	50 €	-8,4%
Lyon	46,1%	-5,3%	81 €	7,2%	37 €	1,5%	58,4%	-7,0%	94 €	-2,8%	55 €	-9,5%
Marseille	70,3%	1,6%	88 €	-0,6%	62 €	1,0%	65,4%	-4,7%	98 €	2,5%	64 €	-2,3%
Montpellier	82,5%	4,0%	91 €	0,6%	75 €	4,6%	68,0%	-2,3%	92 €	-2,5%	62 €	-4,7%
Nancy	46,5%	-17,3%	69 €	-0,1%	32 €	-17,4%	53,6%	-4,8%	80 €	0,8%	43 €	-4,1%
Nantes	45,6%	-2,2%	72 €	-3,0%	33 €	-5,2%	55,3%	-5,8%	86 €	-3,5%	48 €	-9,1%
Nice	93,8%	0,3%	121 €	7,1%	113 €	7,4%	74,1%	0,2%	103 €	6,0%	76 €	6,2%
Reims	59,4%	-8,0%	86 €	-2,4%	51 €	-10,3%	60,4%	-7,6%	92 €	-1,4%	55 €	-8,8%
Rennes	46,0%	-13,6%	70 €	-6,0%	32 €	-18,8%	53,9%	-10,1%	86 €	-0,2%	46 €	-10,2%
Rouen	67,0%	6,9%	87 €	2,2%	59 €	9,3%	61,4%	2,1%	92 €	-1,4%	56 €	0,7%
Strasbourg	66,0%	-1,1%	69 €	-2,5%	45 €	-3,6%	60,7%	2,6%	89 €	0,3%	54 €	2,9%
Toulouse	52,3%	-13,7%	83 €	-0,6%	44 €	-14,1%	61,9%	-4,4%	97 €	2,4%	60 €	-2,2%

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances Main cities in Regions

August 2012



Main cities in regions – Budget and Super Budget

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Aix en Provence	83,8%	17,9%	67 €	-7,0%	56 €	9,7%	66,8%	1,8%	70 €	-1,0%	47 €	0,7%
Angers	47,4%	-4,5%	55 €	-2,8%	26 €	-7,2%	58,7%	1,7%	67 €	1,8%	39 €	3,6%
Avignon	70,1%	-11,0%	69 €	3,4%	48 €	-7,9%	66,4%	-1,6%	68 €	2,5%	45 €	0,8%
Bordeaux	59,7%	-6,1%	61 €	0,5%	37 €	-5,7%	61,5%	-2,1%	68 €	-1,2%	42 €	-3,3%
Dijon	73,8%	14,4%	60 €	-2,7%	44 €	11,2%	70,4%	12,4%	63 €	-1,5%	45 €	10,7%
Grenoble	46,7%	-3,7%	57 €	-2,4%	27 €	-6,0%	58,1%	-6,5%	63 €	-1,2%	37 €	-7,6%
Le Havre	69,4%	19,6%	63 €	6,6%	44 €	27,5%	62,2%	10,9%	64 €	6,2%	40 €	17,8%
Lille	52,0%	23,3%	65 €	8,6%	34 €	33,8%	64,4%	-0,8%	72 €	2,1%	47 €	1,3%
Lyon	46,3%	4,3%	58 €	-4,7%	27 €	-0,5%	61,2%	-4,7%	71 €	-1,7%	44 €	-6,3%
Marseille	70,1%	7,5%	59 €	-6,2%	41 €	0,8%	65,5%	-2,8%	69 €	-0,4%	45 €	-3,2%
Metz	63,1%	-3,2%	53 €	-9,4%	34 €	-12,3%	63,4%	-4,4%	64 €	-2,5%	41 €	-6,7%
Montpellier	84,1%	-1,7%	70 €	1,8%	59 €	0,1%	71,3%	-3,7%	71 €	2,9%	50 €	-0,9%
Nancy	40,6%	-6,9%	50 €	-6,7%	20 €	-13,1%	51,2%	-3,1%	61 €	-0,3%	31 €	-3,3%
Nantes	41,7%	-7,5%	58 €	2,1%	24 €	-5,5%	56,8%	-6,2%	67 €	2,2%	38 €	-4,2%
Reims	51,0%	-18,8%	63 €	6,8%	32 €	-13,2%	57,1%	-11,4%	64 €	2,1%	36 €	-9,6%
Rennes	45,1%	-21,6%	56 €	2,1%	25 €	-19,9%	59,4%	-4,6%	65 €	3,5%	38 €	-1,3%
Rouen	56,4%	6,1%	58 €	-0,7%	33 €	5,4%	58,5%	-3,3%	61 €	-0,2%	36 €	-3,5%
Strasbourg	67,4%	5,0%	48 €	-7,3%	32 €	-2,7%	66,0%	1,9%	61 €	-2,4%	40 €	-0,5%
Toulouse	42,7%	-12,5%	59 €	5,2%	25 €	-7,9%	58,6%	0,9%	65 €	-1,6%	38 €	-0,7%

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Angers	61,0%	-9,2%	38 €	1,4%	23 €	-7,9%	69,0%	-2,1%	38 €	2,4%	26 €	0,3%
Avignon	74,3%	-10,3%	39 €	-1,6%	29 €	-11,7%	71,9%	-3,0%	37 €	1,6%	27 €	-1,4%
Bordeaux	84,3%	5,6%	38 €	-1,7%	32 €	3,8%	73,0%	3,7%	37 €	-1,7%	27 €	2,0%
Dijon	78,4%	-1,0%	38 €	-2,1%	30 €	-3,1%	73,4%	-4,7%	39 €	1,2%	29 €	-3,5%
Grenoble	53,9%	-19,9%	38 €	-4,2%	21 €	-23,3%	61,8%	-11,9%	40 €	-2,8%	25 €	-14,4%
Le Havre	90,1%	2,7%	41 €	0,8%	37 €	3,6%	73,1%	-3,0%	40 €	2,6%	29 €	-0,5%
Lille	55,2%	-1,8%	39 €	3,9%	22 €	2,0%	65,9%	-3,6%	40 €	2,1%	26 €	-1,6%
Lyon	57,8%	-8,2%	38 €	2,7%	22 €	-5,7%	65,4%	-7,4%	39 €	1,4%	26 €	-6,1%
Marseille	76,8%	3,2%	42 €	-0,1%	32 €	3,2%	71,1%	0,2%	42 €	1,6%	30 €	1,8%
Metz	66,7%	-17,1%	39 €	3,0%	26 €	-14,6%	68,5%	-9,4%	39 €	4,5%	26 €	-5,3%
Montpellier	97,8%	2,1%	44 €	1,9%	43 €	4,1%	77,3%	-4,9%	40 €	4,0%	31 €	-1,1%
Nancy	54,7%	0,1%	39 €	-0,6%	21 €	-0,5%	65,6%	7,4%	38 €	0,3%	25 €	7,7%
Nantes	56,5%	-4,2%	42 €	0,9%	24 €	-3,3%	64,2%	-5,1%	42 €	1,0%	27 €	-4,2%
Rennes	44,8%	-14,5%	39 €	0,5%	17 €	-14,0%	57,0%	-2,8%	40 €	1,8%	23 €	-1,0%
Rouen	63,3%	2,5%	40 €	0,5%	25 €	3,0%	66,8%	-2,7%	41 €	1,2%	27 €	-1,6%
Strasbourg	58,7%	-12,5%	40 €	3,5%	23 €	-9,4%	58,3%	-8,3%	39 €	1,1%	23 €	-7,3%
Toulouse	64,7%	-12,6%	39 €	0,9%	25 €	-11,8%	69,0%	-5,5%	40 €	1,7%	27 €	-4,0%

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Informations

Definitions

Occupancy Rate (OR) : Rooms sold divided by rooms available multiplied by 100.

Rooms Available : The number of rooms times the number of days in the period.

Average Daily Rate (ADR) : Room revenue divided by rooms sold.

Revenue per Available Room (RevPAR) : Room revenue divided by rooms available.

ADR and RevPAR are expressed in Euros, excluding VAT

Categories

Luxury Hotels: France's most prestigious hotels that distinguish themselves through their exceptional location, building and design, as well their outstanding product and service quality. Highly reputed, these establishments cater to a particularly discerning clientele.

Upscale Hotels: Hotels operating at the higher end of the market and consequently offering a wide range of amenities. These establishments are less prestigious than Luxury Hotels and cater to a wider range of guests.

Midscale Hotels: Veritable bridge between higher category and entry-level hotels, Midscale Hotels benefit from a wide range of facilities and amenities, but to a lesser extent than Upscale Hotels.

Budget Hotels: Hotels that offer a restricted range of facilities and amenities. Budget hotels primarily target those guests particularly preoccupied by value for money.

Super Budget Hotels: Hotels that offer a 'no frills' approach, with a very limited range of services. Price is the key decision-factor for guests.

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Informations

In Extenso – member of Deloitte

About Deloitte in France

Deloitte & Associés is the Deloitte Touche Tohmatsu member firm in France and the professional services are delivered by Deloitte & Associés, its subsidiaries and affiliates. Deloitte calls on diversified expertise to cover the scope of services required by its clients of all sizes from all sectors - major multinationals, local micro-companies and medium-sized enterprises. Our 6,000 professionals and partners embody the vigor and success of the Firm in their commitment to clients and their constant concern for service excellence. Deloitte offers a very comprehensive range of services: audit, consulting and risk services, tax and legal, accounting and corporate finance, in accordance with its multidisciplinary strategy and ethical approach. For more information, visit www.deloitte.fr

About In Extenso

A member of Deloitte Touche Tohmatsu, In Extenso is an entity dedicated to small and medium-sized businesses. Almost 3 300 employees in 170 agencies in France serve 70 000 clients, including companies, firms, entrepreneurs, tradesmen and women, self-employed lawyers and doctors, associations and local authorities.

Tourism, Hotels & Restaurants Desk

In Extenso is one of the leading advisors in Tourism, Hospitality and Restaurant industries worldwide. We provide many consulting services for different stakeholders of the tourism industry :

Market and feasibility studies	Valuation of hotel and tourist assets	Urban tourism development plans	Human Capital	Others services
<ul style="list-style-type: none"> • Detailed market study • Operational recommendations to respond to the requirements of potential clients • Determination of the product-service concept • Determination of client target the price positioning • Revenue estimations (accommodation, food and beverage, other...) • Operating forecasts over several years : establishment of expense items to determine the project's profitability (GOP, cash-flows) 	<ul style="list-style-type: none"> • A detailed market study • Product analysis (strengths, weaknesses, necessary renovations and refurbishments) • Forecasts over several years • The application of the discounted cash-flow method, completed by market references (recent and comparable transactions) and the use of the others methods, specially adapted to each case (multiple of turnover or GOP, approaches linked to the real estate market, etc). 	<ul style="list-style-type: none"> • Dynamic review of existing supply • Analysis of the impact of development factors (economy, transportation, tourist markets, etc.) • Analysis of supply/demand situation • Assessment of development ambitions and objectives • Recommendations on strategy 	<ul style="list-style-type: none"> • Aligning Human Resources with the strategic goals of the company • Mastering operational risks in terms of HR and abiding by the regulations • Incorporating the human dimension in all your reorganization and transformation processes • Developing an attractive and incentive remuneration policy 	<ul style="list-style-type: none"> • Hotel benchmark survey • Identification of operators and investors • Optimize your information systems • Marketing audits • Quality control • Organizational audits and management support • Etc.

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24