

In Extenso

tourisme, culture & hôtellerie

French Hotel Industry Performance

May 2015



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Our Tourism, Culture & Hospitality News

Consulting, Valuations, Transactions

In Extenso
tourisme, culture & hôtellerie

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: 800 € EXC. VAT

For further information and orders, please contact:

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Recent references

Client	Description
Operator	Repositioning of a portfolio of three upscale resorts, France
Owner	Analysis of the reconversion potential of an office building into a hotel, Paris 55
Investor	Valuation of a portfolio of 3* and 4* hotels, France
Developer	Review of the business plan for developing a 4* hotel (>100 rooms), Paris

CONSULTING AND VALUATIONS

[PHILIPPE GAUGUIER](#), ASSOCIATE MRICS

[OLIVIER PETIT](#), ASSOCIATE

CULTURE AND TOURISM

[DOMINIQUE LECEA](#), DIRECTOR

[ANNE RAVARD](#), DEPUTY DIRECTOR

Transaxio Hôtel sales instructions

Scope	Description
Freehold, Hauts de Seine	Portfolio of three independent 3* and 4* hotels, total capacity of c.120 rooms
Freehold, Nord	3*, independent hotel + restaurant, > rooms, meeting rooms, fitness
Off-plan / VEFA, Pas-de-Calais	3* branded hotel + restaurant project, meeting rooms

TRANSAXIO HÔTEL

[GUY BOULO](#), DIRECTOR

Articles

[New generations attracted by the lasting nature of a family business](#)

Christophe Saubiez, Audit Associate, Deloitte Family

[Travel Consumer 2015](#)

Alistair Pritchard, UK Lead Partner, Deloitte

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May: Dull in Paris and mixed elsewhere

A mixed bag in May: some regional destinations post real growth in RevPAR, with Paris, Lille, Marseille and others recording a drop. Does the explanation lie in the bank holidays or the timing of the school holidays?

In May, the French hotel industry was laughing one day and crying the next. Results varied widely throughout France, with some destinations recording sharp drops in RevPAR and others strong growth.

Paris posted a significant drop in all categories, with occupancy declining between -1% and -7%. Luxury and Midscale hotels were particularly affected. The continual fall in occupancy in the capital is beginning to worry industry players who are hoping for a better month of June, given the impact of the Air Show. This concern is all the more legitimate since average rates are down on last year – with the exception of Upscale hotels and Standard Midscale hotels.

In contrast, regional hotels tended to see RevPAR grow – all except Budget hotels who recorded a 1% drop. Growth was modest for Super-budget hotels (+1%) and Midscale hotels (+1%), but much stronger in the Upscale and Luxury categories (+6% and +11%, respectively).

However, behind these general performances for regional France, real differences exist depending on the destination observed. The Atlantic coast did rather well in May, as did cities such as Lyon, Grenoble or Nancy. Conversely, Avignon, Lille and Marseille posted significant declines compared to the same period last year.

Can this be explained by the May bank holidays? Philippe Gauguier – Associate, In Extenso TCH – rejects this somewhat simplistic explanation, emphasising that last year's calendar tended to favor long bank holidays. The 1st and 8th of May fell on a Thursday last year, and a Friday this year. Logically, then, this year's bank holidays should have led to a rise in activity for Business destinations. Olivier Petit – Associate, In Extenso TCH – confirms that the explanation lies in the school year calendar. Those destinations that recorded a sharp increase in business are those where last year's spring holidays carried on into May, unlike this year.

Yet, the drop in occupancy in Paris appears less cyclical – let's hope that June gets trading back on track.

Monthly performance

May	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	70,7%	73,4%	68,9%	69,5%	64,8%
Var. /n-1	1,2%	1,5%	-0,7%	0,4%	-0,8%
ADR 2015	508 €	206 €	102 €	63 €	40 €
Var. /n-1	-3,0%	0,4%	-1,5%	-1,4%	1,1%
RevPAR 2015	359 €	151 €	70 €	44 €	26 €
Var. /n-1	-1,8%	1,9%	-2,2%	-1,0%	0,3%

Year To Date performance

Jan. to May	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	55,8%	62,1%	59,8%	62,6%	60,3%
Var. /n-1	-3,0%	2,4%	0,6%	1,2%	-1,6%
ADR 2015	375 €	170 €	98 €	63 €	40 €
Var. /n-1	-4,0%	-0,2%	0,2%	-0,9%	1,2%
RevPAR 2015	209 €	106 €	59 €	39 €	24 €
Var. /n-1	-6,8%	2,2%	0,9%	0,3%	-0,4%

Definitions

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

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Performances Paris

May 2015



Paris-City

Monthly performance

May	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris - Luxury	81,4%	-6,4%	505 €	-0,3%	411 €	-6,7%
Paris - Boutique Hotels	81,6%	-1,3%	274 €	-4,9%	224 €	-6,2%
Paris - Upscale	81,6%	-2,0%	216 €	2,6%	176 €	0,5%
Paris - Luxury & Upscale	81,6%	-2,9%	282 €	1,5%	230 €	-1,4%
Paris - Superior midscale	86,2%	-2,0%	165 €	-2,7%	142 €	-4,7%
Paris - Standard midscale	81,4%	-7,4%	123 €	-0,3%	100 €	-7,6%
Paris - Midscale	83,3%	-5,2%	140 €	-1,0%	117 €	-6,1%
Paris - Budget	85,1%	-2,8%	94 €	1,0%	80 €	-1,9%

Year To Date performance

Jan. to May	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris - Luxury	71,3%	-6,2%	454 €	4,7%	324 €	-1,8%
Paris - Boutique Hotels	73,6%	-2,6%	240 €	-4,7%	177 €	-7,1%
Paris - Upscale	73,5%	-0,1%	188 €	1,8%	138 €	1,8%
Paris - Haut de gamme & Gd luxe	73,0%	-1,6%	247 €	2,3%	180 €	0,7%
Paris - Superior midscale	78,1%	-2,9%	150 €	0,3%	117 €	-2,7%
Paris - Standard midscale	74,1%	-5,2%	111 €	2,4%	82 €	-2,9%
Paris - Midscale	75,7%	-4,3%	127 €	1,6%	96 €	-2,7%
Paris - Budget	79,0%	-3,3%	86 €	1,8%	68 €	-1,6%

Paris suburbs (excluding Paris) – Luxury and upscale

Monthly performance

May	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris	81,6%	-2,9%	282 €	1,5%	230 €	-1,4%
La Défense	72,4%	-5,8%	163 €	-4,2%	118 €	-9,7%
Roissy CdG	75,3%	0,8%	101 €	-2,3%	76 €	-1,5%
IDF (exc.Paris and poles)	86,9%	3,9%	259 €	2,5%	225 €	6,5%

Year To Date performance

Jan. to May	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris	73,0%	-1,6%	247 €	2,3%	180 €	0,7%
La Défense	69,2%	3,4%	152 €	-6,5%	106 €	-3,3%
Roissy CdG	71,3%	3,5%	108 €	2,8%	77 €	6,5%
IDF (exc.Paris and poles)	74,6%	3,4%	224 €	-1,1%	167 €	2,3%

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Performance Regions

May 2015



Regions

Regions (excl. French Riviera)	Monthly performance					
	May	Luxury	Upscale	Midscale	Budget	Super Budget
	OR 2015	58,9%	63,7%	63,1%	63,5%	63,0%
	Var. /n-1	4,3%	2,3%	1,1%	0,9%	-0,7%
	ADR 2015	286 €	143 €	89 €	61 €	39 €
	Var. /n-1	5,9%	3,2%	0,3%	-1,9%	1,5%
	RevPAR 2015	168 €	91 €	56 €	38 €	24 €
	Var. /n-1	10,5%	5,6%	1,4%	-1,1%	0,8%
	Year To Date performance					
	Jan. to May	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	49,6%	53,4%	54,3%	57,0%	58,0%	
Var. /n-1	0,5%	6,6%	1,9%	1,1%	-1,9%	
ADR 2015	237 €	131 €	87 €	61 €	38 €	
Var. /n-1	3,3%	1,5%	0,8%	-0,9%	1,5%	
RevPAR 2015	118 €	70 €	47 €	35 €	22 €	
Var. /n-1	3,8%	8,2%	2,7%	0,2%	-0,5%	

French Riviera	Monthly performance					
	May	Luxury	Upscale *	Midscale	Budget	Super Budget
	OR 2015	74,0%	72,4%	76,2%	n.d.	76,0%
	Var. /n-1	6,4%	5,6%	0,9%	-	0,6%
	ADR 2015	663 €	224 €	128 €	n.d.	50 €
	Var. /n-1	-0,2%	1,8%	0,6%	-	1,8%
	RevPAR 2015	491 €	162 €	98 €	n.d.	38 €
	Var. /n-1	6,2%	7,4%	1,5%	-	2,4%
	Year To Date performance					
	Jan. to May	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2015	48,8%	53,4%	58,6%	n.d.	57,3%	
Var. /n-1	1,2%	12,3%	6,5%	-	-1,2%	
ADR 2015	384 €	157 €	99 €	n.d.	46 €	
Var. /n-1	0,2%	1,2%	0,2%	-	3,1%	
RevPAR 2015	188 €	84 €	58 €	n.d.	26 €	
Var. /n-1	1,4%	13,7%	6,8%	-	1,8%	

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

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Performances Suburbs

May 2015



Paris suburbs (excluding Paris)

Midscale market	Monthly performance								
	May	departments							Average suburbs
		77	78	91	92	93	94	95	
	OR 2015	60,4%	68,5%	69,9%	74,2%	79,3%	78,4%	68,8%	72,0%
	Var. /n-1	-15,7%	13,3%	7,4%	-6,2%	12,4%	-1,0%	-4,4%	-0,1%
	ADR 2015	105 €	86 €	78 €	103 €	65 €	78 €	86 €	88 €
	Var. /n-1	-2,9%	-4,7%	-5,7%	-3,8%	-8,7%	-12,2%	-3,4%	-5,9%
	RevPAR 2015	64 €	59 €	54 €	77 €	51 €	61 €	59 €	64 €
	Var. /n-1	-18,2%	8,0%	1,2%	-9,7%	2,6%	-13,1%	-7,7%	-6,0%
Midscale market	Year To Date performance								
	Jan. to May	departments							Average suburbs
		77	78	91	92	93	94	95	
	OR 2015	48,4%	64,9%	61,8%	63,9%	68,6%	72,0%	64,3%	64,3%
	Var. /n-1	-5,8%	10,1%	7,5%	-4,2%	19,5%	0,5%	-2,3%	1,8%
	ADR 2015	105 €	99 €	90 €	107 €	72 €	82 €	97 €	96 €
	Var. /n-1	1,9%	0,0%	-0,9%	-0,7%	-9,1%	-3,7%	1,5%	-1,4%
	RevPAR 2015	51 €	64 €	56 €	68 €	50 €	59 €	62 €	62 €
	Var. /n-1	-4,0%	10,1%	6,6%	-4,9%	8,6%	-3,2%	-0,8%	0,3%
Budget market	Monthly performance								
	May	departments							Average suburbs
		77	78	91	92	93	94	95	
	OR 2015	81,4%	68,0%	71,3%	72,8%	79,7%	77,5%	77,1%	76,7%
	Var. /n-1	0,6%	-10,9%	16,1%	-0,7%	0,3%	-0,7%	3,6%	0,5%
	ADR 2015	62 €	74 €	52 €	69 €	55 €	60 €	48 €	58 €
	Var. /n-1	4,6%	0,7%	-16,6%	-4,6%	-0,4%	-5,7%	-4,4%	-2,5%
	RevPAR 2015	51 €	50 €	37 €	51 €	44 €	46 €	37 €	45 €
	Var. /n-1	5,3%	-10,2%	-3,2%	-5,3%	-0,1%	-6,4%	-1,0%	-2,0%
Budget market	Year To Date performance								
	Jan. to May	departments							Average suburbs
		77	78	91	92	93	94	95	
	OR 2015	72,5%	67,0%	63,5%	65,8%	68,1%	71,4%	73,2%	69,7%
	Var. /n-1	6,1%	-0,4%	4,7%	-4,8%	2,8%	2,1%	4,4%	2,3%
	ADR 2015	59 €	80 €	60 €	73 €	58 €	63 €	54 €	62 €
	Var. /n-1	-1,2%	3,7%	-5,1%	-2,1%	0,3%	-4,1%	1,7%	-0,8%
	RevPAR 2015	43 €	54 €	38 €	48 €	40 €	45 €	40 €	43 €
	Var. /n-1	4,8%	3,3%	-0,6%	-6,8%	3,1%	-2,1%	6,2%	1,5%
Super Budget market	Monthly performance								
	May	departments							IDF (hors Paris)
		77	78	91	92	93	94	95	
	OR 2015	70,8%	66,4%	69,8%	n.d.	73,0%	74,1%	72,3%	71,3%
	Var. /n-1	-3,7%	-7,5%	4,3%	-	-6,6%	-3,8%	-5,1%	-3,9%
	ADR 2015	43 €	43 €	39 €	n.d.	47 €	43 €	44 €	44 €
	Var. /n-1	2,4%	2,5%	1,6%	-	2,9%	-2,4%	1,8%	1,4%
	RevPAR 2015	31 €	28 €	27 €	n.d.	34 €	32 €	32 €	31 €
	Var. /n-1	-1,4%	-5,2%	6,0%	-	-3,9%	-6,1%	-3,4%	-2,5%
Super Budget market	Year To Date performance								
	Jan. to May	departments							IDF (hors Paris)
		77	78	91	92	93	94	95	
	OR 2015	69,5%	69,6%	69,1%	n.d.	69,8%	72,8%	71,9%	70,4%
	Var. /n-1	-2,3%	-0,7%	3,5%	-	-5,4%	-1,3%	-2,9%	-2,2%
	ADR 2015	42 €	43 €	39 €	n.d.	46 €	43 €	46 €	44 €
	Var. /n-1	2,1%	1,6%	-0,4%	-	3,1%	-1,7%	4,0%	1,3%
	RevPAR 2015	29 €	30 €	27 €	n.d.	32 €	32 €	33 €	31 €
	Var. /n-1	-0,3%	0,9%	3,1%	-	-2,5%	-2,9%	0,9%	-0,9%

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Performances North-East

May 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	60,1%	1,2%	142 €	8,5%	86 €	9,8%	49,5%	3,7%	132 €	4,4%	65 €	8,3%
Dijon	72,1%	15,5%	128 €	-1,5%	93 €	13,7%	53,1%	12,5%	119 €	-2,6%	63 €	9,5%
Lille	53,5%	-12,8%	127 €	-1,7%	68 €	-14,3%	53,0%	-0,9%	130 €	5,6%	69 €	4,6%
Metz	insufficient supply						insufficient supply					
Nancy	insufficient supply						insufficient supply					
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	67,4%	-2,8%	129 €	20,1%	87 €	16,7%	55,4%	-2,0%	118 €	2,8%	65 €	0,8%

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	62,6%	3,6%	87 €	2,7%	55 €	6,4%	52,1%	2,7%	88 €	2,0%	46 €	4,8%
Dijon	66,3%	-0,7%	86 €	0,2%	57 €	-0,4%	52,3%	0,8%	83 €	-0,9%	43 €	-0,1%
Lille	61,2%	-10,4%	86 €	-2,6%	52 €	-12,7%	58,8%	-0,2%	91 €	4,3%	54 €	4,0%
Metz	in progress						in progress					
Nancy	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Reims	72,2%	0,9%	107 €	8,3%	77 €	9,2%	55,6%	0,6%	101 €	2,4%	56 €	2,9%
Strasbourg	67,8%	0,4%	103 €	13,0%	70 €	13,5%	55,3%	-6,6%	98 €	1,0%	54 €	-5,6%

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	69,7%	2,9%	58 €	-2,2%	40 €	0,6%	60,8%	1,7%	59 €	-1,4%	36 €	0,3%
Dijon	82,0%	1,3%	60 €	-4,7%	50 €	-3,5%	66,1%	-2,7%	60 €	-1,5%	40 €	-4,1%
Lille	71,8%	-0,9%	67 €	-6,8%	48 €	-7,7%	66,6%	3,7%	70 €	0,3%	47 €	4,0%
Metz	77,8%	27,4%	56 €	-8,3%	43 €	16,8%	60,6%	9,2%	59 €	-6,2%	36 €	2,4%
Nancy	71,5%	5,4%	60 €	-2,0%	43 €	3,3%	65,8%	1,7%	61 €	-2,9%	40 €	-1,3%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	76,6%	2,5%	64 €	8,4%	49 €	11,0%	63,7%	-4,3%	63 €	-1,6%	40 €	-5,8%

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	63,1%	1,2%	38 €	1,9%	24 €	3,1%	57,9%	-1,9%	37 €	2,2%	22 €	0,2%
Dijon	68,7%	-0,3%	38 €	1,5%	26 €	1,1%	60,4%	-4,7%	38 €	0,7%	23 €	-4,0%
Lille	63,3%	-5,4%	39 €	-2,0%	25 €	-7,3%	59,8%	-3,2%	40 €	1,9%	24 €	-1,3%
Metz	65,8%	-5,2%	38 €	5,1%	25 €	-0,4%	60,8%	-6,2%	38 €	3,6%	23 €	-2,8%
Nancy	61,4%	13,4%	39 €	1,7%	24 €	15,4%	58,2%	5,9%	39 €	2,8%	23 €	8,9%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	63,7%	-1,2%	41 €	4,3%	26 €	3,1%	57,6%	-8,4%	40 €	2,3%	23 €	-6,2%

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

May 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	54,9%	1,3%	224 €	5,7%	123 €	7,1%	49,1%	-5,8%	194 €	0,8%	95 €	-5,1%
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	62,4%	3,3%	92 €	0,3%	58 €	3,6%	53,6%	4,2%	87 €	1,2%	47 €	5,4%
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	66,0%	1,4%	85 €	-0,7%	56 €	0,6%	58,8%	1,3%	84 €	-0,2%	50 €	1,1%
Nantes	58,1%	3,7%	89 €	4,0%	52 €	7,8%	58,1%	5,3%	89 €	1,6%	52 €	7,0%
Niort	43,6%	-12,9%	78 €	-8,7%	34 €	-20,5%	46,0%	-9,7%	82 €	-2,3%	38 €	-11,8%
Rennes	49,9%	-7,4%	88 €	5,7%	44 €	-2,2%	52,0%	-4,7%	92 €	4,8%	48 €	-0,1%
Rouen	62,1%	-7,7%	91 €	-4,3%	56 €	-11,7%	56,6%	0,7%	91 €	1,3%	51 €	2,0%

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%	0,3%	62 €	-0,3%	36 €	0,1%	53,0%	0,2%	63 €	-0,6%	33 €	-0,4%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	60,9%	3,7%	59 €	-0,5%	36 €	3,2%	57,4%	1,3%	65 €	-3,1%	37 €	-1,8%
Le Havre	51,6%	-5,7%	58 €	-4,7%	30 €	-10,1%	46,0%	-10,5%	57 €	-0,5%	26 €	-10,9%
Nantes	53,2%	-1,2%	64 €	1,5%	34 €	0,2%	56,0%	2,6%	65 €	-0,7%	36 €	1,9%
Niort	47,2%	-21,3%	58 €	-1,2%	28 €	-22,3%	46,3%	-10,0%	60 €	-3,9%	28 €	-13,5%
Rennes	62,1%	3,0%	62 €	0,2%	39 €	3,2%	61,2%	0,8%	66 €	-0,5%	41 €	0,3%
Rouen	60,0%	-4,0%	60 €	-3,4%	36 €	-7,3%	55,6%	-1,3%	61 €	0,2%	34 €	-1,1%

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	63,0%	0,9%	39 €	1,1%	25 €	2,1%	57,1%	0,0%	39 €	0,6%	22 €	0,6%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	56,4%	-5,5%	40 €	1,6%	22 €	-3,9%	54,2%	-5,8%	41 €	1,7%	22 €	-4,2%
Le Havre	63,5%	-11,6%	39 €	-0,9%	25 €	-12,4%	58,7%	-14,2%	38 €	-3,1%	22 €	-16,9%
Nantes	64,2%	0,8%	43 €	-0,3%	28 €	0,5%	65,1%	5,1%	43 €	-0,3%	28 €	4,8%
Niort	62,1%	0,1%	34 €	2,1%	21 €	2,2%	59,7%	4,0%	33 €	-0,8%	20 €	3,1%
Rennes	55,5%	2,9%	39 €	-0,6%	22 €	2,3%	58,5%	1,8%	40 €	-0,4%	23 €	1,4%
Rouen	61,9%	5,9%	43 €	-1,8%	27 €	3,9%	60,2%	7,5%	44 €	0,2%	26 €	7,7%

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

May 2015



South-East (excl. French Riviera) & 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-East	70,0%	3,7%	168 €	3,7%	118 €	7,6%	56,0%	8,1%	145 €	2,4%	81 €	10,7%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	74,3%	-8,5%	152 €	1,5%	113 €	-7,1%	46,0%	-6,8%	131 €	3,4%	61 €	-3,6%
Grenoble	insufficient supply						insufficient supply					
Lyon	68,8%	4,8%	137 €	10,1%	94 €	15,4%	65,9%	9,4%	134 €	10,7%	88 €	21,1%
Marseille	67,5%	-11,1%	155 €	-1,7%	104 €	-12,6%	56,4%	-2,8%	132 €	-3,7%	74 €	-6,4%
Montpellier	66,4%	-0,5%	144 €	2,9%	96 €	2,4%	56,7%	10,5%	133 €	-4,3%	76 €	5,7%
St Etienne	insufficient supply						insufficient supply					
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-East	63,1%	-2,5%	89 €	-1,8%	56 €	-4,3%	55,9%	-0,5%	86 €	-1,2%	48 €	-1,7%
Aix en Provence	69,7%	7,6%	79 €	-2,3%	55 €	5,1%	54,6%	4,2%	78 €	-5,2%	43 €	-1,3%
Avignon	83,3%	-0,2%	100 €	-3,3%	83 €	-3,6%	62,2%	4,0%	86 €	-1,4%	54 €	2,6%
Grenoble	45,4%	6,5%	90 €	-4,6%	41 €	1,5%	49,6%	-2,4%	94 €	-4,4%	47 €	-6,6%
Lyon	55,6%	2,6%	87 €	-5,6%	48 €	-3,2%	59,0%	5,3%	96 €	2,4%	57 €	7,8%
Marseille	73,8%	-5,8%	93 €	-6,0%	69 €	-11,5%	62,0%	-3,7%	90 €	-2,1%	56 €	-5,7%
Montpellier	68,7%	4,8%	85 €	-0,3%	58 €	4,4%	58,4%	1,9%	83 €	-0,1%	49 €	1,8%
St Etienne	in progress						in progress					
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-East	63,6%	-1,1%	63 €	-2,4%	40 €	-3,5%	56,9%	-0,1%	63 €	-0,2%	36 €	-0,3%
Aix en Provence	68,6%	-12,8%	65 €	3,2%	45 €	-10,0%	52,9%	-7,3%	62 €	0,6%	33 €	-6,8%
Avignon	67,6%	-2,2%	64 €	-2,6%	43 €	-4,7%	52,5%	-1,3%	60 €	-2,8%	32 €	-4,0%
Grenoble	48,9%	9,3%	57 €	-2,6%	28 €	6,4%	51,7%	-2,7%	60 €	-2,2%	31 €	-4,9%
Lyon	63,8%	1,9%	67 €	0,1%	43 €	2,0%	64,6%	5,4%	74 €	8,2%	48 €	14,1%
Marseille	73,6%	-5,1%	67 €	-0,3%	50 €	-5,3%	61,2%	0,6%	65 €	-1,9%	40 €	-1,3%
Montpellier	75,6%	0,9%	72 €	-6,6%	54 €	-5,8%	65,3%	-1,6%	69 €	-1,8%	45 €	-3,3%
St Etienne	in progress						in progress					
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-East	61,7%	-2,6%	39 €	1,6%	24 €	-1,0%	57,8%	-2,6%	39 €	1,9%	23 €	-0,8%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	61,8%	-12,9%	34 €	-3,6%	21 €	-16,1%	58,2%	-7,4%	34 €	-2,6%	20 €	-9,8%
Grenoble	50,3%	8,8%	37 €	-0,7%	18 €	8,1%	55,7%	4,4%	36 €	-4,4%	20 €	-0,2%
Lyon	58,3%	0,9%	39 €	-0,6%	23 €	0,3%	63,9%	0,2%	41 €	3,9%	26 €	4,1%
Marseille	74,2%	1,3%	41 €	-2,0%	30 €	-0,7%	63,2%	-0,2%	40 €	-1,4%	26 €	-1,6%
Montpellier	68,9%	2,8%	37 €	0,4%	25 €	3,2%	59,6%	-6,4%	36 €	0,7%	21 €	-5,8%
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

May 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	63,3%	8,6%	208 €	-1,5%	132 €	7,0%	51,5%	7,0%	177 €	-2,6%	91 €	4,2%
Bayonne-Anglet-Biarritz	56,7%	4,0%	257 €	-1,5%	146 €	2,4%	43,3%	-1,2%	214 €	1,1%	93 €	-0,1%
Bordeaux	57,6%	6,3%	222 €	5,3%	128 €	12,0%	45,7%	10,0%	196 €	3,4%	90 €	13,7%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	69,4%	11,2%	120 €	-1,8%	83 €	9,2%	68,4%	15,4%	118 €	-7,4%	81 €	6,8%
<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	62,3%	0,4%	88 €	-0,4%	55 €	-0,1%	53,9%	2,2%	87 €	1,4%	47 €	3,7%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	71,5%	0,2%	88 €	1,6%	63 €	1,8%	59,4%	4,5%	88 €	3,4%	52 €	8,1%
Pau	52,5%	-7,4%	81 €	0,0%	42 €	-7,4%	50,0%	-6,6%	78 €	-0,7%	39 €	-7,3%
Toulouse	57,6%	3,2%	92 €	-6,6%	53 €	-3,6%	56,4%	2,3%	96 €	-2,5%	54 €	-0,2%
<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	58,7%	0,9%	59 €	-2,2%	35 €	-1,4%	56,0%	3,5%	60 €	-1,3%	33 €	2,1%
Bayonne-Anglet-Biarritz	54,4%	-10,3%	56 €	-4,0%	30 €	-13,9%	49,9%	5,0%	52 €	-8,0%	26 €	-3,4%
Bordeaux	68,1%	6,0%	63 €	-0,1%	43 €	5,8%	62,7%	7,2%	64 €	0,8%	40 €	8,0%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	59,0%	0,2%	62 €	-2,0%	37 €	-1,8%	60,5%	-1,0%	64 €	-0,6%	39 €	-1,5%
<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	65,1%	-2,9%	40 €	1,9%	26 €	-1,1%	60,6%	-2,4%	38 €	1,5%	23 €	-1,0%
Bayonne-Anglet-Biarritz	n.d.	-	-	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	69,1%	-1,7%	38 €	3,0%	26 €	1,2%	63,5%	-3,3%	37 €	1,3%	24 €	-2,1%
Pau	52,8%	-4,0%	33 €	0,7%	17 €	-3,3%	50,1%	-3,5%	33 €	-0,6%	16 €	-4,1%
Toulouse	68,9%	-0,8%	38 €	0,8%	26 €	0,0%	68,7%	-0,3%	38 €	1,0%	26 €	0,7%
<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

May 2015



French Riviera

May	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	74,0%	6,4%	663 €	-0,2%	491 €	6,2%	48,8%	1,2%	384 €	0,2%	188 €	1,4%
French Riviera - Boutique Hotels**	73,8%	-3,5%	188 €	0,9%	139 €	-2,6%	64,6%	2,7%	134 €	-1,0%	86 €	1,7%
French Riviera - Upscale	72,3%	6,5%	227 €	1,7%	164 €	8,3%	52,5%	13,6%	160 €	1,2%	84 €	15,0%
Average Upscale & Luxury	72,9%	5,9%	371 €	0,7%	271 €	6,6%	51,8%	8,5%	230 €	-1,0%	119 €	7,4%
Average Midscale	76,2%	0,9%	128 €	0,6%	98 €	1,5%	58,6%	6,5%	99 €	0,2%	58 €	6,8%
Average Budget	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Average Super-Budget	76,0%	0,6%	50 €	1,8%	38 €	2,4%	57,3%	-1,2%	46 €	3,1%	26 €	1,8%

French Riviera Cities

May	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	74,1%	10,6%	723 €	-1,6%	535 €	8,8%	46,6%	1,8%	414 €	0,7%	193 €	2,6%
Cannes - Boutique Hotels	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Cannes - Upscale	66,5%	9,6%	239 €	0,2%	159 €	9,8%	44,0%	16,2%	173 €	-2,5%	76 €	13,3%
Cannes - Upscale & Luxury	70,6%	10,3%	501 €	-1,0%	354 €	9,2%	45,4%	7,5%	309 €	-1,1%	140 €	6,3%
Cannes - Midscale	69,4%	4,2%	128 €	-3,5%	89 €	0,5%	48,6%	3,0%	106 €	-0,8%	51 €	2,1%
May	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	79,6%	2,6%	237 €	1,9%	189 €	4,6%	59,4%	9,8%	165 €	1,4%	98 €
Nice - Midscale	80,2%	-2,1%	130 €	3,5%	104 €	1,4%	62,9%	6,8%	97 €	0,9%	61 €	7,8%
May	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	69,9%	8,5%	736 €	2,4%	514 €	11,1%	60,4%	16,1%	438 €	2,6%	264 €
Monaco - Upscale	75,1%	2,9%	428 €	-0,4%	321 €	2,5%	59,7%	8,9%	249 €	1,2%	149 €	10,2%
Monaco - Upscale & Luxury	73,7%	4,4%	510 €	0,9%	376 €	5,4%	59,9%	10,8%	302 €	2,6%	181 €	13,7%

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

** Boutique Hotels: sample excludes Luxury hotels

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Performances Coast

May 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	49,7%	8,5%	225 €	9,7%	112 €	19,1%	46,9%	17,3%	197 €	3,7%	92 €	21,6%
Average Midscale	71,0%	6,2%	104 €	-0,8%	74 €	5,3%	59,1%	5,3%	96 €	-0,6%	57 €	4,6%
Average Budget	64,1%	5,7%	65 €	-2,7%	42 €	2,9%	54,7%	0,6%	63 €	-1,0%	34 €	-0,4%
Average Super-Budget	70,2%	10,4%	40 €	1,0%	28 €	11,5%	56,3%	1,8%	39 €	2,0%	22 €	3,8%

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	54,0%	3,3%	240 €	5,3%	130 €	8,8%	46,8%	-11,5%	206 €	1,9%	96 €	-9,8%
Average Midscale	61,0%	6,8%	106 €	-0,8%	65 €	6,0%	53,8%	8,2%	98 €	0,9%	53 €	9,2%
Average Budget	60,7%	6,5%	65 €	1,6%	39 €	8,3%	48,0%	3,8%	60 €	0,2%	29 €	4,0%
Average Super-Budget	63,0%	7,0%	44 €	5,9%	28 €	13,3%	52,7%	2,9%	42 €	2,3%	22 €	5,3%

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	57,6%	4,8%	249 €	-1,8%	143 €	2,9%	43,8%	-0,8%	210 €	1,2%	92 €	0,4%
Average Midscale	63,1%	9,7%	108 €	2,8%	68 €	12,7%	52,1%	14,1%	95 €	-0,1%	49 €	14,0%
Average Budget	52,5%	-12,0%	57 €	-6,8%	30 €	-18,0%	44,0%	5,5%	52 €	-9,0%	23 €	-4,0%
Average Super-Budget	67,1%	-1,6%	50 €	0,7%	33 €	-0,9%	53,2%	-4,2%	45 €	2,0%	24 €	-2,2%

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 May 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	74,3%	-8,5%	152 €	1,5%	113 €	-7,1%	46,0%	-6,8%	131 €	3,4%	61 €	-3,6%
Bayonne-Anglet-Biarritz	56,7%	4,0%	257 €	-1,5%	146 €	2,4%	43,3%	-1,2%	214 €	1,1%	93 €	-0,1%
Bordeaux	57,6%	6,3%	222 €	5,3%	128 €	12,0%	45,7%	10,0%	196 €	3,4%	90 €	13,7%
Cannes	70,6%	10,3%	501 €	-1,0%	354 €	9,2%	45,4%	7,5%	309 €	-1,1%	140 €	6,3%
Dijon	72,1%	15,5%	128 €	-1,5%	93 €	13,7%	53,1%	12,5%	119 €	-2,6%	63 €	9,5%
Lille	53,5%	-12,8%	127 €	-1,7%	68 €	-14,3%	53,0%	-0,9%	130 €	5,6%	69 €	4,6%
Lyon	68,8%	4,8%	137 €	10,1%	94 €	15,4%	65,9%	9,4%	134 €	10,7%	88 €	21,1%
Marseille	67,5%	-11,1%	155 €	-1,7%	104 €	-12,6%	56,4%	-2,8%	132 €	-3,7%	74 €	-6,4%
Monaco	73,7%	4,4%	510 €	0,9%	376 €	5,4%	59,9%	10,8%	302 €	2,6%	181 €	13,7%
Montpellier	66,4%	-0,5%	144 €	2,9%	96 €	2,4%	56,7%	10,5%	133 €	-4,3%	76 €	5,7%
Nice	79,6%	2,6%	237 €	1,9%	189 €	4,6%	59,4%	9,8%	165 €	1,4%	98 €	11,4%
Strasbourg	67,4%	-2,8%	129 €	20,1%	87 €	16,7%	55,4%	-2,0%	118 €	2,8%	65 €	0,8%
Toulouse	69,4%	11,2%	120 €	-1,8%	83 €	9,2%	68,4%	15,4%	118 €	-7,4%	81 €	6,8%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
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
Aix en Provence	69,7%	7,6%	79 €	-2,3%	55 €	5,1%	54,6%	4,2%	78 €	-5,2%	43 €	-1,3%
Avignon	83,3%	-0,2%	100 €	-3,3%	83 €	-3,6%	62,2%	4,0%	86 €	-1,4%	54 €	2,6%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	71,5%	0,2%	88 €	1,6%	63 €	1,8%	59,4%	4,5%	88 €	3,4%	52 €	8,1%
Cannes	69,4%	4,2%	128 €	-3,5%	89 €	0,5%	48,6%	3,0%	106 €	-0,8%	51 €	2,1%
Dijon	66,3%	-0,7%	86 €	0,2%	57 €	-0,4%	52,3%	0,8%	83 €	-0,9%	43 €	-0,1%
Grenoble	45,4%	6,5%	90 €	-4,6%	41 €	1,5%	49,6%	-2,4%	94 €	-4,4%	47 €	-6,6%
Le Havre	66,0%	1,4%	85 €	-0,7%	56 €	0,6%	58,8%	1,3%	84 €	-0,2%	50 €	1,1%
Lille	61,2%	-10,4%	86 €	-2,6%	52 €	-12,7%	58,8%	-0,2%	91 €	4,3%	54 €	4,0%
Lyon	55,6%	2,6%	87 €	-5,6%	48 €	-3,2%	59,0%	5,3%	96 €	2,4%	57 €	7,8%
Marseille	73,8%	-5,8%	93 €	-6,0%	69 €	-11,5%	62,0%	-3,7%	90 €	-2,1%	56 €	-5,7%
Montpellier	68,7%	4,8%	85 €	-0,3%	58 €	4,4%	58,4%	1,9%	83 €	-0,1%	49 €	1,8%
Nancy	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Nantes	58,1%	3,7%	89 €	4,0%	52 €	7,8%	58,1%	5,3%	89 €	1,6%	52 €	7,0%
Niort	43,6%	-12,9%	78 €	-8,7%	34 €	-20,5%	46,0%	-9,7%	82 €	-2,3%	38 €	-11,8%
Nice	80,2%	-2,1%	130 €	3,5%	104 €	1,4%	62,9%	6,8%	97 €	0,9%	61 €	7,8%
Pau	52,5%	-7,4%	81 €	0,0%	42 €	-7,4%	50,0%	-6,6%	78 €	-0,7%	39 €	-7,3%
Reims	72,2%	0,9%	107 €	8,3%	77 €	9,2%	55,6%	0,6%	101 €	2,4%	56 €	2,9%
Rennes	49,9%	-7,4%	88 €	5,7%	44 €	-2,2%	52,0%	-4,7%	92 €	4,8%	48 €	-0,1%
Rouen	62,1%	-7,7%	91 €	-4,3%	56 €	-11,7%	56,6%	0,7%	91 €	1,3%	51 €	2,0%
Strasbourg	67,8%	0,4%	103 €	13,0%	70 €	13,5%	55,3%	-6,6%	98 €	1,0%	54 €	-5,6%
Toulouse	57,6%	3,2%	92 €	-6,6%	53 €	-3,6%	56,4%	2,3%	96 €	-2,5%	54 €	-0,2%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												

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Performances Main cities in Regions

May 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	68,6%	-12,8%	65 €	3,2%	45 €	-10,0%	52,9%	-7,3%	62 €	0,6%	33 €	-6,8%
Angers	60,9%	3,7%	59 €	-0,5%	36 €	3,2%	57,4%	1,3%	65 €	-3,1%	37 €	-1,8%
Avignon	67,6%	-2,2%	64 €	-2,6%	43 €	-4,7%	52,5%	-1,3%	60 €	-2,8%	32 €	-4,0%
Bayonne-Anglet-Biarritz	54,4%	-10,3%	56 €	-4,0%	30 €	-13,9%	49,9%	5,0%	52 €	-8,0%	26 €	-3,4%
Bordeaux	68,1%	6,0%	63 €	-0,1%	43 €	5,8%	62,7%	7,2%	64 €	0,8%	40 €	8,0%
Dijon	82,0%	1,3%	60 €	-4,7%	50 €	-3,5%	66,1%	-2,7%	60 €	-1,5%	40 €	-4,1%
Grenoble	48,9%	9,3%	57 €	-2,6%	28 €	6,4%	51,7%	-2,7%	60 €	-2,2%	31 €	-4,9%
Le Havre	51,6%	-5,7%	58 €	-4,7%	30 €	-10,1%	46,0%	-10,5%	57 €	-0,5%	26 €	-10,9%
Lille	71,8%	-0,9%	67 €	-6,8%	48 €	-7,7%	66,6%	3,7%	70 €	0,3%	47 €	4,0%
Lyon	63,8%	1,9%	67 €	0,1%	43 €	2,0%	64,6%	5,4%	74 €	8,2%	48 €	14,1%
Marseille	73,6%	-5,1%	67 €	-0,3%	50 €	-5,3%	61,2%	0,6%	65 €	-1,9%	40 €	-1,3%
Metz	77,8%	27,4%	56 €	-8,3%	43 €	16,8%	60,6%	9,2%	59 €	-6,2%	36 €	2,4%
Montpellier	75,6%	0,9%	72 €	-6,6%	54 €	-5,8%	65,3%	-1,6%	69 €	-1,8%	45 €	-3,3%
Nancy	71,5%	5,4%	60 €	-2,0%	43 €	3,3%	65,8%	1,7%	61 €	-2,9%	40 €	-1,3%
Nantes	53,2%	-1,2%	64 €	1,5%	34 €	0,2%	56,0%	2,6%	65 €	-0,7%	36 €	1,9%
Niort	47,2%	-21,3%	58 €	-1,2%	28 €	-22,3%	46,3%	-10,0%	60 €	-3,9%	28 €	-13,5%
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	62,1%	3,0%	62 €	0,2%	39 €	3,2%	61,2%	0,8%	66 €	-0,5%	41 €	0,3%
Rouen	60,0%	-4,0%	60 €	-3,4%	36 €	-7,3%	55,6%	-1,3%	61 €	0,2%	34 €	-1,1%
Strasbourg	76,6%	2,5%	64 €	8,4%	49 €	11,0%	63,7%	-4,3%	63 €	-1,6%	40 €	-5,8%
Toulouse	59,0%	0,2%	62 €	-2,0%	37 €	-1,8%	60,5%	-1,0%	64 €	-0,6%	39 €	-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	
	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	56,4%	-5,5%	40 €	1,6%	22 €	-3,9%	54,2%	-5,8%	41 €	1,7%	22 €	-4,2%
Avignon	61,8%	-12,9%	34 €	-3,6%	21 €	-16,1%	58,2%	-7,4%	34 €	-2,6%	20 €	-9,8%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	69,1%	-1,7%	38 €	3,0%	26 €	1,2%	63,5%	-3,3%	37 €	1,3%	24 €	-2,1%
Dijon	68,7%	-0,3%	38 €	1,5%	26 €	1,1%	60,4%	-4,7%	38 €	0,7%	23 €	-4,0%
Grenoble	50,3%	8,8%	37 €	-0,7%	18 €	8,1%	55,7%	4,4%	36 €	-4,4%	20 €	-0,2%
Le Havre	63,5%	-11,6%	39 €	-0,9%	25 €	-12,4%	58,7%	-14,2%	38 €	-3,1%	22 €	-16,9%
Lille	63,3%	-5,4%	39 €	-2,0%	25 €	-7,3%	59,8%	-3,2%	40 €	1,9%	24 €	-1,3%
Lyon	58,3%	0,9%	39 €	-0,6%	23 €	0,3%	63,9%	0,2%	41 €	3,9%	26 €	4,1%
Marseille	74,2%	1,3%	41 €	-2,0%	30 €	-0,7%	63,2%	-0,2%	40 €	-1,4%	26 €	-1,6%
Metz	65,8%	-5,2%	38 €	5,1%	25 €	-0,4%	60,8%	-6,2%	38 €	3,6%	23 €	-2,8%
Montpellier	68,9%	2,8%	37 €	0,4%	25 €	3,2%	59,6%	-6,4%	36 €	0,7%	21 €	-5,8%
Nancy	61,4%	13,4%	39 €	1,7%	24 €	15,4%	58,2%	5,9%	39 €	2,8%	23 €	8,9%
Nantes	64,2%	0,8%	43 €	-0,3%	28 €	0,5%	65,1%	5,1%	43 €	-0,3%	28 €	4,8%
Niort	62,1%	0,1%	34 €	2,1%	21 €	2,2%	59,7%	4,0%	33 €	-0,8%	20 €	3,1%
Pau	52,8%	-4,0%	33 €	0,7%	17 €	-3,3%	50,1%	-3,5%	33 €	-0,6%	16 €	-4,1%
Rennes	55,5%	2,9%	39 €	-0,6%	22 €	2,3%	58,5%	1,8%	40 €	-0,4%	23 €	1,4%
Rouen	61,9%	5,9%	43 €	-1,8%	27 €	3,9%	60,2%	7,5%	44 €	0,2%	26 €	7,7%
Strasbourg	63,7%	-1,2%	41 €	4,3%	26 €	3,1%	57,6%	-8,4%	40 €	2,3%	23 €	-6,2%
Toulouse	68,9%	-0,8%	38 €	0,8%	26 €	0,0%	68,7%	-0,3%	38 €	1,0%	26 €	0,7%

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

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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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