

# In Extenso

tourisme, hôtellerie et restauration

## French Hotel Industry Performances

October 2013



Membre de **Deloitte**.

# Latest news

## Consulting, valuations and transactions

<p><b>Investment fund</b></p> <p><i>Valuation of a portfolio of around 30 hotels</i></p> <p>France</p> <p><b>In Extenso</b> <small>tourisme, hôtellerie et restauration</small></p>	<p><b>Developers</b></p> <p><i>Feasibility analysis for hotel projects</i></p> <p>Lyon, France</p> <p><b>In Extenso</b> <small>tourisme, hôtellerie et restauration</small></p>	<p><b>Owners</b></p> <p><i>Valuation of two hotels (4 and 5 star, business and property)</i></p> <p>Paris (1, 9), France</p> <p><b>In Extenso</b> <small>tourisme, hôtellerie et restauration</small></p>	<p><b>Investor</b></p> <p><i>Market study for an oenology centre</i></p> <p>Val de Loire, France</p> <p><b>In Extenso</b> <small>tourisme, hôtellerie et restauration</small></p>
<p><b>Owners</b></p> <p><i>Technical and financial analysis for the transformation of an office building into a hotel</i></p> <p>Paris, France</p> <p><b>In Extenso</b> <small>tourisme, hôtellerie et restauration</small></p>	<p><b>Investor</b></p> <p><i>Feasibility study for two hotel projects</i></p> <p>Brittany, France</p> <p><b>In Extenso</b> <small>tourisme, hôtellerie et restauration</small></p>	<p><b>Owner</b></p> <p><i>Investor search mandate for an off-plan hotel project (4*, 75 rooms)</i></p> <p>Toulouse, France</p> <p><b>In Extenso</b> <small>tourisme, hôtellerie et restauration</small></p>	<p><b>Owner</b></p> <p><i>Sales mandate for a hotel-use building (4*)</i></p> <p>Paris 16, France</p> <p><b>In Extenso</b> <small>tourisme, hôtellerie et restauration</small></p>

### YOUR CONTACTS:

**CONSULTING AND VALUATIONS :** PHILIPPE GAUGUIER, ASSOCIATE MRICS (+33 (0)6 85 93 67 50 OR [philippe.gauguier@inextenso.fr](mailto:philippe.gauguier@inextenso.fr))

OLIVIER PETIT, ASSOCIATE (+33 (0)6 85 43 22 29 OR [olivier.petit@inextenso.fr](mailto:olivier.petit@inextenso.fr))

**TRANSACTION THR :** GUY BOULO, DIRECTOR (+33 (0)6 80 17 60 02 OR [guy.boulo@inextenso.fr](mailto:guy.boulo@inextenso.fr))

## Publications



### **French thalassotherapy benchmark, published monthly.**

In partnership with France Thalasso, the industry's principal federation, In Extenso THR has introduced the first monthly benchmark of the thalassotherapy sector. Currently in full development, the benchmark includes around 20 participating centres and monitors the thalasso industry's performances on a monthly basis. These indicators include:

- Treatment types
- Client profiles
- Revenues
- Payroll

FOR FURTHER INFORMATION, PLEASE CONTACT :

FLORENT DANIEL (+33 (0)2 51 80 18 84 OR [florent.daniel@inextenso.fr](mailto:florent.daniel@inextenso.fr))

## Agenda 2013

**22 November:** Conference, Casablanca, "Tourist accommodation in Morocco: challenges and development mechanisms", organised by the Ministry of Tourism in partnership with the National Hotel Federation and the World Tourism Organisation – presentation by Philippe Gauguier.

**25 November:** *Lab Equip Hotel* at the Carrousel du Louvre, Paris, France – presentation by Philippe Gauguier on the hotel market and the challenges it faces.

**4 December:** SIMI, Palais des Congrès Porte Maillot, Paris, France – presentation by Philippe Gauguier on hotel investment.

**5 December:** *Forum Var Ecobiz*, Toulon, France – presentation by Olivier Petit on Online Travel Agents: "A trap or a catalyst for growth?"

*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](mailto: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

# Paris under pressure

The French hotel industry experienced a difficult month in October, with rooms revenue generally down. While certain destinations managed to resist (regional hotel activity remained mostly stable, for instance), many cities saw a drop in trading. These included Paris, where hotel occupancy has been crumbling over the past few months. The capital's hotels are thus faced with an additional pressure. However, the high levels of occupancy in Paris do give the city's hoteliers the means to maintain ambitious pricing policies.

Once again, the French hotel industry had a hard month. October saw RevPAR declining in almost all categories. The drop ranged from -1% for Super-budget hotels to almost -5% for Upscale hotels, primarily due to the fall in both occupancy and average rates. The only exception to this was the Luxury segment, where rooms revenue rose by over +6% - essentially thanks to an increase in average rates, since occupancy remained stable.

Concretely, the situation is a lot less uniform than it first appears. For instance, regional France resisted better than in previous months, although the picture varied greatly between cities. Dijon, Lille and Marseille generally did well, with Bordeaux, Grenoble and Montpellier having a tougher time.

October was not a good month for Parisian hotels. All segments saw a decline in rooms revenue – down -5% to -6%, depending on the category; a result of the drop in both occupancy and average rates. Given the capital's general vitality, it is tempting to put this down to a temporary slump caused by the school holidays or the absence of trade shows.

However, as Philippe Gauguier, associate at In Extenso Tourisme, Hôtellerie et Restauration, affirms: "if rooms revenue in Paris is progressing, this is mostly due to average rates, since occupancy is frequently falling. Since the start of the year, for instance, Paris' hotels – depending on the category – have recorded stagnating or falling occupancy in seven to ten months out of ten. We can, therefore, consider this a general trend that illustrates a growing pressure". On the other hand, Olivier Petit, associate at In Extenso Tourisme, Hôtellerie et Restauration, emphasises the high levels of occupancy in Paris' hotels: "Paris remains a market where occupancy rarely falls below 70%, and is often over 80%. For example, over the past ten months, Budget hotels have recorded an occupancy rate of 80% or higher in seven months. Six of these saw occupancy in excess of 85% and three close to or over 90%. Yes, occupancy in Parisian hotels is coming under pressure, but there is room for manoeuvre, allowing many hoteliers to maintain ambitious pricing strategies".

## Monthly performance

October	Luxury	Upscale	Midscale	Budget	Super Budget
<b>OR 2013</b>	70,4%	72,2%	70,1%	69,6%	67,5%
<b>Var. /n-1</b>	<b>0,1%</b>	<b>-2,0%</b>	<b>-1,6%</b>	<b>-0,1%</b>	<b>-1,3%</b>
<b>ADR 2013</b>	399 €	188 €	105 €	68 €	40 €
<b>Var. /n-1</b>	<b>6,1%</b>	<b>-2,7%</b>	<b>-2,4%</b>	<b>-3,5%</b>	<b>0,4%</b>
<b>RevPAR 2013</b>	281 €	136 €	74 €	47 €	27 €
<b>Var. /n-1</b>	<b>6,2%</b>	<b>-4,7%</b>	<b>-3,9%</b>	<b>-3,6%</b>	<b>-0,9%</b>

## Year To Date performance

Jan. to October	Luxury	Upscale	Midscale	Budget	Super Budget
<b>OR 2013</b>	67,8%	68,5%	67,0%	66,4%	66,9%
<b>Var. /n-1</b>	<b>-0,5%</b>	<b>-1,4%</b>	<b>-0,4%</b>	<b>0,0%</b>	<b>-2,1%</b>
<b>ADR 2013</b>	410 €	190 €	102 €	66 €	41 €
<b>Var. /n-1</b>	<b>5,6%</b>	<b>1,5%</b>	<b>0,5%</b>	<b>-0,2%</b>	<b>1,8%</b>
<b>RevPAR 2013</b>	278 €	130 €	68 €	44 €	28 €
<b>Var. /n-1</b>	<b>5,0%</b>	<b>0,0%</b>	<b>0,1%</b>	<b>-0,1%</b>	<b>-0,3%</b>

### 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

## October 2013



### Paris-City

#### Monthly performance

October	OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Paris - Luxury	89,7%	-0,2%	513 €	0,6%	460 €	0,4%
Paris - Boutique Hotels	87,9%	-1,5%	334 €	-2,5%	294 €	-4,0%
Paris - Upscale	83,4%	-2,5%	216 €	-5,5%	180 €	-7,9%
<b>Paris - Luxury &amp; Upscale</b>	<b>84,8%</b>	<b>-2,0%</b>	<b>279 €</b>	<b>-2,8%</b>	<b>237 €</b>	<b>-4,8%</b>
Paris - Superior midscale	91,6%	-0,3%	170 €	-5,3%	156 €	-5,6%
Paris - Standard midscale	87,4%	0,1%	126 €	-3,8%	110 €	-3,8%
<b>Paris - Midscale</b>	<b>89,0%</b>	<b>-0,1%</b>	<b>143 €</b>	<b>-4,6%</b>	<b>127 €</b>	<b>-4,7%</b>
<b>Paris - Budget</b>	<b>89,1%</b>	<b>-2,4%</b>	<b>94 €</b>	<b>-4,3%</b>	<b>84 €</b>	<b>-6,6%</b>

#### Year To Date performance

Jan. to October	OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Paris - Luxury	83,1%	-0,5%	479 €	5,5%	398 €	4,9%
Paris - Boutique Hotels	79,7%	1,4%	319 €	2,9%	255 €	4,3%
Paris - Upscale	77,5%	-2,2%	207 €	0,6%	160 €	-1,6%
<b>Paris - Haut de gamme &amp; Gd luxe</b>	<b>78,6%</b>	<b>-1,6%</b>	<b>264 €</b>	<b>2,4%</b>	<b>207 €</b>	<b>0,8%</b>
Paris - Superior midscale	85,1%	-0,7%	159 €	1,6%	135 €	0,9%
Paris - Standard midscale	80,6%	-0,4%	116 €	2,9%	93 €	2,5%
<b>Paris - Midscale</b>	<b>82,3%</b>	<b>-0,5%</b>	<b>132 €</b>	<b>2,4%</b>	<b>109 €</b>	<b>1,9%</b>
<b>Paris - Budget</b>	<b>84,1%</b>	<b>-2,4%</b>	<b>87 €</b>	<b>3,4%</b>	<b>73 €</b>	<b>0,9%</b>

### Paris suburbs (excluding Paris) – Luxury and upscale

#### Monthly performance

October	OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Paris	84,8%	-2,0%	279 €	-2,8%	237 €	-4,8%
La Défense	86,7%	14,7%	180 €	-3,6%	156 €	0,10606
Roissy CdG	72,4%	-8,8%	116 €	-14,3%	84 €	-21,9%
IDF (exc.Paris and poles)	81,8%	-3,1%	234 €	4,4%	191 €	1,2%

#### Year To Date performance

Jan. to October	OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Paris	78,6%	-1,6%	264 €	2,4%	207 €	0,8%
La Défense	74,9%	16,8%	167 €	-2,7%	125 €	13,7%
Roissy CdG	70,1%	-4,4%	112 €	-1,8%	79 €	-6,1%
IDF (exc.Paris and poles)	74,9%	-3,5%	240 €	1,2%	180 €	-2,3%

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

October 2013



## Regions

Regions (excl. French Riviera)

### Monthly performance

October	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2013	59,3%	65,9%	63,6%	65,0%	65,9%
Var. /n-1	4,8%	0,2%	-1,5%	1,2%	0,1%
ADR 2013	250 €	140 €	92 €	65 €	38 €
Var. /n-1	5,6%	1,1%	0,0%	-1,1%	-0,1%
RevPAR 2013	148 €	92 €	58 €	42 €	25 €
Var. /n-1	10,7%	1,3%	-1,4%	0,1%	-0,1%

### Year To Date performance

Jan. to October	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2013	58,3%	58,3%	61,0%	64,2%	65,4%
Var. /n-1	-0,4%	-2,0%	-0,8%	3,0%	-1,7%
ADR 2013	279 €	138 €	91 €	63 €	40 €
Var. /n-1	3,7%	0,8%	-0,3%	-1,7%	1,0%
RevPAR 2013	162 €	81 €	56 €	41 €	26 €
Var. /n-1	3,2%	-1,2%	-1,1%	1,3%	-0,7%

French Riviera

### Monthly performance

October	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2013	62,9%	56,6%	66,6%	n.d.	60,1%
Var. /n-1	-2,8%	-7,5%	-2,9%	-	-0,7%
ADR 2013	369 €	159 €	98 €	n.d.	46 €
Var. /n-1	8,4%	7,2%	1,6%	-	-0,4%
RevPAR 2013	232 €	90 €	66 €	n.d.	27 €
Var. /n-1	5,4%	-0,9%	-1,4%	-	-1,1%

### Year To Date performance

Jan. to October	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2013	62,5%	61,3%	70,2%	n.d.	69,6%
Var. /n-1	-1,0%	-2,8%	-1,0%	-	-3,9%
ADR 2013	444 €	175 €	109 €	n.d.	50 €
Var. /n-1	2,9%	3,2%	5,1%	-	1,4%
RevPAR 2013	278 €	107 €	76 €	n.d.	35 €
Var. /n-1	1,9%	0,2%	4,0%	-	-2,6%

\* 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

## October 2013



### Paris suburbs (excluding Paris)

Midscale market	Monthly performance							
	October	departments						Average suburbs
		77	78	91	92	93	94	95
OR 2013	57,0%	68,5%	66,9%	82,5%	66,5%	80,4%	74,0%	74,4%
Var. /n-1	-22,3%	-0,3%	-5,9%	2,1%	-7,6%	-4,6%	-4,5%	-2,7%
ADR 2013	100 €	110 €	95 €	113 €	76 €	87 €	104 €	103 €
Var. /n-1	-6,5%	-2,8%	-1,5%	-6,2%	-15,5%	-5,3%	-13,0%	-6,6%
RevPAR 2013	57 €	75 €	64 €	93 €	51 €	70 €	77 €	76 €
Var. /n-1	-27,3%	-3,1%	-7,3%	-4,2%	-22,0%	-9,7%	-16,9%	-9,1%
Midscale market	Year To Date performance							
	Jan. to October	departments						Average suburbs
		77	78	91	92	93	94	95
OR 2013	56,8%	64,9%	66,1%	74,1%	68,2%	76,8%	70,7%	70,2%
Var. /n-1	-4,3%	1,3%	1,0%	1,4%	5,1%	2,1%	-0,4%	1,2%
ADR 2013	103 €	98 €	88 €	105 €	73 €	82 €	99 €	95 €
Var. /n-1	-0,5%	-3,3%	-0,3%	-0,2%	-4,0%	-1,6%	-2,9%	-1,5%
RevPAR 2013	58 €	63 €	58 €	78 €	50 €	63 €	70 €	67 €
Var. /n-1	-4,7%	-2,0%	0,7%	1,2%	1,0%	0,4%	-3,3%	-0,3%
Budget market	Monthly performance							
	October	departments						Average suburbs
		77	78	91	92	93	94	95
OR 2013	78,2%	70,3%	67,8%	77,2%	73,3%	76,4%	74,6%	74,8%
Var. /n-1	-5,8%	-0,1%	-1,5%	-2,6%	-7,9%	-3,9%	1,3%	-3,4%
ADR 2013	62 €	83 €	66 €	83 €	63 €	71 €	62 €	68 €
Var. /n-1	-3,0%	-1,8%	0,9%	-0,8%	-5,0%	-6,6%	-14,1%	-5,4%
RevPAR 2013	49 €	58 €	45 €	64 €	46 €	54 €	47 €	51 €
Var. /n-1	-8,6%	-1,9%	-0,6%	-3,4%	-12,5%	-10,3%	-13,0%	-8,7%
Budget market	Year To Date performance							
	Jan. to October	departments						Average suburbs
		77	78	91	92	93	94	95
OR 2013	74,7%	64,9%	61,9%	69,7%	70,7%	73,7%	68,9%	70,2%
Var. /n-1	2,4%	1,2%	-0,6%	-3,2%	-4,0%	2,7%	2,0%	-0,3%
ADR 2013	64 €	79 €	62 €	76 €	59 €	68 €	60 €	65 €
Var. /n-1	0,5%	-2,1%	-0,3%	1,9%	2,2%	1,9%	-1,7%	0,5%
RevPAR 2013	48 €	51 €	38 €	53 €	41 €	50 €	41 €	46 €
Var. /n-1	2,9%	-0,9%	-0,9%	-1,4%	-1,9%	4,6%	0,3%	0,2%
Super Budget market	Monthly performance							
	October	departments						IDF (hors Paris)
		77	78	91	92	93	94	95
OR 2013	70,8%	75,0%	68,3%	n.d.	82,4%	80,5%	80,6%	76,6%
Var. /n-1	-6,0%	-3,2%	-9,8%	-	-6,2%	-4,6%	-3,9%	-5,6%
ADR 2013	44 €	44 €	41 €	n.d.	46 €	45 €	47 €	46 €
Var. /n-1	2,7%	3,7%	4,5%	-	3,9%	3,8%	-0,9%	3,1%
RevPAR 2013	31 €	33 €	28 €	n.d.	38 €	36 €	38 €	35 €
Var. /n-1	-3,4%	0,4%	-5,7%	-	-2,5%	-1,0%	-4,8%	-2,6%
Super Budget market	Year To Date performance							
	Jan. to October	departments						IDF (hors Paris)
		77	78	91	92	93	94	95
OR 2013	70,6%	71,2%	66,2%	n.d.	76,5%	76,5%	75,5%	72,7%
Var. /n-1	1,9%	1,9%	-5,0%	-	-3,8%	-0,3%	-2,2%	-2,0%
ADR 2013	43 €	42 €	41 €	n.d.	45 €	44 €	46 €	45 €
Var. /n-1	2,0%	0,4%	3,4%	-	3,7%	3,1%	5,3%	3,4%
RevPAR 2013	30 €	30 €	27 €	n.d.	34 €	34 €	35 €	33 €
Var. /n-1	4,0%	2,3%	-1,8%	-	-0,3%	2,8%	3,0%	1,4%

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

## October 2013



### North-east & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
North-east	64,3%	-4,5%	142 €	2,3%	91 €	-2,2%	56,6%	-2,3%	133 €	0,9%	75 €	-1,4%
Dijon	70,6%	4,2%	139 €	0,7%	98 €	5,0%	64,1%	-0,5%	129 €	-0,6%	83 €	-1,1%
Lille	66,6%	-0,4%	136 €	3,8%	91 €	3,4%	51,9%	-0,8%	122 €	1,2%	63 €	0,4%
Metz	insufficient supply						insufficient supply					
Nancy	insufficient supply						insufficient supply					
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	78,9%	0,9%	128 €	-1,1%	101 €	-0,1%	64,0%	3,5%	112 €	-2,2%	72 €	1,3%

  

Midscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
North-east	63,9%	-1,8%	92 €	1,9%	58 €	0,0%	58,2%	-0,8%	88 €	-0,2%	51 €	-0,9%
Dijon	70,3%	6,6%	91 €	4,2%	64 €	11,1%	64,9%	-0,5%	87 €	0,5%	56 €	0,0%
Lille	73,3%	9,2%	99 €	3,7%	73 €	13,3%	60,6%	2,6%	92 €	1,9%	56 €	4,5%
Metz	in progress						in progress					
Nancy	62,5%	2,6%	81 €	-1,7%	51 €	0,8%	57,0%	0,5%	79 €	-3,5%	45 €	-3,0%
Reims	72,8%	9,3%	107 €	6,1%	78 €	16,0%	64,7%	3,9%	97 €	3,7%	63 €	7,8%
Strasbourg	73,4%	-2,5%	105 €	4,1%	77 €	1,5%	64,0%	-0,1%	94 €	-0,3%	60 €	-0,4%

  

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
North-east	68,4%	0,9%	65 €	0,1%	44 €	1,0%	70,2%	10,9%	61 €	-3,3%	43 €	7,3%
Dijon	79,3%	5,9%	66 €	2,0%	52 €	8,0%	74,6%	3,4%	64 €	-0,2%	47 €	3,2%
Lille	75,1%	2,2%	76 €	-2,8%	57 €	-0,7%	63,8%	-3,1%	73 €	-1,5%	46 €	-4,5%
Metz	68,2%	-2,6%	69 €	-0,5%	47 €	-3,0%	62,5%	-4,4%	66 €	1,5%	41 €	-2,9%
Nancy	63,1%	-0,4%	63 €	-2,0%	40 €	-2,4%	59,2%	6,0%	60 €	-4,2%	35 €	1,6%
Reims	75,7%	9,5%	71 €	3,8%	54 €	13,7%	63,4%	5,4%	68 €	4,2%	43 €	9,9%
Strasbourg	80,7%	-0,6%	70 €	-2,5%	56 €	-3,1%	69,4%	0,6%	62 €	-0,9%	43 €	-0,3%

  

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
North-east	67,9%	2,6%	37 €	-0,6%	25 €	2,0%	64,3%	-0,8%	38 €	0,1%	24 €	-0,6%
Dijon	78,2%	4,4%	39 €	-0,1%	30 €	4,2%	74,2%	0,2%	39 €	-0,3%	29 €	-0,1%
Lille	72,1%	1,8%	40 €	-2,4%	29 €	-0,7%	62,0%	-6,9%	41 €	0,7%	25 €	-6,3%
Metz	78,4%	2,6%	38 €	-4,2%	30 €	-1,7%	71,4%	2,3%	38 €	-2,6%	27 €	-0,4%
Nancy	61,3%	-14,3%	38 €	-0,7%	23 €	-14,9%	60,5%	-9,6%	39 €	1,8%	24 €	-8,0%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	76,6%	5,0%	41 €	2,5%	32 €	7,6%	66,2%	8,3%	41 €	3,5%	27 €	12,1%

#### 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

## October 2013



### North-West & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
North-West	58,0%	13,8%	183 €	0,9%	106 €	14,9%	56,1%	-0,3%	207 €	1,3%	116 €	0,9%
Amiens			insufficient supply						insufficient supply			
Angers			insufficient supply						insufficient supply			
Le Havre			insufficient supply						insufficient supply			
Niort			insufficient supply						insufficient supply			
Nantes			insufficient supply						insufficient supply			
Rennes			insufficient supply						insufficient supply			
Rouen			insufficient supply						insufficient supply			

Midscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
North-West	56,8%	-1,5%	89 €	-0,2%	51 €	-1,7%	58,2%	-2,3%	91 €	-0,2%	53 €	-2,5%
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	66,6%	1,6%	93 €	7,0%	62 €	8,8%	68,3%	9,5%	86 €	-0,4%	59 €	9,1%
Nantes	66,5%	6,8%	92 €	2,3%	61 €	9,3%	58,9%	3,0%	84 €	-3,7%	50 €	-0,8%
Niort	57,2%	-6,4%	85 €	-5,8%	48 €	-11,8%	61,4%	4,9%	83 €	-7,9%	51 €	-3,3%
Rennes	59,6%	-2,3%	84 €	-12,8%	50 €	-14,8%	53,6%	-3,1%	86 €	-4,1%	46 €	-7,1%
Rouen	58,9%	-8,4%	93 €	0,2%	55 €	-8,2%	61,7%	-1,5%	95 €	2,7%	58 €	1,1%

Niort : in development, sample subject to change

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
North-West	59,7%	-3,8%	65 €	-1,2%	39 €	-5,0%	59,0%	-1,9%	64 €	-1,2%	38 €	-3,1%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	62,0%	-7,6%	66 €	-4,3%	41 €	-11,6%	61,0%	-1,3%	65 €	-3,3%	39 €	-4,6%
Le Havre	59,0%	-0,2%	63 €	0,1%	37 €	0,0%	55,6%	-11,0%	63 €	-0,7%	35 €	-11,6%
Nantes	67,0%	4,4%	68 €	-2,6%	46 €	1,7%	57,9%	2,0%	66 €	-2,8%	38 €	-0,9%
Niort	56,1%	-14,0%	59 €	-2,3%	33 €	-16,0%	56,5%	-4,9%	60 €	-0,3%	34 €	-5,2%
Rennes	65,7%	-3,9%	67 €	-5,0%	44 €	-8,7%	61,6%	0,2%	66 €	0,1%	41 €	0,3%
Rouen	55,9%	-8,3%	65 €	2,1%	36 €	-6,3%	60,2%	0,8%	64 €	4,4%	39 €	5,2%

Niort : in development, sample subject to change

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
North-West	63,0%	-2,3%	39 €	-0,3%	25 €	-2,6%	63,6%	-3,7%	40 €	1,4%	26 €	-2,4%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	65,3%	-6,4%	39 €	-1,5%	26 €	-7,8%	63,4%	-8,9%	40 €	0,1%	25 €	-8,8%
Le Havre	73,3%	-7,0%	40 €	-0,7%	29 €	-7,6%	71,0%	-6,7%	40 €	1,4%	29 €	-5,4%
Nantes	72,4%	0,9%	44 €	1,4%	32 €	2,3%	65,7%	0,7%	43 €	1,7%	28 €	2,4%
Niort	65,1%	0,5%	37 €	3,9%	24 €	4,3%	68,4%	4,3%	38 €	1,8%	26 €	6,2%
Rennes	60,2%	-9,0%	40 €	-3,6%	24 €	-12,3%	57,3%	-2,7%	40 €	-0,4%	23 €	-3,1%
Rouen	60,2%	-8,5%	45 €	3,8%	27 €	-5,1%	65,3%	-1,3%	45 €	5,4%	29 €	4,0%

Niort : in development, sample subject to change

#### 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

## October 2013



### South-East (excl. French Riviera) & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
South-East	68,0%	5,9%	158 €	2,0%	107 €	8,0%	62,1%	-0,3%	166 €	0,6%	103 €	0,3%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	69,9%	12,8%	134 €	-5,1%	94 €	7,0%	66,3%	-0,2%	153 €	-0,6%	102 €	-0,8%
Grenoble	insufficient supply						insufficient supply					
Lyon	68,8%	-10,3%	136 €	-6,5%	94 €	-16,1%	62,4%	-3,4%	130 €	3,3%	81 €	-0,2%
Marseille	75,2%	29,9%	159 €	5,6%	119 €	37,2%	67,8%	9,2%	149 €	-0,9%	101 €	8,2%
Montpellier	60,6%	-2,7%	138 €	-0,5%	84 €	-3,2%	58,1%	-3,9%	140 €	-1,1%	81 €	-4,9%
St Etienne	insufficient supply						insufficient supply					
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
	South-East	66,1%	-0,3%	93 €	0,3%	61 €	0,0%	64,6%	-0,2%	93 €	-0,8%	60 €
Aix en Provence	67,1%	-3,3%	84 €	-0,4%	56 €	-3,7%	67,2%	-1,5%	85 €	-3,4%	57 €	-4,9%
Avignon	74,7%	-2,2%	89 €	1,8%	67 €	-0,5%	72,4%	-2,7%	98 €	2,5%	71 €	-0,3%
Grenoble	52,2%	-7,0%	102 €	-4,2%	53 €	-10,9%	50,6%	-3,9%	100 €	-3,5%	51 €	-7,3%
Lyon	69,3%	-1,4%	99 €	-3,1%	69 €	-4,4%	62,1%	1,3%	96 €	1,4%	60 €	2,7%
Marseille	81,6%	20,7%	104 €	3,4%	85 €	24,8%	72,9%	9,6%	97 €	-0,8%	71 €	8,7%
Montpellier	61,4%	-10,4%	95 €	5,3%	59 €	-5,6%	63,3%	-7,7%	92 €	-0,1%	59 €	-7,8%
St Etienne	in progress						in progress					
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
	South-East	66,7%	4,7%	67 €	-1,6%	45 €	3,1%	63,8%	0,3%	66 €	-0,6%	42 €
Aix en Provence	62,8%	4,9%	71 €	-1,0%	45 €	3,8%	64,5%	-2,9%	70 €	-1,0%	45 €	-3,8%
Avignon	62,8%	0,8%	61 €	0,3%	38 €	1,1%	66,3%	-2,5%	68 €	1,1%	45 €	-1,4%
Grenoble	58,9%	-3,4%	65 €	-1,2%	38 €	-4,6%	57,5%	-2,4%	62 €	-2,5%	36 €	-4,8%
Lyon	75,3%	3,7%	75 €	-5,9%	56 €	-2,5%	65,6%	3,3%	72 €	-0,7%	47 €	2,6%
Marseille	79,9%	23,2%	72 €	-2,1%	57 €	20,6%	69,4%	4,5%	68 €	-1,9%	47 €	2,5%
Montpellier	73,9%	0,4%	73 €	1,4%	54 €	1,8%	70,6%	-2,6%	71 €	0,1%	50 €	-2,5%
St Etienne	in progress						in progress					
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
	South-East	64,5%	-0,2%	39 €	0,8%	25 €	0,6%	66,8%	-0,7%	40 €	1,5%	27 €
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	65,2%	4,0%	33 €	-3,1%	22 €	0,8%	69,9%	-1,4%	37 €	-0,2%	26 €	-1,6%
Grenoble	57,8%	-8,6%	40 €	4,5%	23 €	-4,5%	57,8%	-7,5%	40 €	0,7%	23 €	-6,9%
Lyon	72,9%	-0,5%	41 €	0,3%	30 €	-0,2%	67,9%	1,9%	41 €	3,3%	28 €	5,2%
Marseille	72,8%	3,1%	43 €	1,7%	32 €	4,9%	68,8%	-3,4%	43 €	1,9%	30 €	-1,6%
Montpellier	66,2%	-4,6%	38 €	0,0%	25 €	-4,6%	70,9%	-7,7%	41 €	3,7%	29 €	-4,2%
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 South West

## October 2013



### South-West & Cities

	Monthly performance						Year To Date performance					
Luxury Upscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
South-West	63,9%	-1,7%	192 €	3,7%	123 €	1,9%	58,3%	-2,3%	223 €	3,0%	130 €	0,7%
Bayonne-Anglet-Biarritz	61,4%	9,2%	214 €	1,0%	132 €	10,3%	61,6%	1,7%	281 €	0,1%	173 €	1,8%
Bordeaux	53,7%	-13,6%	209 €	7,9%	112 €	-6,8%	51,3%	-7,3%	208 €	8,4%	107 €	0,5%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	73,3%	-2,2%	131 €	-3,1%	96 €	-5,2%	63,6%	1,1%	127 €	-0,3%	81 €	0,8%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
South-West	65,8%	-4,3%	90 €	-2,8%	60 €	-7,0%	61,8%	-0,5%	91 €	-0,6%	56 €	-1,1%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	66,6%	-9,7%	86 €	-4,8%	57 €	-14,0%	62,1%	-1,4%	87 €	1,1%	54 €	-0,3%
Pau	66,8%	-1,8%	80 €	-1,3%	54 €	-3,1%	56,9%	2,0%	78 €	-3,5%	44 €	-1,6%
Toulouse	69,1%	-3,9%	100 €	-4,1%	69 €	-7,8%	61,2%	-1,1%	96 €	-2,3%	59 €	-3,3%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
South-West	63,3%	3,2%	63 €	-3,2%	40 €	0,0%	60,5%	-0,9%	64 €	-0,2%	39 €	-1,2%
Bayonne-Anglet-Biarritz	58,1%	-0,1%	57 €	-5,3%	33 €	-5,4%	64,1%	-0,7%	68 €	-1,8%	44 €	-2,4%
Bordeaux	62,9%	-1,0%	68 €	-6,0%	43 €	-6,9%	61,9%	0,1%	68 €	-0,1%	42 €	0,0%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	71,3%	7,8%	67 €	-9,1%	48 €	-2,0%	61,3%	2,0%	66 €	-0,5%	41 €	1,5%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
South-West	69,0%	-1,1%	39 €	-0,1%	27 €	-1,2%	67,8%	-2,2%	40 €	1,3%	27 €	-0,9%
Bayonne-Anglet-Biarritz	n.d.	-	-	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	69,9%	-5,4%	38 €	1,6%	26 €	-3,9%	72,2%	-1,7%	39 €	4,8%	28 €	3,1%
Pau	62,5%	3,7%	33 €	-2,9%	21 €	0,7%	60,4%	3,6%	34 €	-2,4%	20 €	1,1%
Toulouse	74,6%	-1,1%	40 €	-0,9%	30 €	-2,0%	66,7%	-4,6%	40 €	-0,9%	26 €	-5,4%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												

#### 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 French Riviera

## October 2013



### French Riviera

October	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
French Riviera - Luxury	62,9%	-2,8%	369 €	8,4%	232 €	5,4%	62,5%	-1,0%	444 €	2,9%	278 €	1,9%
French Riviera - Boutique Hotels**	66,0%	6,4%	143 €	2,3%	94 €	8,8%	67,2%	6,2%	165 €	3,8%	111 €	10,2%
French Riviera - Upscale	55,3%	-9,4%	161 €	8,0%	89 €	-2,2%	60,5%	-4,1%	177 €	3,2%	107 €	-1,0%
Average Upscale & Luxury	58,7%	-5,8%	235 €	8,9%	138 €	2,5%	61,7%	-2,2%	267 €	3,4%	165 €	1,1%
Average Midscale	66,6%	-2,9%	98 €	1,6%	66 €	-1,4%	70,2%	-1,0%	109 €	5,1%	76 €	4,0%
Average Budget	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Average Super-Budget	60,1%	-0,7%	46 €	-0,4%	27 €	-1,1%	69,6%	-3,9%	50 €	1,4%	35 €	-2,6%

### French Riviera Cities

October	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	60,1%	-2,8%	395 €	11,8%	237 €	8,6%	58,8%	-1,7%	441 €	3,1%	259 €	1,3%
Cannes - Boutique Hotels	41,9%	-12,9%	207 €	5,6%	87 €	-8,0%	51,9%	-2,9%	200 €	4,6%	104 €	1,6%
Cannes - Upscale	46,9%	-8,6%	197 €	13,7%	92 €	4,0%	53,9%	-4,0%	187 €	3,0%	101 €	-1,2%
Cannes - Upscale & Luxury	53,3%	-5,6%	310 €	13,2%	165 €	6,9%	56,3%	-2,8%	324 €	3,4%	182 €	0,5%
Cannes - Midscale	54,9%	-5,7%	110 €	6,7%	60 €	0,7%	61,4%	-4,2%	110 €	5,6%	68 €	1,2%

October	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	67,8%	-6,3%	160 €	2,6%	109 €	-3,8%	69,4%	-2,1%	199 €	3,7%	138 €	1,5%
Nice - Midscale	73,0%	-4,5%	95 €	-0,1%	69 €	-4,6%	74,7%	-0,6%	108 €	4,6%	81 €	3,9%

October	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	62,8%	1,6%	341 €	3,8%	214 €	5,4%	63,6%	1,3%	499 €	6,4%	317 €	7,8%
Monaco - Upscale	62,8%	5,2%	191 €	0,3%	120 €	5,5%	66,1%	5,2%	275 €	-2,4%	182 €	2,8%
Monaco - Upscale & Luxury	62,8%	3,8%	249 €	1,6%	156 €	5,5%	65,1%	3,7%	359 €	1,7%	234 €	5,5%

\* 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 Coast

## October 2013



### Normandy – Nord-Pas-de-Calais coast

Normandy – Nord-Pas-de-Calais coast	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Average Upscale & Luxury	50,8%	6,9%	189 €	5,9%	96 €	13,1%	46,8%	-8,7%	197 €	5,8%	92 €	-3,4%
Average Midscale	59,0%	5,5%	109 €	12,8%	64 €	18,9%	62,2%	0,6%	112 €	-1,1%	70 €	-0,5%
Average Budget	57,7%	1,1%	66 €	6,6%	38 €	7,7%	59,7%	-4,0%	67 €	0,4%	40 €	-3,7%
Average Super-Budget	55,8%	-8,5%	38 €	-2,8%	21 €	-11,1%	61,5%	-8,1%	41 €	1,6%	25 €	-6,6%

Coast: benchmark based on hotel supply in coastal communes, as defined by INSEE  
Benchmark under development and likely to evolve

### Brittany – Pays-de-la-Loire coast

Brittany – Pays-de-la-Loire coast	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Average Upscale & Luxury	57,6%	7,4%	204 €	6,1%	118 €	13,9%	63,0%	4,6%	225 €	0,6%	142 €	5,2%
Average Midscale	54,3%	3,4%	94 €	1,0%	51 €	4,5%	60,0%	-3,2%	100 €	-0,6%	60 €	-3,8%
Average Budget	45,9%	1,0%	57 €	-2,8%	26 €	-1,9%	54,2%	-1,4%	62 €	-1,2%	34 €	-2,6%
Average Super-Budget	57,9%	-3,6%	41 €	1,5%	24 €	-2,2%	62,1%	-7,6%	43 €	3,2%	27 €	-4,6%

Coast: benchmark based on hotel supply in coastal communes, as defined by INSEE  
Benchmark under development and likely to evolve

### Charente-Maritime – Aquitaine coast

Charente-Maritime – Aquitaine coast	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Average Upscale & Luxury	61,3%	9,0%	208 €	1,4%	128 €	10,6%	62,4%	1,9%	274 €	0,4%	171 €	2,4%
Average Midscale	56,4%	9,4%	95 €	3,9%	53 €	13,6%	61,7%	0,6%	111 €	1,5%	69 €	2,2%
Average Budget	56,5%	14,7%	64 €	-1,7%	36 €	12,8%	60,3%	0,6%	74 €	-0,8%	44 €	-0,2%
Average Super-Budget	63,6%	-9,7%	45 €	5,2%	29 €	-5,0%	67,9%	-11,5%	51 €	7,4%	35 €	-4,9%

Coast: benchmark based on hotel supply in coastal communes, as defined by INSEE  
Benchmark under development and likely to evolve

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

## October 2013



### Main cities in Regions – Luxury upscale and midscale

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Avignon	69,9%	12,8%	134 €	-5,1%	94 €	7,0%	66,3%	-0,2%	153 €	-0,6%	102 €	-0,8%
Bayonne-Anglet-Biarritz	61,4%	9,2%	214 €	1,0%	132 €	10,3%	61,6%	1,7%	281 €	0,1%	173 €	1,8%
Bordeaux	53,7%	-13,6%	209 €	7,9%	112 €	-6,8%	51,3%	-7,3%	208 €	8,4%	107 €	0,5%
Cannes	53,3%	-5,6%	310 €	13,2%	165 €	6,9%	56,3%	-2,8%	324 €	3,4%	182 €	0,5%
Dijon	70,6%	4,2%	139 €	0,7%	98 €	5,0%	64,1%	-0,5%	129 €	-0,6%	83 €	-1,1%
Lille	66,6%	-0,4%	136 €	3,8%	91 €	3,4%	51,9%	-0,8%	122 €	1,2%	63 €	0,4%
Lyon	68,8%	-10,3%	136 €	-6,5%	94 €	-16,1%	62,4%	-3,4%	130 €	3,3%	81 €	-0,2%
Marseille	75,2%	29,9%	159 €	5,6%	119 €	37,2%	67,8%	9,2%	149 €	-0,9%	101 €	8,2%
Monaco	62,8%	3,8%	249 €	1,6%	156 €	5,5%	65,1%	3,7%	359 €	1,7%	234 €	5,5%
Montpellier	60,6%	-2,7%	138 €	-0,5%	84 €	-3,2%	58,1%	-3,9%	140 €	-1,1%	81 €	-4,9%
Nice	67,8%	-6,3%	160 €	2,6%	109 €	-3,8%	69,4%	-2,1%	199 €	3,7%	138 €	1,5%
Strasbourg	78,9%	0,9%	128 €	-1,1%	101 €	-0,1%	64,0%	3,5%	112 €	-2,2%	72 €	1,3%
Toulouse	73,3%	-2,2%	131 €	-3,1%	96 €	-5,2%	63,6%	1,1%	127 €	-0,3%	81 €	0,8%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Aix en Provence	67,1%	-3,3%	84 €	-0,4%	56 €	-3,7%	67,2%	-1,5%	85 €	-3,4%	57 €	-4,9%
Avignon	74,7%	-2,2%	89 €	1,8%	67 €	-0,5%	72,4%	-2,7%	98 €	2,5%	71 €	-0,3%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	66,6%	-9,7%	86 €	-4,8%	57 €	-14,0%	62,1%	-1,4%	87 €	1,1%	54 €	-0,3%
Cannes	54,9%	-5,7%	110 €	6,7%	60 €	0,7%	61,4%	-4,2%	110 €	5,6%	68 €	1,2%
Dijon	70,3%	6,6%	91 €	4,2%	64 €	11,1%	64,9%	-0,5%	87 €	0,5%	56 €	0,0%
Grenoble	52,2%	-7,0%	102 €	-4,2%	53 €	-10,9%	50,6%	-3,9%	100 €	-3,5%	51 €	-7,3%
Le Havre	66,6%	1,6%	93 €	7,0%	62 €	8,8%	68,3%	9,5%	86 €	-0,4%	59 €	9,1%
Lille	73,3%	9,2%	99 €	3,7%	73 €	13,3%	60,6%	2,6%	92 €	1,9%	56 €	4,5%
Lyon	69,3%	-1,4%	99 €	-3,1%	69 €	-4,4%	62,1%	1,3%	96 €	1,4%	60 €	2,7%
Marseille	81,6%	20,7%	104 €	3,4%	85 €	24,8%	72,9%	9,6%	97 €	-0,8%	71 €	8,7%
Montpellier	61,4%	-10,4%	95 €	5,3%	59 €	-5,6%	63,3%	-7,7%	92 €	-0,1%	59 €	-7,8%
Nancy	62,5%	2,6%	81 €	-1,7%	51 €	0,8%	57,0%	0,5%	79 €	-3,5%	45 €	-3,0%
Nantes	66,5%	6,8%	92 €	2,3%	61 €	9,3%	58,9%	3,0%	84 €	-3,7%	50 €	-0,8%
Niort	57,2%	-6,4%	85 €	-5,8%	48 €	-11,8%	61,4%	4,9%	83 €	-7,9%	51 €	-3,3%
Nice	73,0%	-4,5%	95 €	-0,1%	69 €	-4,6%	74,7%	-0,6%	108 €	4,6%	81 €	3,9%
Pau	66,8%	-1,8%	80 €	-1,3%	54 €	-3,1%	56,9%	2,0%	78 €	-3,5%	44 €	-1,6%
Reims	72,8%	9,3%	107 €	6,1%	78 €	16,0%	64,7%	3,9%	97 €	3,7%	63 €	7,8%
Rennes	59,6%	-2,3%	84 €	-12,8%	50 €	-14,8%	53,6%	-3,1%	86 €	-4,1%	46 €	-7,1%
Rouen	58,9%	-8,4%	93 €	0,2%	55 €	-8,2%	61,7%	-1,5%	95 €	2,7%	58 €	1,1%
Strasbourg	73,4%	-2,5%	105 €	4,1%	77 €	1,5%	64,0%	-0,1%	94 €	-0,3%	60 €	-0,4%
Toulouse	69,1%	-3,9%	100 €	-4,1%	69 €	-7,8%	61,2%	-1,1%	96 €	-2,3%	59 €	-3,3%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												

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

## October 2013



### Main cities in regions – Budget and Super Budget

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Aix en Provence	62,8%	4,9%	71 €	-1,0%	45 €	3,8%	64,5%	-2,9%	70 €	-1,0%	45 €	-3,8%
Angers	62,0%	-7,6%	66 €	-4,3%	41 €	-11,6%	61,0%	-1,3%	65 €	-3,3%	39 €	-4,6%
Avignon	62,8%	0,8%	61 €	0,3%	38 €	1,1%	66,3%	-2,5%	68 €	1,1%	45 €	-1,4%
Bayonne-Anglet-Biarritz	58,1%	-0,1%	57 €	-5,3%	33 €	-5,4%	64,1%	-0,7%	68 €	-1,8%	44 €	-2,4%
Bordeaux	62,9%	-1,0%	68 €	-6,0%	43 €	-6,9%	61,9%	0,1%	68 €	-0,1%	42 €	0,0%
Dijon	79,3%	5,9%	66 €	2,0%	52 €	8,0%	74,6%	3,4%	64 €	-0,2%	47 €	3,2%
Grenoble	58,9%	-3,4%	65 €	-1,2%	38 €	-4,6%	57,5%	-2,4%	62 €	-2,5%	36 €	-4,8%
Le Havre	59,0%	-0,2%	63 €	0,1%	37 €	0,0%	55,6%	-11,0%	63 €	-0,7%	35 €	-11,6%
Lille	75,1%	2,2%	76 €	-2,8%	57 €	-0,7%	63,8%	-3,1%	73 €	-1,5%	46 €	-4,5%
Lyon	75,3%	3,7%	75 €	-5,9%	56 €	-2,5%	65,6%	3,3%	72 €	-0,7%	47 €	2,6%
Marseille	79,9%	23,2%	72 €	-2,1%	57 €	20,6%	69,4%	4,5%	68 €	-1,9%	47 €	2,5%
Metz	68,2%	-2,6%	69 €	-0,5%	47 €	-3,0%	62,5%	-4,4%	66 €	1,5%	41 €	-2,9%
Montpellier	73,9%	0,4%	73 €	1,4%	54 €	1,8%	70,6%	-2,6%	71 €	0,1%	50 €	-2,5%
Nancy	63,1%	-0,4%	63 €	-2,0%	40 €	-2,4%	59,2%	6,0%	60 €	-4,2%	35 €	1,6%
Nantes	67,0%	4,4%	68 €	-2,6%	46 €	1,7%	57,9%	2,0%	66 €	-2,8%	38 €	-0,9%
Niort	56,1%	-14,0%	59 €	-2,3%	33 €	-16,0%	56,5%	-4,9%	60 €	-0,3%	34 €	-5,2%
Pau	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Reims	75,7%	9,5%	71 €	3,8%	54 €	13,7%	63,4%	5,4%	68 €	4,2%	43 €	9,9%
Rennes	65,7%	-3,9%	67 €	-5,0%	44 €	-8,7%	61,6%	0,2%	66 €	0,1%	41 €	0,3%
Rouen	55,9%	-8,3%	65 €	2,1%	36 €	-6,3%	60,2%	0,8%	64 €	4,4%	39 €	5,2%
Strasbourg	80,7%	-0,6%	70 €	-2,5%	56 €	-3,1%	69,4%	0,6%	62 €	-0,9%	43 €	-0,3%
Toulouse	71,3%	7,8%	67 €	-9,1%	48 €	-2,0%	61,3%	2,0%	66 €	-0,5%	41 €	1,5%

*Bayonne-Anglet-Biarritz : in development, sample subject to change*

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1	2013	Var /n-1
Angers	65,3%	-6,4%	39 €	-1,5%	26 €	-7,8%	63,4%	-8,9%	40 €	0,1%	25 €	-8,8%
Avignon	65,2%	4,0%	33 €	-3,1%	22 €	0,8%	69,9%	-1,4%	37 €	-0,2%	26 €	-1,6%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	69,9%	-5,4%	38 €	1,6%	26 €	-3,9%	72,2%	-1,7%	39 €	4,8%	28 €	3,1%
Dijon	78,2%	4,4%	39 €	-0,1%	30 €	4,2%	74,2%	0,2%	39 €	-0,3%	29 €	-0,1%
Grenoble	57,8%	-8,6%	40 €	4,5%	23 €	-4,5%	57,8%	-7,5%	40 €	0,7%	23 €	-6,9%
Le Havre	73,3%	-7,0%	40 €	-0,7%	29 €	-7,6%	71,0%	-6,7%	40 €	1,4%	29 €	-5,4%
Lille	72,1%	1,8%	40 €	-2,4%	29 €	-0,7%	62,0%	-6,9%	41 €	0,7%	25 €	-6,3%
Lyon	72,9%	-0,5%	41 €	0,3%	30 €	-0,2%	67,9%	1,9%	41 €	3,3%	28 €	5,2%
Marseille	72,8%	3,1%	43 €	1,7%	32 €	4,9%	68,8%	-3,4%	43 €	1,9%	30 €	-1,6%
Metz	78,4%	2,6%	38 €	-4,2%	30 €	-1,7%	71,4%	2,3%	38 €	-2,6%	27 €	-0,4%
Montpellier	66,2%	-4,6%	38 €	0,0%	25 €	-4,6%	70,9%	-7,7%	41 €	3,7%	29 €	-4,2%
Nancy	61,3%	-14,3%	38 €	-0,7%	23 €	-14,9%	60,5%	-9,6%	39 €	1,8%	24 €	-8,0%
Nantes	72,4%	0,9%	44 €	1,4%	32 €	2,3%	65,7%	0,7%	43 €	1,7%	28 €	2,4%
Niort	65,1%	0,5%	37 €	3,9%	24 €	4,3%	68,4%	4,3%	38 €	1,8%	26 €	6,2%
Pau	62,5%	3,7%	33 €	-2,9%	21 €	0,7%	60,4%	3,6%	34 €	-2,4%	20 €	1,1%
Rennes	60,2%	-9,0%	40 €	-3,6%	24 €	-12,3%	57,3%	-2,7%	40 €	-0,4%	23 €	-3,1%
Rouen	60,2%	-8,5%	45 €	3,8%	27 €	-5,1%	65,3%	-1,3%	45 €	5,4%	29 €	4,0%
Strasbourg	76,6%	5,0%	41 €	2,5%	32 €	7,6%	66,2%	8,3%	41 €	3,5%	27 €	12,1%
Toulouse	74,6%	-1,1%	40 €	-0,9%	30 €	-2,0%	66,7%	-4,6%	40 €	-0,9%	26 €	-5,4%

*Bayonne-Anglet-Biarritz : in development, sample subject to change*

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](http://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"> <li>Detailed market study</li> <li>Operational recommendations to respond to the requirements of potential clients</li> <li>Determination of the product-service concept</li> <li>Determination of client target the price positioning</li> <li>Revenue estimations (accommodation, food and beverage, other...)</li> <li>Operating forecasts over several years : establishment of expense items to determine the project's profitability (GOP, cash-flows)</li> </ul>	<ul style="list-style-type: none"> <li>A detailed market study</li> <li>Product analysis (strengths, weaknesses, necessary renovations and refurbishments)</li> <li>Forecasts over several years</li> <li>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).</li> </ul>	<ul style="list-style-type: none"> <li>Dynamic review of existing supply</li> <li>Analysis of the impact of development factors (economy, transportation, tourist markets, etc.)</li> <li>Analysis of supply/demand situation</li> <li>Assessment of development ambitions and objectives</li> <li>Recommendations on strategy</li> </ul>	<ul style="list-style-type: none"> <li>Aligning Human Resources with the strategic goals of the company</li> <li>Mastering operational risks in terms of HR and abiding by the regulations</li> <li>Incorporating the human dimension in all your reorganization and transformation processes</li> <li>Developing an attractive and incentive remuneration policy</li> </ul>	<ul style="list-style-type: none"> <li>Hotel benchmark survey</li> <li>Identification of operators and investors</li> <li>Optimize your information systems</li> <li>Marketing audits</li> <li>Quality control</li> <li>Organizational audits and management support</li> <li>Etc.</li> </ul>

*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](mailto: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