

In Extenso

tourisme, culture & hôtellerie

French Hotel Industry Performance

April 2015



Membre de **Deloitte**.

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Conseil, Evaluation et Transaction

In Extenso
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Le marché français des résidences de tourisme urbaines
2015 - 9^{ème} édition



Membre de **Deloitte**

Annual study: The French Urban Residence Market

The 9th edition of In Extenso TCH's annual study on French urban residences offers a comprehensive analysis of the market:

- Profile of supply and evolutions over five years
- Breakdown of supply in France
- Key players in the market, brand characteristics
- General trading levels + focus on main markets

STUDY AVAILABLE FROM 15 JUNE 2015, PRICED 800 € EXC. VAT

For further information and ordering, please contact:

Samuel Couteleau (02 51 80 18 29 / samuel.couteleau@inextenso.fr)

Recent references

Client	Description
PCCI – Banque Mondiale	Development plan for coastal tourism products and destinations, Benin
Ville de Biarritz	Assistance in seeking a hotel group to operate the Hôtel du Palais
Developer	Impact study of the various legal structures for a restructuring project, Morocco
Conseil Départemental (44)	Programming of the renovation of the Musée Dobrée, Nantes
Family Office	Analysis of the potential for reconvertng an office building into a hotel Paris 10

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Transaxio Hôtel sales instructions

Scope	Description
Freehold, Vaucuse	3* branded hotel-restaurant, > 100 renovated rooms, meeting rooms
Off-plan (VEFA), Haute-Normandie	3* branded hotel project, c. 70 rooms, bar, parking

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In Extenso Tourism, Culture & Hospitality - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

April: school holidays play their part

April's results were generally somewhat gloomy. However, a closer look reveals a contrasting hotel landscape. After the brief lull in March, the Capital began to slide again. On the other hand, regional cities benefited from the school holidays, allowing them to record relatively good trading results in April.

Hotel trading performance levels were far from brilliant in April. Luxury and Super-budget hotels recorded a drop in rooms revenue, particularly in the Luxury segment where RevPAR fell by 8%. The rest of the market fared slightly better, although Budget and Midscale hotels tended to see stagnating RevPAR.

However, April finished with mixed results. As explained by Olivier Petit – Associate, In Extenso Tourism, Culture and Hospitality – the best and the worst rubbed shoulders. In large cities, both double-digit growth and steep declines in trading went side by side, which can be explained by the school holidays. Last year, school holidays for Ile-de-France and Bordeaux educational authorities mainly took place in April. This year, they also stretched into May, meaning that business was more dynamic in April for these client-generating zones. Large cities, in particular (Lille, Lyon, Marseille, Nantes, etc.), mainly benefited. The link between the economy of Paris and main regional urban centres remains strong – less so the case for secondary cities, more anchored in the local economy. Here, the school holidays had a more negative effect, although the good weather during some weeks in April did benefit a number of tourist destinations (mostly on the coast).

Although Parisian guests boosted regional hotel activity, its own market suffered in April. With the exception of the standard Upscale category, all segments recorded a general decline in RevPAR. Since the start of the year, the Parisian hotel industry appears to be weathering a storm, with March the only month to offer a lull. With this breathing period now over, people are becoming increasingly concerned, particularly given the number of bank holiday weekends in May.

Monthly performance

April	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	62,5%	68,3%	65,4%	69,2%	64,8%
Var. /n-1	-3,0%	-0,4%	-1,4%	-0,2%	-3,1%
ADR 2015	330 €	167 €	98 €	63 €	40 €
Var. /n-1	-5,1%	1,2%	1,0%	-0,6%	1,4%
RevPAR 2015	207 €	114 €	64 €	44 €	26 €
Var. /n-1	-8,0%	0,8%	-0,5%	-0,8%	-1,7%

Year To Date performance

Jan. to April	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	52,7%	59,0%	57,4%	60,7%	59,2%
Var. /n-1	-2,5%	2,4%	1,2%	1,5%	-1,8%
ADR 2015	320 €	158 €	97 €	63 €	40 €
Var. /n-1	-6,6%	-0,6%	1,2%	-0,7%	1,3%
RevPAR 2015	169 €	93 €	56 €	38 €	23 €
Var. /n-1	-9,0%	1,8%	2,3%	0,8%	-0,6%

Definitions

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

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 In Extenso Tourism, Culture & Hospitality - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Performances Paris

April 2015



Paris-City

Monthly performance

April	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris - Luxury	78,3%	-5,0%	428 €	2,5%	335 €	-2,6%
Paris - Boutique Hotels	81,5%	-1,6%	236 €	-5,9%	192 €	-7,5%
Paris - Upscale	81,3%	-0,4%	189 €	2,8%	153 €	2,5%
Paris - Luxury & Upscale	80,7%	-1,5%	242 €	2,8%	195 €	1,3%
Paris - Superior midscale	83,8%	-3,9%	151 €	-1,5%	126 €	-5,3%
Paris - Standard midscale	79,5%	-5,4%	113 €	0,4%	90 €	-5,0%
Paris - Midscale	81,2%	-4,7%	128 €	0,1%	104 €	-4,6%
Paris - Budget	84,3%	-5,2%	89 €	0,4%	75 €	-4,8%

Year To Date performance

Jan. to April	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris - Luxury	69,6%	-4,8%	427 €	3,8%	297 €	-1,2%
Paris - Boutique Hotels	71,6%	-3,0%	230 €	-4,8%	165 €	-7,7%
Paris - Upscale	71,4%	0,5%	180 €	1,6%	128 €	2,1%
Paris - Haut de gamme & Gd luxe	71,1%	-0,9%	236 €	2,6%	167 €	1,7%
Paris - Superior midscale	76,1%	-3,1%	146 €	1,3%	111 €	-1,9%
Paris - Standard midscale	72,1%	-2,8%	107 €	3,1%	77 €	0,2%
Paris - Midscale	73,7%	-2,8%	124 €	2,6%	91 €	-0,4%
Paris - Budget	77,4%	-3,4%	84 €	2,0%	65 €	-1,5%

Paris suburbs (excluding Paris) – Luxury and upscale

Monthly performance

April	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris	80,7%	-1,5%	242 €	2,8%	195 €	1,3%
La Défense	71,4%	-9,8%	150 €	-6,0%	107 €	-15,3%
Roissy CdG	75,4%	6,1%	112 €	12,6%	84 €	19,5%
IDF (exc.Paris and poles)	78,4%	-6,6%	259 €	-2,2%	203 €	-8,6%

Year To Date performance

Jan. to April	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris	71,1%	-0,9%	236 €	2,6%	167 €	1,7%
La Défense	68,4%	6,2%	149 €	-7,0%	102 €	-1,2%
Roissy CdG	70,3%	4,4%	110 €	4,2%	77 €	8,7%
IDF (exc.Paris and poles)	71,4%	3,3%	213 €	-2,5%	152 €	0,7%

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Performance Regions

April 2015



Regions

Regions (excl. French Riviera)

Monthly performance

April	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	56,6%	58,3%	59,7%	62,6%	62,7%
Var. /n-1	4,8%	3,2%	0,0%	0,1%	-3,4%
ADR 2015	248 €	133 €	87 €	61 €	38 €
Var. /n-1	4,4%	2,9%	0,0%	-1,8%	1,2%
RevPAR 2015	140 €	77 €	52 €	38 €	24 €
Var. /n-1	9,5%	6,3%	0,0%	-1,7%	-2,3%

Year To Date performance

Jan. to April	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	46,9%	50,6%	52,0%	55,2%	56,8%
Var. /n-1	-0,7%	8,2%	2,2%	1,2%	-2,3%
ADR 2015	220 €	127 €	87 €	61 €	38 €
Var. /n-1	2,2%	0,9%	1,0%	-0,6%	1,4%
RevPAR 2015	103 €	64 €	45 €	34 €	22 €
Var. /n-1	1,5%	9,2%	3,3%	0,6%	-0,9%

French Riviera

Monthly performance

April	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2015	54,2%	63,5%	69,4%	n.d.	62,1%
Var. /n-1	-4,8%	8,1%	5,3%	-	-2,0%
ADR 2015	276 €	143 €	99 €	n.d.	46 €
Var. /n-1	-0,4%	3,8%	2,3%	-	2,3%
RevPAR 2015	150 €	91 €	69 €	n.d.	29 €
Var. /n-1	-5,2%	12,2%	7,8%	-	0,2%

Year To Date performance

Jan. to April	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2015	41,7%	47,8%	54,0%	n.d.	52,5%
Var. /n-1	-1,3%	14,9%	8,3%	-	-1,8%
ADR 2015	246 €	128 €	88 €	n.d.	44 €
Var. /n-1	-3,5%	1,9%	0,4%	-	3,5%
RevPAR 2015	103 €	61 €	47 €	n.d.	23 €
Var. /n-1	-4,8%	17,1%	8,8%	-	1,6%

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

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Performances Suburbs

April 2015



Paris suburbs (excluding Paris)

Midscale market	Monthly performance								
	April	departments							Average suburbs
		77	78	91	92	93	94	95	
	OR 2015	62,5%	66,4%	64,8%	69,2%	77,0%	78,6%	68,5%	69,1%
	Var. /n-1	-0,2%	2,3%	-0,4%	-11,3%	19,7%	-1,4%	-3,3%	-3,3%
	ADR 2015	109 €	96 €	85 €	100 €	75 €	81 €	100 €	93 €
	Var. /n-1	6,3%	4,3%	-3,9%	0,4%	-2,6%	-5,1%	10,3%	0,8%
	RevPAR 2015	68 €	64 €	55 €	69 €	58 €	64 €	68 €	64 €
	Var. /n-1	6,1%	6,7%	-4,3%	-10,9%	16,6%	-6,4%	6,6%	-2,5%
Midscale market	Year To Date performance								
	Jan. to April	departments							Average suburbs
		77	78	91	92	93	94	95	
	OR 2015	45,2%	64,0%	59,7%	61,3%	65,9%	70,3%	63,1%	62,3%
	Var. /n-1	-1,8%	9,2%	7,6%	-3,5%	21,8%	1,0%	-1,8%	2,3%
	ADR 2015	105 €	102 €	94 €	108 €	75 €	83 €	100 €	98 €
	Var. /n-1	4,0%	1,2%	0,4%	0,2%	-9,5%	-1,0%	2,8%	-0,2%
	RevPAR 2015	48 €	65 €	56 €	66 €	49 €	58 €	63 €	61 €
	Var. /n-1	2,1%	10,6%	8,0%	-3,3%	10,3%	-0,1%	1,0%	2,1%
Budget market	Monthly performance								
	April	departments							Average suburbs
		77	78	91	92	93	94	95	
	OR 2015	81,5%	72,6%	64,5%	74,0%	78,2%	79,3%	80,3%	77,7%
	Var. /n-1	-2,4%	-1,1%	1,1%	-2,8%	-0,2%	-1,5%	3,7%	-0,2%
	ADR 2015	62 €	77 €	60 €	69 €	58 €	62 €	57 €	62 €
	Var. /n-1	0,2%	3,6%	0,0%	-4,8%	2,8%	-2,8%	12,2%	2,0%
	RevPAR 2015	50 €	56 €	39 €	51 €	46 €	49 €	45 €	48 €
	Var. /n-1	-2,2%	2,5%	1,2%	-7,5%	2,5%	-4,3%	16,4%	1,8%
Budget market	Year To Date performance								
	Jan. to April	departments							Average suburbs
		77	78	91	92	93	94	95	
	OR 2015	70,2%	66,7%	61,5%	64,0%	65,2%	69,8%	72,1%	68,0%
	Var. /n-1	7,9%	2,8%	1,7%	-5,9%	3,9%	2,9%	4,7%	2,9%
	ADR 2015	57 €	82 €	63 €	74 €	59 €	64 €	56 €	63 €
	Var. /n-1	-3,0%	4,2%	-1,6%	-1,4%	0,4%	-3,7%	3,2%	-0,4%
	RevPAR 2015	40 €	54 €	39 €	48 €	38 €	45 €	40 €	43 €
	Var. /n-1	4,7%	7,1%	0,1%	-7,2%	4,3%	-0,9%	8,0%	2,5%
Super Budget market	Monthly performance								
	April	departments							IDF (hors Paris)
		77	78	91	92	93	94	95	
	OR 2015	74,6%	71,5%	70,2%	n.d.	74,6%	74,4%	77,2%	73,9%
	Var. /n-1	-3,9%	-2,2%	3,3%	-	-6,6%	-3,1%	-2,6%	-2,5%
	ADR 2015	43 €	43 €	39 €	n.d.	47 €	44 €	47 €	45 €
	Var. /n-1	0,8%	1,1%	-0,5%	-	3,3%	-0,7%	7,9%	2,0%
	RevPAR 2015	32 €	31 €	27 €	n.d.	35 €	33 €	36 €	33 €
	Var. /n-1	-3,1%	-1,1%	2,9%	-	-3,5%	-3,8%	5,1%	-0,5%
Super Budget market	Year To Date performance								
	Jan. to April	departments							IDF (hors Paris)
		77	78	91	92	93	94	95	
	OR 2015	69,1%	70,4%	68,9%	n.d.	69,0%	72,4%	71,8%	70,1%
	Var. /n-1	-1,9%	1,2%	3,3%	-	-5,0%	-0,6%	-2,4%	-1,7%
	ADR 2015	42 €	43 €	39 €	n.d.	46 €	44 €	46 €	44 €
	Var. /n-1	2,0%	1,3%	-0,9%	-	3,1%	-1,5%	4,6%	1,3%
	RevPAR 2015	29 €	31 €	27 €	n.d.	32 €	32 €	33 €	31 €
	Var. /n-1	0,0%	2,5%	2,3%	-	-2,1%	-2,0%	2,1%	-0,4%

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Performances North-East

April 2015



North-east & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
North-east	52,8%	-2,4%	133 €	4,1%	70 €	1,6%	47,0%	4,4%	127 €	2,4%	60 €	6,9%
Dijon	61,7%	13,0%	127 €	0,4%	78 €	13,5%	48,1%	11,2%	116 €	-3,2%	56 €	7,6%
Lille	55,6%	7,3%	128 €	6,1%	71 €	13,9%	52,8%	2,7%	131 €	7,9%	69 €	10,9%
Metz	insufficient supply						insufficient supply					
Nancy	insufficient supply						insufficient supply					
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	55,6%	-11,1%	118 €	-1,9%	65 €	-12,8%	52,2%	-1,9%	114 €	-2,5%	59 €	-4,4%

Midscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
North-east	57,0%	-1,4%	87 €	0,2%	50 €	-1,3%	49,3%	2,4%	89 €	1,8%	44 €	4,3%
Dijon	61,7%	-2,7%	82 €	-0,9%	51 €	-3,6%	48,7%	1,3%	81 €	-1,3%	40 €	0,1%
Lille	62,0%	0,0%	89 €	7,9%	55 €	7,9%	58,2%	3,0%	93 €	6,1%	54 €	9,3%
Metz	in progress						in progress					
Nancy	72,1%	1,3%	88 €	12,7%	63 €	14,1%	55,2%	4,3%	83 €	4,9%	46 €	9,3%
Reims	66,1%	5,7%	101 €	-0,4%	67 €	5,3%	51,4%	0,5%	99 €	0,2%	51 €	0,7%
Strasbourg	60,7%	-8,0%	97 €	-4,4%	59 €	-12,1%	52,0%	-8,7%	96 €	-2,5%	50 €	-11,0%

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
North-east	66,9%	-0,4%	59 €	-1,3%	39 €	-1,8%	58,3%	1,3%	60 €	-1,0%	35 €	0,2%
Dijon	72,8%	-1,7%	61 €	-0,1%	45 €	-1,8%	62,0%	-4,0%	60 €	-0,4%	37 €	-4,4%
Lille	72,0%	4,9%	67 €	2,8%	48 €	7,9%	65,2%	5,1%	71 €	2,4%	46 €	7,6%
Metz	69,4%	4,1%	58 €	-6,6%	40 €	-2,7%	56,2%	3,9%	60 €	-5,3%	34 €	-1,7%
Nancy	60,2%	-14,7%	58 €	-6,6%	35 €	-20,4%	56,9%	0,4%	60 €	-2,5%	34 €	-2,1%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	71,9%	-3,0%	62 €	-5,2%	44 €	-8,0%	60,4%	-6,3%	63 €	-4,3%	38 €	-10,4%

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
North-east	62,6%	-2,5%	38 €	2,0%	24 €	-0,6%	56,6%	-2,7%	37 €	2,3%	21 €	-0,5%
Dijon	63,1%	-10,0%	38 €	2,2%	24 €	-8,0%	58,2%	-6,0%	38 €	0,5%	22 €	-5,5%
Lille	64,1%	-4,2%	39 €	1,7%	25 €	-2,6%	58,9%	-2,6%	40 €	3,0%	24 €	0,4%
Metz	60,4%	-16,3%	38 €	4,4%	23 €	-12,6%	59,5%	-6,5%	37 €	3,1%	22 €	-3,5%
Nancy	66,2%	8,9%	39 €	1,1%	26 €	10,1%	57,4%	4,0%	39 €	3,1%	22 €	7,2%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	61,8%	-6,7%	41 €	3,3%	25 €	-3,6%	56,1%	-10,3%	40 €	1,8%	23 €	-8,7%

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

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Performances North-West

April 2015



North-West & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
North-West	55,4%	0,1%	201 €	1,6%	112 €	1,7%	47,2%	-8,0%	183 €	-0,8%	86 €	-8,8%
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	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
North-West	59,0%	4,1%	93 €	8,8%	55 €	13,3%	51,4%	5,1%	87 €	3,6%	45 €	8,9%
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	62,8%	-2,6%	86 €	4,3%	54 €	1,6%	56,8%	1,1%	84 €	-0,1%	48 €	1,0%
Nantes	62,9%	9,8%	90 €	3,0%	56 €	13,1%	58,1%	5,7%	89 €	1,0%	52 €	6,8%
Niort	48,9%	-6,5%	82 €	-2,3%	40 €	-8,7%	46,6%	-8,9%	83 €	-0,6%	39 €	-9,5%
Rennes	49,0%	-18,4%	88 €	4,1%	43 €	-15,0%	52,5%	-3,9%	93 €	4,6%	49 €	0,5%
Rouen	65,4%	9,0%	93 €	4,9%	60 €	14,4%	55,1%	3,4%	91 €	3,2%	50 €	6,8%

Niort : in development, sample subject to change

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
North-West	58,6%	1,4%	62 €	-1,8%	36 €	-0,4%	51,5%	0,2%	63 €	-0,7%	32 €	-0,5%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	57,2%	-5,7%	62 €	-7,4%	35 €	-12,8%	56,5%	0,6%	67 €	-3,6%	38 €	-3,0%
Le Havre	53,5%	3,7%	58 €	2,0%	31 €	5,8%	44,4%	-12,6%	59 €	1,2%	26 €	-11,5%
Nantes	62,1%	2,9%	64 €	-0,3%	40 €	2,5%	56,7%	3,6%	65 €	-1,3%	37 €	2,3%
Niort	43,7%	-20,2%	61 €	1,6%	26 €	-19,0%	46,0%	-6,4%	60 €	-4,8%	28 €	-10,9%
Rennes	59,1%	-11,4%	66 €	-0,1%	39 €	-11,4%	61,0%	0,2%	67 €	-0,6%	41 €	-0,4%
Rouen	60,6%	3,2%	62 €	0,5%	37 €	3,7%	54,5%	-0,5%	62 €	1,3%	34 €	0,8%

Niort : in development, sample subject to change

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
North-West	62,0%	-2,6%	39 €	0,6%	24 €	-1,9%	55,6%	-0,3%	38 €	0,4%	21 €	0,1%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	58,4%	-9,0%	40 €	-0,6%	23 €	-9,6%	53,6%	-5,9%	41 €	1,7%	22 €	-4,3%
Le Havre	56,6%	-17,6%	39 €	-0,1%	22 €	-17,7%	57,4%	-15,0%	38 €	-3,8%	22 €	-18,2%
Nantes	70,2%	4,5%	43 €	-0,7%	30 €	3,7%	65,3%	6,2%	43 €	-0,3%	28 €	5,9%
Niort	62,9%	-4,2%	32 €	-1,7%	20 €	-5,8%	59,1%	5,0%	33 €	-1,6%	19 €	3,3%
Rennes	58,2%	-6,3%	40 €	0,4%	23 €	-6,0%	59,2%	1,5%	40 €	-0,3%	24 €	1,2%
Rouen	67,4%	13,9%	44 €	-2,0%	29 €	11,6%	59,7%	8,0%	44 €	0,7%	26 €	8,8%

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

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Performances South-East

April 2015



South-East (excl. French Riviera) & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-East	63,2%	2,8%	147 €	4,0%	93 €	6,9%	52,3%	9,5%	137 €	2,0%	72 €	11,7%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	53,2%	-20,9%	133 €	4,4%	71 €	-17,4%	37,2%	-9,0%	118 €	3,0%	44 €	-6,3%
Grenoble	insufficient supply						insufficient supply					
Lyon	69,1%	10,0%	132 €	6,6%	91 €	17,3%	65,1%	10,6%	133 €	10,8%	87 €	22,6%
Marseille	71,0%	0,2%	135 €	1,5%	96 €	1,7%	53,5%	0,4%	125 €	-3,8%	67 €	-3,4%
Montpellier	68,6%	19,3%	132 €	-8,2%	91 €	9,5%	54,1%	14,5%	130 €	-6,6%	70 €	6,9%
St Etienne	insufficient supply						insufficient supply					

Midscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-East	61,9%	-2,3%	86 €	-2,3%	53 €	-4,6%	54,1%	0,3%	86 €	-0,6%	46 €	-0,3%
Aix en Provence	67,2%	9,9%	73 €	-10,8%	49 €	-1,9%	50,5%	2,8%	78 €	-6,3%	39 €	-3,7%
Avignon	79,1%	1,7%	84 €	-6,4%	67 €	-4,8%	56,8%	5,7%	81 €	-0,1%	46 €	5,7%
Grenoble	44,9%	-21,0%	93 €	-6,6%	42 €	-26,3%	50,7%	-4,2%	95 €	-4,2%	48 €	-8,2%
Lyon	60,2%	-4,4%	91 €	-2,4%	54 €	-6,7%	59,9%	5,9%	98 €	4,2%	59 €	10,4%
Marseille	75,8%	2,6%	93 €	2,7%	70 €	5,3%	58,9%	-2,8%	89 €	-0,6%	52 €	-3,4%
Montpellier	64,8%	-3,1%	83 €	-2,6%	54 €	-5,7%	55,7%	1,0%	83 €	0,0%	46 €	1,0%
St Etienne	in progress						in progress					

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-East	62,6%	-1,6%	63 €	-1,9%	39 €	-3,5%	55,1%	0,2%	64 €	0,5%	35 €	0,7%
Aix en Provence	60,4%	-5,0%	63 €	1,1%	38 €	-4,0%	49,0%	-5,1%	61 €	-0,3%	30 €	-5,4%
Avignon	63,7%	0,9%	63 €	-1,9%	40 €	-1,0%	48,5%	-1,0%	59 €	-2,8%	29 €	-3,8%
Grenoble	47,6%	-19,5%	58 €	-5,0%	28 €	-23,5%	52,5%	-5,2%	61 €	-2,0%	32 €	-7,1%
Lyon	69,1%	1,6%	72 €	5,2%	50 €	6,9%	64,8%	6,4%	76 €	10,3%	49 €	17,3%
Marseille	73,1%	-0,1%	67 €	-0,7%	49 €	-0,8%	58,0%	2,6%	64 €	-2,4%	37 €	0,2%
Montpellier	72,5%	-1,5%	69 €	-4,9%	50 €	-6,4%	62,7%	-2,4%	68 €	-0,1%	43 €	-2,5%
St Etienne	in progress						in progress					

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-East	61,4%	-5,6%	39 €	1,0%	24 €	-4,7%	56,8%	-2,6%	39 €	2,0%	22 €	-0,7%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	69,4%	1,5%	34 €	-2,0%	24 €	-0,6%	57,2%	-5,7%	33 €	-2,2%	19 €	-7,8%
Grenoble	51,3%	-12,1%	36 €	-5,7%	19 €	-17,1%	57,1%	3,5%	36 €	-5,2%	21 €	-1,9%
Lyon	64,6%	-3,1%	40 €	-1,1%	26 €	-4,1%	65,3%	0,0%	42 €	5,0%	27 €	5,0%
Marseille	73,5%	2,0%	40 €	-1,4%	30 €	0,6%	60,4%	-0,6%	40 €	-1,2%	24 €	-1,9%
Montpellier	64,4%	-9,3%	35 €	-3,4%	23 €	-12,4%	57,2%	-9,0%	35 €	0,7%	20 €	-8,4%
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

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Performances South West

April 2015



South-West & Cities

	Monthly performance						Year To Date performance					
Luxury Upscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-West	57,8%	10,8%	186 €	-2,6%	107 €	7,9%	48,3%	6,8%	166 €	-2,9%	80 €	3,7%
Bayonne-Anglet-Biarritz	47,1%	-1,8%	230 €	-0,2%	108 €	-2,0%	39,7%	-2,6%	198 €	2,5%	78 €	-0,2%
Bordeaux	53,5%	20,1%	208 €	2,5%	111 €	23,1%	42,5%	11,9%	186 €	3,1%	79 €	15,4%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	72,9%	15,9%	116 €	-7,6%	85 €	7,0%	68,1%	16,5%	118 €	-8,8%	80 €	6,2%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-West	59,8%	3,2%	87 €	2,6%	52 €	5,9%	52,0%	2,4%	87 €	2,4%	45 €	4,9%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	68,3%	8,9%	89 €	5,0%	61 €	14,4%	56,3%	6,0%	89 €	4,1%	50 €	10,3%
Pau	52,7%	-2,9%	77 €	-1,0%	41 €	-3,9%	49,3%	-6,3%	78 €	-0,9%	38 €	-7,2%
Toulouse	59,1%	-1,2%	93 €	-4,5%	55 €	-5,7%	56,5%	1,2%	96 €	-0,7%	54 €	0,5%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-West	60,6%	3,0%	60 €	-2,1%	36 €	0,8%	54,9%	4,9%	60 €	-1,5%	33 €	3,4%
Bayonne-Anglet-Biarritz	57,6%	0,1%	55 €	-6,1%	31 €	-5,9%	48,6%	10,2%	50 €	-9,1%	24 €	0,1%
Bordeaux	69,7%	10,4%	64 €	1,1%	44 €	11,5%	61,3%	7,5%	65 €	1,0%	40 €	8,6%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	64,1%	-2,3%	63 €	-2,8%	41 €	-5,1%	60,4%	0,1%	64 €	-1,1%	39 €	-1,1%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-West	67,1%	-1,4%	39 €	1,7%	26 €	0,3%	59,4%	-2,3%	38 €	1,3%	23 €	-1,0%
Bayonne-Anglet-Biarritz	n.d.	-	-	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	69,4%	-0,4%	38 €	2,1%	26 €	1,7%	62,1%	-3,8%	37 €	0,8%	23 €	-3,0%
Pau	55,3%	0,8%	33 €	-4,3%	18 €	-3,6%	49,4%	-3,3%	33 €	-1,0%	16 €	-4,3%
Toulouse	73,8%	-4,1%	39 €	1,6%	29 €	-2,5%	68,7%	-0,1%	38 €	1,0%	26 €	0,9%
<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

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Performances French Riviera

April 2015



French Riviera

April	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
French Riviera - Luxury	54,2%	-4,8%	276 €	-0,4%	150 €	-5,2%	41,7%	-1,3%	246 €	-3,5%	103 €	-4,8%
French Riviera - Boutique Hotels**	75,5%	11,8%	141 €	3,6%	106 €	15,8%	61,5%	4,9%	111 €	-2,7%	68 €	2,1%
French Riviera - Upscale	62,6%	8,1%	143 €	3,8%	90 €	12,2%	46,8%	16,3%	130 €	2,1%	61 €	18,8%
Average Upscale & Luxury	60,3%	3,9%	184 €	0,2%	111 €	4,0%	45,8%	9,3%	164 €	-2,9%	75 €	6,1%
Average Midscale	69,4%	5,3%	99 €	2,3%	69 €	7,8%	54,0%	8,3%	88 €	0,4%	47 €	8,8%
Average Budget	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Average Super-Budget	62,1%	-2,0%	46 €	2,3%	29 €	0,2%	52,5%	-1,8%	44 €	3,5%	23 €	1,6%

French Riviera Cities

April	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Cannes - Luxury	53,3%	-1,8%	274 €	2,1%	146 €	0,3%	39,1%	-2,3%	254 €	-3,6%	99 €	-5,8%
Cannes - Boutique Hotels	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Cannes - Upscale	49,6%	12,0%	130 €	-7,1%	64 €	4,0%	37,0%	18,6%	136 €	-4,6%	50 €	13,2%
Cannes - Upscale & Luxury	51,4%	3,9%	208 €	-2,3%	107 €	1,5%	38,1%	5,3%	204 €	-5,5%	78 €	-0,5%
Cannes - Midscale	54,2%	5,1%	97 €	0,6%	53 €	5,7%	42,8%	1,7%	96 €	0,0%	41 €	1,7%

April	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Nice - Upscale & Luxury	73,3%	4,9%	164 €	5,4%	120 €	10,5%	53,9%	12,6%	137 €	2,5%	74 €	15,4%
Nice - Midscale	76,1%	4,2%	100 €	4,1%	76 €	8,4%	58,5%	10,3%	85 €	1,1%	50 €	11,5%

April	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Monaco - Luxury	62,0%	-0,4%	447 €	24,9%	277 €	24,4%	57,8%	18,9%	340 €	5,7%	197 €	25,7%
Monaco - Upscale	69,7%	-10,2%	236 €	5,3%	164 €	-5,5%	55,6%	10,9%	185 €	4,2%	103 €	15,6%
Monaco - Upscale & Luxury	67,5%	-7,8%	291 €	13,3%	196 €	4,5%	56,2%	13,1%	229 €	5,9%	129 €	19,8%

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

** Boutique Hotels: sample excludes Luxury hotels

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Performances Coast

April 2015



Normandy – Nord-Pas-de-Calais coast

Normandy – Nord-Pas-de-Calais coast	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Average Upscale & Luxury	50,8%	14,3%	206 €	9,9%	105 €	25,7%	46,1%	21,0%	189 €	2,4%	87 €	23,9%
Average Midscale	68,5%	1,1%	101 €	2,4%	69 €	3,6%	55,8%	4,8%	93 €	-0,7%	52 €	4,1%
Average Budget	64,8%	8,1%	63 €	-0,7%	41 €	7,3%	52,3%	-0,9%	62 €	-0,5%	33 €	-1,4%
Average Super-Budget	67,6%	4,4%	40 €	4,0%	27 €	8,5%	52,7%	-0,9%	38 €	2,2%	20 €	1,2%

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	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Average Upscale & Luxury	57,4%	-0,4%	212 €	3,4%	122 €	3,0%	44,5%	-16,2%	193 €	-0,2%	86 €	-16,4%
Average Midscale	67,7%	20,0%	88 €	-13,0%	60 €	4,4%	57,3%	21,3%	90 €	-2,7%	52 €	18,1%
Average Budget	54,6%	3,7%	61 €	-0,2%	33 €	3,5%	44,5%	2,7%	58 €	-0,5%	26 €	2,2%
Average Super-Budget	58,7%	0,9%	42 €	1,9%	25 €	2,8%	50,0%	1,0%	41 €	1,1%	21 €	2,1%

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	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Average Upscale & Luxury	47,7%	-2,0%	221 €	0,1%	105 €	-1,9%	40,0%	-2,4%	194 €	2,6%	78 €	0,1%
Average Midscale	57,8%	5,9%	99 €	0,6%	57 €	6,5%	49,0%	16,1%	90 €	-0,8%	44 €	15,1%
Average Budget	54,4%	5,2%	55 €	-5,9%	30 €	-0,9%	41,5%	13,3%	50 €	-9,3%	21 €	2,7%
Average Super-Budget	63,2%	-0,3%	46 €	1,1%	29 €	0,8%	49,6%	-5,0%	43 €	2,4%	21 €	-2,8%

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

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Performances Main cities in Regions

April 2015



Main cities in Regions – Luxury upscale and midscale

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Avignon	53,2%	-20,9%	133 €	4,4%	71 €	-17,4%	37,2%	-9,0%	118 €	3,0%	44 €	-6,3%
Bayonne-Anglet-Biarritz	47,1%	-1,8%	230 €	-0,2%	108 €	-2,0%	39,7%	-2,6%	198 €	2,5%	78 €	-0,2%
Bordeaux	53,5%	20,1%	208 €	2,5%	111 €	23,1%	42,5%	11,9%	186 €	3,1%	79 €	15,4%
Cannes	51,4%	3,9%	208 €	-2,3%	107 €	1,5%	38,1%	5,3%	204 €	-5,5%	78 €	-0,5%
Dijon	61,7%	13,0%	127 €	0,4%	78 €	13,5%	48,1%	11,2%	116 €	-3,2%	56 €	7,6%
Lille	55,6%	7,3%	128 €	6,1%	71 €	13,9%	52,8%	2,7%	131 €	7,9%	69 €	10,9%
Lyon	69,1%	10,0%	132 €	6,6%	91 €	17,3%	65,1%	10,6%	133 €	10,8%	87 €	22,6%
Marseille	71,0%	0,2%	135 €	1,5%	96 €	1,7%	53,5%	0,4%	125 €	-3,8%	67 €	-3,4%
Monaco	67,5%	-7,8%	291 €	13,3%	196 €	4,5%	56,2%	13,1%	229 €	5,9%	129 €	19,8%
Montpellier	68,6%	19,3%	132 €	-8,2%	91 €	9,5%	54,1%	14,5%	130 €	-6,6%	70 €	6,9%
Nice	73,3%	4,9%	164 €	5,4%	120 €	10,5%	53,9%	12,6%	137 €	2,5%	74 €	15,4%
Strasbourg	55,6%	-11,1%	118 €	-1,9%	65 €	-12,8%	52,2%	-1,9%	114 €	-2,5%	59 €	-4,4%
Toulouse	72,9%	15,9%	116 €	-7,6%	85 €	7,0%	68,1%	16,5%	118 €	-8,8%	80 €	6,2%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Aix en Provence	67,2%	9,9%	73 €	-10,8%	49 €	-1,9%	50,5%	2,8%	78 €	-6,3%	39 €	-3,7%
Avignon	79,1%	1,7%	84 €	-6,4%	67 €	-4,8%	56,8%	5,7%	81 €	-0,1%	46 €	5,7%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	68,3%	8,9%	89 €	5,0%	61 €	14,4%	56,3%	6,0%	89 €	4,1%	50 €	10,3%
Cannes	54,2%	5,1%	97 €	0,6%	53 €	5,7%	42,8%	1,7%	96 €	0,0%	41 €	1,7%
Dijon	61,7%	-2,7%	82 €	-0,9%	51 €	-3,6%	48,7%	1,3%	81 €	-1,3%	40 €	0,1%
Grenoble	44,9%	-21,0%	93 €	-6,6%	42 €	-26,3%	50,7%	-4,2%	95 €	-4,2%	48 €	-8,2%
Le Havre	62,8%	-2,6%	86 €	4,3%	54 €	1,6%	56,8%	1,1%	84 €	-0,1%	48 €	1,0%
Lille	62,0%	0,0%	89 €	7,9%	55 €	7,9%	58,2%	3,0%	93 €	6,1%	54 €	9,3%
Lyon	60,2%	-4,4%	91 €	-2,4%	54 €	-6,7%	59,9%	5,9%	98 €	4,2%	59 €	10,4%
Marseille	75,8%	2,6%	93 €	2,7%	70 €	5,3%	58,9%	-2,8%	89 €	-0,6%	52 €	-3,4%
Montpellier	64,8%	-3,1%	83 €	-2,6%	54 €	-5,7%	55,7%	1,0%	83 €	0,0%	46 €	1,0%
Nancy	72,1%	1,3%	88 €	12,7%	63 €	14,1%	55,2%	4,3%	83 €	4,9%	46 €	9,3%
Nantes	62,9%	9,8%	90 €	3,0%	56 €	13,1%	58,1%	5,7%	89 €	1,0%	52 €	6,8%
Niort	48,9%	-6,5%	82 €	-2,3%	40 €	-8,7%	46,6%	-8,9%	83 €	-0,6%	39 €	-9,5%
Nice	76,1%	4,2%	100 €	4,1%	76 €	8,4%	58,5%	10,3%	85 €	1,1%	50 €	11,5%
Pau	52,7%	-2,9%	77 €	-1,0%	41 €	-3,9%	49,3%	-6,3%	78 €	-0,9%	38 €	-7,2%
Reims	66,1%	5,7%	101 €	-0,4%	67 €	5,3%	51,4%	0,5%	99 €	0,2%	51 €	0,7%
Rennes	49,0%	-18,4%	88 €	4,1%	43 €	-15,0%	52,5%	-3,9%	93 €	4,6%	49 €	0,5%
Rouen	65,4%	9,0%	93 €	4,9%	60 €	14,4%	55,1%	3,4%	91 €	3,2%	50 €	6,8%
Strasbourg	60,7%	-8,0%	97 €	-4,4%	59 €	-12,1%	52,0%	-8,7%	96 €	-2,5%	50 €	-11,0%
Toulouse	59,1%	-1,2%	93 €	-4,5%	55 €	-5,7%	56,5%	1,2%	96 €	-0,7%	54 €	0,5%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												

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Performances Main cities in Regions

April 2015



Main cities in regions – Budget and Super Budget

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Aix en Provence	60,4%	-5,0%	63 €	1,1%	38 €	-4,0%	49,0%	-5,1%	61 €	-0,3%	30 €	-5,4%
Angers	57,2%	-5,7%	62 €	-7,4%	35 €	-12,8%	56,5%	0,6%	67 €	-3,6%	38 €	-3,0%
Avignon	63,7%	0,9%	63 €	-1,9%	40 €	-1,0%	48,5%	-1,0%	59 €	-2,8%	29 €	-3,8%
Bayonne-Anglet-Biarritz	57,6%	0,1%	55 €	-6,1%	31 €	-5,9%	48,6%	10,2%	50 €	-9,1%	24 €	0,1%
Bordeaux	69,7%	10,4%	64 €	1,1%	44 €	11,5%	61,3%	7,5%	65 €	1,0%	40 €	8,6%
Dijon	72,8%	-1,7%	61 €	-0,1%	45 €	-1,8%	62,0%	-4,0%	60 €	-0,4%	37 €	-4,4%
Grenoble	47,6%	-19,5%	58 €	-5,0%	28 €	-23,5%	52,5%	-5,2%	61 €	-2,0%	32 €	-7,1%
Le Havre	53,5%	3,7%	58 €	2,0%	31 €	5,8%	44,4%	-12,6%	59 €	1,2%	26 €	-11,5%
Lille	72,0%	4,9%	67 €	2,8%	48 €	7,9%	65,2%	5,1%	71 €	2,4%	46 €	7,6%
Lyon	69,1%	1,6%	72 €	5,2%	50 €	6,9%	64,8%	6,4%	76 €	10,3%	49 €	17,3%
Marseille	73,1%	-0,1%	67 €	-0,7%	49 €	-0,8%	58,0%	2,6%	64 €	-2,4%	37 €	0,2%
Metz	69,4%	4,1%	58 €	-6,6%	40 €	-2,7%	56,2%	3,9%	60 €	-5,3%	34 €	-1,7%
Montpellier	72,5%	-1,5%	69 €	-4,9%	50 €	-6,4%	62,7%	-2,4%	68 €	-0,1%	43 €	-2,5%
Nancy	60,2%	-14,7%	58 €	-6,6%	35 €	-20,4%	56,9%	0,4%	60 €	-2,5%	34 €	-2,1%
Nantes	62,1%	2,9%	64 €	-0,3%	40 €	2,5%	56,7%	3,6%	65 €	-1,3%	37 €	2,3%
Niort	43,7%	-20,2%	61 €	1,6%	26 €	-19,0%	46,0%	-6,4%	60 €	-4,8%	28 €	-10,9%
Pau	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Rennes	59,1%	-11,4%	66 €	-0,1%	39 €	-11,4%	61,0%	0,2%	67 €	-0,6%	41 €	-0,4%
Rouen	60,6%	3,2%	62 €	0,5%	37 €	3,7%	54,5%	-0,5%	62 €	1,3%	34 €	0,8%
Strasbourg	71,9%	-3,0%	62 €	-5,2%	44 €	-8,0%	60,4%	-6,3%	63 €	-4,3%	38 €	-10,4%
Toulouse	64,1%	-2,3%	63 €	-2,8%	41 €	-5,1%	60,4%	0,1%	64 €	-1,1%	39 €	-1,1%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Angers	58,4%	-9,0%	40 €	-0,6%	23 €	-9,6%	53,6%	-5,9%	41 €	1,7%	22 €	-4,3%
Avignon	69,4%	1,5%	34 €	-2,0%	24 €	-0,6%	57,2%	-5,7%	33 €	-2,2%	19 €	-7,8%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	69,4%	-0,4%	38 €	2,1%	26 €	1,7%	62,1%	-3,8%	37 €	0,8%	23 €	-3,0%
Dijon	63,1%	-10,0%	38 €	2,2%	24 €	-8,0%	58,2%	-6,0%	38 €	0,5%	22 €	-5,5%
Grenoble	51,3%	-12,1%	36 €	-5,7%	19 €	-17,1%	57,1%	3,5%	36 €	-5,2%	21 €	-1,9%
Le Havre	56,6%	-17,6%	39 €	-0,1%	22 €	-17,7%	57,4%	-15,0%	38 €	-3,8%	22 €	-18,2%
Lille	64,1%	-4,2%	39 €	1,7%	25 €	-2,6%	58,9%	-2,6%	40 €	3,0%	24 €	0,4%
Lyon	64,6%	-3,1%	40 €	-1,1%	26 €	-4,1%	65,3%	0,0%	42 €	5,0%	27 €	5,0%
Marseille	73,5%	2,0%	40 €	-1,4%	30 €	0,6%	60,4%	-0,6%	40 €	-1,2%	24 €	-1,9%
Metz	60,4%	-16,3%	38 €	4,4%	23 €	-12,6%	59,5%	-6,5%	37 €	3,1%	22 €	-3,5%
Montpellier	64,4%	-9,3%	35 €	-3,4%	23 €	-12,4%	57,2%	-9,0%	35 €	0,7%	20 €	-8,4%
Nancy	66,2%	8,9%	39 €	1,1%	26 €	10,1%	57,4%	4,0%	39 €	3,1%	22 €	7,2%
Nantes	70,2%	4,5%	43 €	-0,7%	30 €	3,7%	65,3%	6,2%	43 €	-0,3%	28 €	5,9%
Niort	62,9%	-4,2%	32 €	-1,7%	20 €	-5,8%	59,1%	5,0%	33 €	-1,6%	19 €	3,3%
Pau	55,3%	0,8%	33 €	-4,3%	18 €	-3,6%	49,4%	-3,3%	33 €	-1,0%	16 €	-4,3%
Rennes	58,2%	-6,3%	40 €	0,4%	23 €	-6,0%	59,2%	1,5%	40 €	-0,3%	24 €	1,2%
Rouen	67,4%	13,9%	44 €	-2,0%	29 €	11,6%	59,7%	8,0%	44 €	0,7%	26 €	8,8%
Strasbourg	61,8%	-6,7%	41 €	3,3%	25 €	-3,6%	56,1%	-10,3%	40 €	1,8%	23 €	-8,7%
Toulouse	73,8%	-4,1%	39 €	1,6%	29 €	-2,5%	68,7%	-0,1%	38 €	1,0%	26 €	0,9%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												

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In Extenso Tourism, Culture & Hospitality - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Information

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.

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Tourism, Culture & Hospitality Desk

In Extenso is one of the leading advisors in Tourism, Culture & Hospitality 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.

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