

In Extenso

tourisme, culture & hôtellerie

French Hotel Industry Performance

August 2015



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Hotels and hotel-residences

Business facilities



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City of Orleans

Economic and tourism development of the Parc floral de la Source

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Centre d'Ingénierie Touristique

Marketing and communication strategy for BPS 22, the art museum of the Province of Hainaut, Charleroi Belgium

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Feasibility study for the reconversion of an office building into a boutique hotel – Paris 16

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Developer

Project competition: Market study and operator search

Nice
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Sales instruction

3 hotel-restaurant > 80 rooms, meeting rooms, bar*

Sale of the freehold
Orange
Transaxio hôtel
In Extenso
tourisme, culture & hôtellerie

VEFA / off-plan

3 hotel project on the coast, > 60 rooms, parking, delivery June 2017*

Pas de Calais
Transaxio hôtel
In Extenso
tourisme, culture & hôtellerie

Sale

3 hotel-restaurant, 38 rooms*

Sale of the freehold
Rennes (35)
Transaxio hôtel
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tourisme, culture & hôtellerie

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August: An upbeat mood on the coast; more disparate elsewhere

After two months of recovery, August showed mixed results depending on category and location. While “intermediary” categories (Midscale, Upscale) resisted well thanks to higher average rates, Super-budget hotels confirmed declines in RevPAR. For higher-end hotels, August’s results varied from region to region, resulting in an overall drop in occupancy and rates. Despite all this, August’s results must be put in perspective when compared with August 2014 – a particularly good month – and year-to-date growth, which remains positive.

Undoubtedly, the Côte d’Azur posted the best results in France. All categories experienced an upswing in trading, and as in July, higher-end hotels recorded the highest growth (increases of 6,5% and 6,8% in RevPAR for Upscale and Luxury categories, respectively). Year-to-date results at the end of the summer period (RevPAR growth of around 15%!), will secure the year-end result, should this trend swing back.

Results were also encouraging (keeping everything in perspective) for higher-end categories in Ile de France (2,7% growth in RevPAR). Although overall performance of the Luxury segment suffered in France during August, this was essentially due to the disappointing results recorded by regional hotels who posted a fairly significant drop in average rates in August (-3,8%).

The pattern was the exact opposite for the Midscale segment. Midscale hotels in Paris saw a drop in business (occupancy declines of 5,9%), but posted encouraging results in regional France and on the Côte d’Azur (RevPAR growth of 4% and 1,8%, respectively).

The solid performances of Bordeaux, Nancy and Lyon (albeit to a lesser extent) should be noted: all categories presented good results, confirming the growth recorded since the beginning of the year.

Month after month, the Super-budget category presents the same phenomenon. Occupancy declined (-2,4%), and the pricing adjustments undertaken since the start of the year to offset the consequences of 2014’s VAT hike, are insufficient to make up for the drop in demand. RevPAR at the end of August thus stood at -0,8%.

Monthly performance

August	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	81,9%	78,6%	71,0%	69,5%	70,0%
Var. /n-1	-0,9%	-1,9%	-0,1%	0,6%	-4,3%
ADR 2015	536 €	198 €	92 €	57 €	43 €
Var. /n-1	-0,3%	4,6%	0,6%	-1,5%	2,2%
RevPAR 2015	439 €	155 €	66 €	39 €	30 €
Var. /n-1	-1,2%	2,6%	0,5%	-0,9%	-2,2%

Year To Date performance

Jan. to August	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	66,0%	69,1%	65,7%	66,9%	64,1%
Var. /n-1	-0,1%	2,2%	1,1%	1,5%	-2,4%
ADR 2015	442 €	186 €	100 €	63 €	41 €
Var. /n-1	0,8%	2,3%	0,5%	-0,6%	1,7%
RevPAR 2015	292 €	129 €	65 €	42 €	26 €
Var. /n-1	0,7%	4,6%	1,6%	0,9%	-0,8%

Definitions

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

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Performances Paris

August 2015



Paris-City

Monthly performance

August	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris - Luxury	83,9%	-2,7%	473 €	6,7%	397 €	3,8%
Paris - Boutique Hotels	80,0%	-0,2%	230 €	-0,3%	184 €	-0,5%
Paris - Upscale	79,3%	-2,6%	182 €	1,9%	144 €	-0,8%
Paris - Luxury & Upscale	80,3%	-2,4%	251 €	5,2%	202 €	2,7%
Paris - Superior midscale	80,5%	-4,7%	123 €	-2,6%	99 €	-7,2%
Paris - Standard midscale	74,7%	-6,8%	91 €	0,8%	68 €	-6,1%
Paris - Midscale	77,0%	-5,9%	104 €	-0,5%	80 €	-6,4%
Paris - Budget	79,4%	1,8%	66 €	-5,3%	53 €	-3,7%

Year To Date performance

Jan. to August	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris - Luxury	77,8%	-3,8%	491 €	6,6%	382 €	2,5%
Paris - Boutique Hotels	78,3%	-1,1%	257 €	-2,1%	201 €	-3,2%
Paris - Upscale	78,4%	0,3%	200 €	2,7%	156 €	3,0%
Paris - Haut de gamme & Gd luxe	78,2%	-0,7%	266 €	4,2%	208 €	3,5%
Paris - Superior midscale	81,5%	-2,4%	153 €	-0,3%	125 €	-2,6%
Paris - Standard midscale	77,3%	-4,4%	113 €	2,6%	87 €	-2,0%
Paris - Midscale	79,0%	-3,6%	129 €	1,4%	102 €	-2,2%
Paris - Budget	81,8%	-1,2%	86 €	0,8%	71 €	-0,3%

Paris suburbs (excluding Paris) – Luxury and upscale

Monthly performance

August	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris	80,3%	-2,4%	251 €	5,2%	202 €	2,7%
La Défense	76,5%	-4,8%	113 €	-7,7%	87 €	-12,2%
Roissy CdG	74,2%	2,3%	90 €	0,5%	67 €	2,8%
IDF (exc.Paris and poles)	76,8%	-4,4%	340 €	7,0%	261 €	2,3%

Year To Date performance

Jan. to August	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris	78,2%	-0,7%	266 €	4,2%	208 €	3,5%
La Défense	74,4%	2,0%	150 €	-6,3%	112 €	-4,5%
Roissy CdG	75,1%	2,9%	108 €	3,0%	81 €	6,0%
IDF (exc.Paris and poles)	78,0%	2,6%	254 €	2,1%	199 €	4,8%

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Performance Regions

August 2015



Regions

Regions (excl. French Riviera)

Monthly performance

August	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	79,3%	70,1%	68,4%	65,3%	70,0%
Var. /n-1	0,7%	2,8%	2,1%	-1,0%	-4,2%
ADR 2015	343 €	135 €	89 €	59 €	42 €
Var. /n-1	-3,8%	1,5%	-0,2%	-1,1%	1,8%
RevPAR 2015	272 €	95 €	61 €	38 €	29 €
Var. /n-1	-3,1%	4,3%	1,8%	-2,1%	-2,5%

Year To Date performance

Jan. to August	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	59,8%	60,4%	60,6%	61,6%	62,3%
Var. /n-1	1,9%	6,5%	2,7%	1,3%	-2,6%
ADR 2015	281 €	137 €	90 €	62 €	40 €
Var. /n-1	2,0%	1,7%	0,7%	-0,7%	1,7%
RevPAR 2015	168 €	83 €	54 €	38 €	25 €
Var. /n-1	4,0%	8,3%	3,5%	0,6%	-1,0%

French Riviera

Monthly performance

August	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2015	86,0%	87,4%	90,5%	n.d.	91,0%
Var. /n-1	2,7%	-2,3%	-3,0%	-	-2,6%
ADR 2015	780 €	227 €	134 €	n.d.	59 €
Var. /n-1	4,0%	9,0%	7,1%	-	4,6%
RevPAR 2015	671 €	198 €	122 €	n.d.	54 €
Var. /n-1	6,8%	6,5%	4,0%	-	1,9%

Year To Date performance

Jan. to August	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2015	62,7%	65,9%	69,9%	n.d.	67,2%
Var. /n-1	3,8%	7,6%	3,4%	-	-0,7%
ADR 2015	533 €	186 €	112 €	n.d.	50 €
Var. /n-1	11,1%	4,7%	2,0%	-	2,8%
RevPAR 2015	334 €	123 €	78 €	n.d.	34 €
Var. /n-1	15,3%	12,6%	5,5%	-	2,1%

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

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Performances Suburbs

August 2015



Paris suburbs (excluding Paris)

Midscale market	Monthly performance								
	August	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	64,2%	67,6%	65,1%	70,5%	76,7%	78,0%	71,8%	70,4%
	Var. /n-1	-5,7%	23,7%	1,6%	-6,6%	16,6%	-3,6%	6,5%	2,1%
	ADR 2015	82 €	64 €	61 €	67 €	64 €	65 €	74 €	67 €
	Var. /n-1	6,3%	4,8%	-6,7%	-0,3%	7,2%	-1,7%	-0,2%	-0,4%
	RevPAR 2015	53 €	43 €	40 €	47 €	49 €	51 €	53 €	47 €
	Var. /n-1	0,3%	29,7%	-5,2%	-6,9%	25,0%	-5,3%	6,3%	1,8%
Midscale market	Year To Date performance								
	Jan. to August	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	57,1%	68,3%	66,7%	70,1%	73,8%	76,7%	70,0%	69,7%
	Var. /n-1	-3,8%	8,9%	5,6%	-3,0%	14,9%	0,1%	0,4%	1,9%
	ADR 2015	102 €	93 €	85 €	101 €	75 €	81 €	93 €	92 €
	Var. /n-1	1,5%	-0,8%	-1,5%	-1,1%	-1,6%	-3,1%	-0,2%	-1,5%
	RevPAR 2015	58 €	63 €	57 €	71 €	55 €	62 €	65 €	64 €
	Var. /n-1	-2,4%	8,0%	4,0%	-4,0%	13,1%	-3,0%	0,2%	0,4%
Budget market	Monthly performance								
	August	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	86,4%	61,4%	57,9%	64,7%	69,4%	69,3%	71,8%	71,2%
	Var. /n-1	0,0%	3,1%	29,3%	-1,5%	0,7%	-3,3%	8,4%	2,9%
	ADR 2015	67 €	60 €	44 €	47 €	42 €	44 €	39 €	48 €
	Var. /n-1	0,4%	4,3%	-9,2%	-3,5%	0,7%	-1,5%	-5,3%	-1,8%
	RevPAR 2015	58 €	37 €	25 €	30 €	29 €	31 €	28 €	34 €
	Var. /n-1	0,4%	7,6%	17,4%	-5,0%	1,5%	-4,8%	2,7%	1,0%
Budget market	Year To Date performance								
	Jan. to August	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	78,3%	68,2%	64,4%	69,2%	71,4%	73,9%	75,6%	73,0%
	Var. /n-1	4,7%	-0,7%	5,5%	-2,5%	1,8%	2,1%	4,7%	2,3%
	ADR 2015	62 €	78 €	59 €	71 €	57 €	61 €	52 €	61 €
	Var. /n-1	-0,4%	3,7%	-4,6%	-1,7%	0,8%	-4,0%	-0,2%	-0,8%
	RevPAR 2015	49 €	53 €	38 €	49 €	40 €	45 €	40 €	44 €
	Var. /n-1	4,3%	2,9%	0,6%	-4,1%	2,7%	-2,0%	4,5%	1,5%
Super Budget market	Monthly performance								
	August	departments						IDF (hors Paris)	
		77	78	91	92	93	94		95
	OR 2015	61,4%	64,2%	55,0%	n.d.	62,5%	59,8%	70,4%	62,0%
	Var. /n-1	-13,9%	4,9%	-2,0%	-	-1,6%	-3,0%	-2,0%	-3,5%
	ADR 2015	48 €	39 €	38 €	n.d.	40 €	39 €	41 €	41 €
	Var. /n-1	6,6%	6,3%	5,5%	-	1,5%	0,8%	-1,3%	2,6%
	RevPAR 2015	29 €	25 €	21 €	n.d.	25 €	24 €	29 €	25 €
	Var. /n-1	-8,3%	11,5%	3,3%	-	-0,1%	-2,1%	-3,3%	-1,0%
Super Budget market	Year To Date performance								
	Jan. to August	departments						IDF (hors Paris)	
		77	78	91	92	93	94		95
	OR 2015	68,8%	69,7%	67,4%	n.d.	70,4%	72,3%	73,7%	70,3%
	Var. /n-1	-5,7%	-1,2%	0,7%	-	-4,8%	-1,9%	-2,9%	-3,1%
	ADR 2015	44 €	43 €	39 €	n.d.	46 €	43 €	46 €	44 €
	Var. /n-1	3,2%	2,5%	1,4%	-	2,6%	-0,6%	3,1%	1,9%
	RevPAR 2015	30 €	30 €	27 €	n.d.	32 €	31 €	34 €	31 €
	Var. /n-1	-2,6%	1,2%	2,1%	-	-2,4%	-2,5%	0,1%	-1,3%

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Performances North-East

August 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	60,9%	-5,2%	126 €	6,1%	77 €	0,6%	54,9%	3,2%	133 €	4,3%	73 €	7,6%
Dijon	79,6%	5,0%	126 €	4,3%	100 €	9,5%	62,8%	10,6%	125 €	0,1%	78 €	10,7%
Lille	35,6%	-10,5%	98 €	-9,9%	35 €	-19,4%	51,0%	-1,3%	127 €	3,5%	65 €	2,1%
Metz	insufficient supply						insufficient supply					
Nancy	insufficient supply						insufficient supply					
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	74,7%	-3,9%	94 €	9,9%	71 €	5,6%	62,1%	1,1%	112 €	3,7%	70 €	4,9%

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%	1,4%	82 €	2,0%	51 €	3,4%	57,9%	3,0%	87 €	1,6%	51 €	4,7%
Dijon	77,5%	11,7%	89 €	-1,1%	69 €	10,5%	61,6%	2,7%	86 €	-0,2%	53 €	2,5%
Lille	36,4%	-20,4%	73 €	9,7%	27 €	-12,6%	57,0%	-2,9%	89 €	4,3%	51 €	1,2%
Metz	in progress						in progress					
Nancy	74,7%	30,8%	80 €	12,9%	59 €	47,6%	65,2%	15,3%	85 €	8,0%	55 €	24,6%
Reims	68,8%	-5,3%	99 €	8,1%	68 €	2,4%	61,5%	-1,7%	102 €	5,0%	63 €	3,2%
Strasbourg	72,0%	-2,4%	79 €	1,0%	57 €	-1,5%	61,6%	-2,6%	94 €	0,4%	58 €	-2,1%

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	66,4%	0,1%	53 €	-2,8%	35 €	-2,7%	64,9%	1,6%	59 €	-1,6%	38 €	0,1%
Dijon	78,9%	-0,2%	57 €	-3,5%	45 €	-3,7%	72,6%	-0,6%	61 €	-2,5%	44 €	-3,1%
Lille	44,9%	-1,2%	49 €	-7,7%	22 €	-8,9%	64,1%	3,7%	69 €	0,5%	44 €	4,3%
Metz	74,6%	7,5%	48 €	-4,4%	36 €	2,7%	67,2%	10,3%	57 €	-6,4%	38 €	3,3%
Nancy	74,7%	14,5%	51 €	-2,6%	38 €	11,5%	70,2%	5,8%	61 €	-2,0%	43 €	3,7%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	82,0%	3,7%	51 €	-1,2%	42 €	2,5%	70,0%	-0,2%	61 €	-2,1%	43 €	-2,3%

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	65,0%	-5,1%	39 €	2,6%	25 €	-2,6%	61,2%	-3,0%	38 €	2,3%	23 €	-0,7%
Dijon	65,9%	-7,5%	40 €	2,3%	27 €	-5,3%	64,8%	-4,8%	39 €	1,9%	25 €	-3,0%
Lille	49,1%	-4,4%	36 €	-0,5%	17 €	-4,9%	59,0%	-3,2%	39 €	1,9%	23 €	-1,4%
Metz	64,9%	-15,8%	37 €	3,5%	24 €	-12,9%	63,3%	-8,9%	38 €	3,3%	24 €	-5,9%
Nancy	49,2%	-2,8%	41 €	1,1%	20 €	-1,7%	58,6%	2,2%	39 €	2,3%	23 €	4,6%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	64,5%	-4,5%	40 €	5,3%	26 €	0,6%	60,6%	-4,9%	41 €	3,4%	25 €	-1,7%

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

August 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	78,3%	-0,7%	272 €	0,2%	213 €	-0,6%	59,9%	-2,8%	220 €	1,4%	132 €	-1,4%
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	72,1%	2,2%	95 €	-1,3%	69 €	0,8%	61,2%	4,2%	90 €	0,5%	55 €	4,8%
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	67,7%	-14,6%	83 €	-2,2%	56 €	-16,5%	62,6%	-4,4%	86 €	0,9%	54 €	-3,5%
Nantes	57,3%	-0,1%	76 €	0,1%	44 €	0,0%	61,5%	5,7%	88 €	1,3%	54 €	7,1%
Niort	59,0%	-7,9%	78 €	-2,0%	46 €	-9,7%	53,5%	-7,8%	80 €	-0,8%	43 €	-8,6%
Rennes	51,0%	-2,4%	76 €	4,3%	39 €	1,8%	54,6%	-2,8%	90 €	5,8%	49 €	2,9%
Rouen	66,3%	6,5%	87 €	-4,9%	58 €	1,2%	63,2%	4,3%	91 €	-0,4%	58 €	3,9%

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	62,0%	-0,5%	59 €	-1,7%	37 €	-2,2%	57,9%	0,9%	63 €	-0,9%	36 €	0,0%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	54,2%	3,6%	48 €	-6,8%	26 €	-3,4%	59,0%	1,9%	62 €	-3,7%	36 €	-1,9%
Le Havre	65,1%	-6,8%	52 €	-0,9%	34 €	-7,7%	52,3%	-7,6%	56 €	-1,3%	29 €	-8,7%
Nantes	51,6%	16,6%	53 €	-3,2%	27 €	12,9%	57,9%	5,3%	64 €	-0,8%	37 €	4,4%
Niort	54,9%	-12,7%	57 €	2,5%	31 €	-10,5%	52,5%	-6,7%	59 €	-3,6%	31 €	-10,1%
Rennes	51,1%	-16,7%	54 €	0,7%	27 €	-16,1%	61,6%	-1,2%	64 €	0,2%	40 €	-1,0%
Rouen	53,4%	-14,2%	57 €	-0,8%	31 €	-14,9%	58,6%	-2,9%	61 €	-0,1%	36 €	-3,1%

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	69,1%	-4,8%	42 €	1,2%	29 €	-3,6%	61,3%	-1,5%	40 €	0,7%	24 €	-0,8%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	56,6%	-6,3%	38 €	3,3%	21 €	-3,2%	56,8%	-6,5%	40 €	2,2%	23 €	-4,5%
Le Havre	76,7%	-6,1%	40 €	0,4%	31 €	-5,7%	63,0%	-12,0%	39 €	-2,2%	24 €	-13,9%
Nantes	60,7%	-0,8%	42 €	2,7%	25 €	1,8%	66,6%	5,0%	43 €	0,5%	29 €	5,5%
Niort	79,5%	-0,6%	37 €	8,7%	29 €	8,0%	65,7%	3,7%	34 €	3,1%	23 €	6,8%
Rennes	42,0%	-12,7%	38 €	0,4%	16 €	-12,4%	56,9%	-0,3%	40 €	0,2%	23 €	-0,1%
Rouen	59,0%	-7,5%	44 €	3,4%	26 €	-4,4%	62,3%	3,1%	44 €	0,7%	27 €	3,9%

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

August 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	84,7%	10,7%	168 €	2,4%	142 €	13,4%	66,4%	10,5%	162 €	3,3%	107 €	14,2%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	86,9%	0,6%	145 €	-4,2%	126 €	-3,6%	64,1%	0,1%	158 €	3,3%	101 €	3,5%
Grenoble	insufficient supply						insufficient supply					
Lyon	65,1%	6,3%	130 €	3,8%	84 €	10,4%	69,0%	10,5%	137 €	10,1%	95 €	21,6%
Marseille	89,0%	0,9%	148 €	7,2%	132 €	8,2%	67,1%	0,9%	142 €	-0,6%	96 €	0,3%
Montpellier	84,7%	0,0%	154 €	2,1%	130 €	2,1%	65,6%	7,1%	141 €	-1,4%	93 €	5,6%
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	70,6%	1,5%	90 €	-0,8%	64 €	0,7%	62,2%	0,9%	89 €	-1,0%	56 €	0,0%
Aix en Provence	73,6%	-5,5%	83 €	4,2%	61 €	-1,6%	64,2%	2,5%	82 €	-1,7%	53 €	0,8%
Avignon	89,8%	0,4%	94 €	-2,7%	84 €	-2,3%	74,1%	3,6%	100 €	-0,8%	74 €	2,7%
Grenoble	33,5%	1,5%	81 €	-3,5%	27 €	-2,1%	49,8%	3,2%	93 €	-4,2%	47 €	-1,2%
Lyon	57,0%	11,9%	72 €	-5,9%	41 €	5,3%	61,1%	6,8%	93 €	1,8%	57 €	8,8%
Marseille	81,3%	4,2%	89 €	1,1%	72 €	5,3%	68,2%	-1,7%	92 €	-2,2%	63 €	-3,9%
Montpellier	82,3%	4,7%	87 €	-0,4%	72 €	4,3%	65,2%	2,8%	85 €	-0,1%	56 €	2,7%
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	65,3%	-3,2%	62 €	0,4%	40 €	-2,8%	62,0%	0,7%	64 €	0,2%	40 €	0,9%
Aix en Provence	70,2%	-9,7%	61 €	-6,5%	43 €	-15,5%	62,5%	-4,6%	64 €	-0,8%	40 €	-5,4%
Avignon	70,7%	-6,2%	67 €	-1,6%	48 €	-7,7%	63,7%	0,3%	69 €	-1,3%	44 €	-1,0%
Grenoble	35,6%	-13,3%	51 €	-3,3%	18 €	-16,2%	51,4%	-3,2%	59 €	-2,3%	30 €	-5,5%
Lyon	55,9%	1,8%	56 €	6,2%	31 €	8,1%	64,5%	3,6%	72 €	8,9%	46 €	12,7%
Marseille	81,6%	0,7%	63 €	1,8%	51 €	2,5%	68,6%	2,0%	65 €	-1,2%	45 €	0,8%
Montpellier	83,5%	-2,2%	74 €	3,3%	61 €	1,0%	71,0%	-0,1%	70 €	0,0%	50 €	-0,2%
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	72,7%	-4,7%	43 €	1,0%	32 €	-3,8%	62,6%	-3,2%	40 €	1,7%	25 €	-1,5%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	68,9%	-5,6%	38 €	-2,9%	26 €	-8,4%	63,8%	-7,1%	37 €	-1,3%	23 €	-8,3%
Grenoble	39,1%	-22,3%	36 €	-0,4%	14 €	-22,6%	53,1%	-2,9%	37 €	-3,1%	19 €	-5,9%
Lyon	58,4%	-1,3%	37 €	0,2%	22 €	-1,0%	63,6%	-0,7%	40 €	3,1%	26 €	2,4%
Marseille	86,0%	2,6%	43 €	0,2%	37 €	2,8%	68,4%	1,5%	41 €	-0,9%	28 €	0,6%
Montpellier	86,0%	-6,9%	48 €	5,5%	41 €	-1,8%	65,9%	-6,8%	39 €	2,5%	26 €	-4,5%
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

August 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	75,3%	11,0%	277 €	-8,2%	208 €	1,9%	60,4%	6,8%	219 €	-2,0%	132 €	4,7%
Bayonne-Anglet-Biarritz	89,4%	3,7%	425 €	-7,4%	380 €	-4,0%	58,8%	0,0%	304 €	-1,2%	178 €	-1,2%
Bordeaux	67,7%	19,3%	208 €	3,5%	141 €	23,5%	54,6%	12,4%	217 €	7,5%	118 €	20,9%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	57,3%	11,7%	102 €	1,3%	59 €	13,2%	68,4%	14,0%	117 €	-4,9%	80 €	8,4%
<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	68,3%	2,2%	90 €	-0,6%	62 €	1,5%	60,1%	2,6%	90 €	2,4%	54 €	5,1%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	77,3%	9,3%	84 €	3,9%	65 €	13,6%	67,1%	7,0%	92 €	6,8%	62 €	14,2%
Pau	45,2%	-11,6%	74 €	-2,9%	34 €	-14,2%	52,2%	-6,6%	79 €	-1,7%	41 €	-8,2%
Toulouse	53,3%	9,7%	77 €	-6,7%	41 €	2,4%	58,7%	4,6%	93 €	-2,5%	55 €	2,0%
<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	69,1%	0,0%	63 €	0,0%	44 €	0,0%	60,5%	2,5%	62 €	-0,2%	38 €	2,3%
Bayonne-Anglet-Biarritz	94,3%	0,6%	95 €	5,5%	90 €	6,1%	63,1%	5,4%	66 €	-2,5%	42 €	2,8%
Bordeaux	77,7%	9,2%	56 €	2,5%	43 €	12,0%	68,1%	8,5%	65 €	3,8%	44 €	12,6%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	54,1%	-2,7%	53 €	1,3%	29 €	-1,4%	60,9%	-0,6%	63 €	-0,1%	38 €	-0,6%
<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	77,2%	-0,2%	45 €	2,8%	34 €	2,6%	65,9%	-1,6%	41 €	2,6%	27 €	1,0%
Bayonne-Anglet-Biarritz	n.d.	-	-	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	82,2%	1,5%	40 €	4,5%	33 €	6,1%	69,2%	-1,6%	39 €	5,3%	27 €	3,6%
Pau	65,9%	-4,8%	36 €	0,9%	24 €	-4,0%	54,5%	-3,6%	34 €	-0,6%	18 €	-4,2%
Toulouse	67,7%	-1,6%	37 €	0,0%	25 €	-1,6%	69,8%	-0,6%	39 €	1,4%	27 €	0,8%
<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

August 2015



French Riviera

August	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	86,0%	2,7%	780 €	4,0%	671 €	6,8%	62,7%	3,8%	533 €	11,1%	334 €	15,3%
French Riviera - Boutique Hotels**	86,8%	-2,8%	182 €	5,0%	158 €	2,1%	72,7%	1,2%	154 €	1,6%	112 €	2,7%
French Riviera - Upscale	87,5%	-2,2%	231 €	9,4%	202 €	6,9%	65,3%	8,3%	189 €	4,8%	124 €	13,5%
Average Upscale & Luxury	87,0%	-0,7%	408 €	7,5%	355 €	6,7%	64,8%	6,3%	299 €	7,8%	194 €	14,6%
Average Midscale	90,5%	-3,0%	134 €	7,1%	122 €	4,0%	69,9%	3,4%	112 €	2,0%	78 €	5,5%
Average Budget	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Average Super-Budget	91,0%	-2,6%	59 €	4,6%	54 €	1,9%	67,2%	-0,7%	50 €	2,8%	34 €	2,1%

French Riviera Cities

August	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	84,3%	3,7%	796 €	2,1%	671 €	5,9%	60,5%	4,4%	547 €	12,7%	331 €	17,6%
Cannes - Boutique Hotels	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Cannes - Upscale	85,7%	-2,0%	251 €	12,5%	215 €	10,3%	58,4%	7,8%	204 €	7,9%	119 €	16,3%
Cannes - Upscale & Luxury	84,8%	0,8%	530 €	6,1%	449 €	6,9%	59,5%	5,8%	390 €	11,7%	232 €	18,2%
Cannes - Midscale	86,6%	-3,6%	124 €	4,3%	107 €	0,6%	61,4%	1,6%	112 €	0,9%	68 €	2,5%

August	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	90,4%	-1,4%	264 €	6,8%	239 €	5,3%	71,7%	7,3%	207 €	2,4%	148 €	9,8%
Nice - Midscale	90,6%	-3,1%	134 €	7,4%	122 €	4,1%	73,4%	3,8%	112 €	2,5%	82 €	6,4%

August	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	87,6%	0,1%	787 €	15,6%	690 €	15,8%	68,3%	14,0%	551 €	11,1%	377 €	26,6%
Monaco - Upscale	87,6%	-0,1%	405 €	3,6%	355 €	3,5%	69,9%	8,2%	289 €	2,4%	202 €	10,9%
Monaco - Upscale & Luxury	87,6%	-0,1%	514 €	8,2%	450 €	8,2%	69,4%	9,8%	361 €	6,3%	251 €	16,7%

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

** Boutique Hotels: sample excludes Luxury hotels

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Performances Coast

August 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	65,6%	-3,7%	252 €	-10,3%	165 €	-13,6%	53,4%	10,2%	212 €	-1,2%	113 €	8,9%
Average Midscale	80,0%	-5,7%	116 €	-0,4%	93 €	-6,1%	66,1%	3,1%	103 €	-0,8%	68 €	2,3%
Average Budget	75,8%	-2,4%	65 €	-3,3%	49 €	-5,6%	61,9%	1,4%	64 €	-2,3%	40 €	-0,9%
Average Super-Budget	80,3%	-2,4%	46 €	1,0%	37 €	-1,4%	63,4%	0,9%	41 €	1,4%	26 €	2,3%

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	84,1%	0,2%	295 €	1,5%	248 €	1,7%	59,5%	-4,5%	236 €	3,0%	140 €	-1,6%
Average Midscale	86,6%	2,6%	124 €	1,2%	107 €	3,8%	63,8%	7,7%	105 €	1,2%	67 €	9,0%
Average Budget	82,1%	4,2%	77 €	-1,8%	63 €	2,3%	58,6%	5,3%	66 €	0,3%	38 €	5,6%
Average Super-Budget	80,0%	-0,2%	51 €	3,9%	41 €	3,7%	60,1%	1,7%	44 €	2,5%	27 €	4,2%

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	90,2%	3,7%	409 €	-7,0%	369 €	-3,5%	59,7%	0,7%	295 €	-1,5%	176 €	-0,8%
Average Midscale	94,7%	1,9%	146 €	-0,2%	138 €	1,7%	65,4%	8,6%	111 €	-0,4%	72 €	8,2%
Average Budget	93,7%	0,2%	96 €	3,4%	90 €	3,6%	60,5%	6,6%	69 €	-2,0%	42 €	4,5%
Average Super-Budget	92,5%	0,6%	65 €	0,1%	60 €	0,6%	64,6%	-0,4%	51 €	0,2%	33 €	-0,2%

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

August 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	86,9%	0,6%	145 €	-4,2%	126 €	-3,6%	64,1%	0,1%	158 €	3,3%	101 €	3,5%
Bayonne-Anglet-Biarritz	89,4%	3,7%	425 €	-7,4%	380 €	-4,0%	58,8%	0,0%	304 €	-1,2%	178 €	-1,2%
Bordeaux	67,7%	19,3%	208 €	3,5%	141 €	23,5%	54,6%	12,4%	217 €	7,5%	118 €	20,9%
Cannes	84,8%	0,8%	530 €	6,1%	449 €	6,9%	59,5%	5,8%	390 €	11,7%	232 €	18,2%
Dijon	79,6%	5,0%	126 €	4,3%	100 €	9,5%	62,8%	10,6%	125 €	0,1%	78 €	10,7%
Lille	35,6%	-10,5%	98 €	-9,9%	35 €	-19,4%	51,0%	-1,3%	127 €	3,5%	65 €	2,1%
Lyon	65,1%	6,3%	130 €	3,8%	84 €	10,4%	69,0%	10,5%	137 €	10,1%	95 €	21,6%
Marseille	89,0%	0,9%	148 €	7,2%	132 €	8,2%	67,1%	0,9%	142 €	-0,6%	96 €	0,3%
Monaco	87,6%	-0,1%	514 €	8,2%	450 €	8,2%	69,4%	9,8%	361 €	6,3%	251 €	16,7%
Montpellier	84,7%	0,0%	154 €	2,1%	130 €	2,1%	65,6%	7,1%	141 €	-1,4%	93 €	5,6%
Nice	90,4%	-1,4%	264 €	6,8%	239 €	5,3%	71,7%	7,3%	207 €	2,4%	148 €	9,8%
Strasbourg	74,7%	-3,9%	94 €	9,9%	71 €	5,6%	62,1%	1,1%	112 €	3,7%	70 €	4,9%
Toulouse	57,3%	11,7%	102 €	1,3%	59 €	13,2%	68,4%	14,0%	117 €	-4,9%	80 €	8,4%
<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	73,6%	-5,5%	83 €	4,2%	61 €	-1,6%	64,2%	2,5%	82 €	-1,7%	53 €	0,8%
Avignon	89,8%	0,4%	94 €	-2,7%	84 €	-2,3%	74,1%	3,6%	100 €	-0,8%	74 €	2,7%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	77,3%	9,3%	84 €	3,9%	65 €	13,6%	67,1%	7,0%	92 €	6,8%	62 €	14,2%
Cannes	86,6%	-3,6%	124 €	4,3%	107 €	0,6%	61,4%	1,6%	112 €	0,9%	68 €	2,5%
Dijon	77,5%	11,7%	89 €	-1,1%	69 €	10,5%	61,6%	2,7%	86 €	-0,2%	53 €	2,5%
Grenoble	33,5%	1,5%	81 €	-3,5%	27 €	-2,1%	49,8%	3,2%	93 €	-4,2%	47 €	-1,2%
Le Havre	67,7%	-14,6%	83 €	-2,2%	56 €	-16,5%	62,6%	-4,4%	86 €	0,9%	54 €	-3,5%
Lille	36,4%	-20,4%	73 €	9,7%	27 €	-12,6%	57,0%	-2,9%	89 €	4,3%	51 €	1,2%
Lyon	57,0%	11,9%	72 €	-5,9%	41 €	5,3%	61,1%	6,8%	93 €	1,8%	57 €	8,8%
Marseille	81,3%	4,2%	89 €	1,1%	72 €	5,3%	68,2%	-1,7%	92 €	-2,2%	63 €	-3,9%
Montpellier	82,3%	4,7%	87 €	-0,4%	72 €	4,3%	65,2%	2,8%	85 €	-0,1%	56 €	2,7%
Nancy	74,7%	30,8%	80 €	12,9%	59 €	47,6%	65,2%	15,3%	85 €	8,0%	55 €	24,6%
Nantes	57,3%	-0,1%	76 €	0,1%	44 €	0,0%	61,5%	5,7%	88 €	1,3%	54 €	7,1%
Niort	59,0%	-7,9%	78 €	-2,0%	46 €	-9,7%	53,5%	-7,8%	80 €	-0,8%	43 €	-8,6%
Nice	90,6%	-3,1%	134 €	7,4%	122 €	4,1%	73,4%	3,8%	112 €	2,5%	82 €	6,4%
Pau	45,2%	-11,6%	74 €	-2,9%	34 €	-14,2%	52,2%	-6,6%	79 €	-1,7%	41 €	-8,2%
Reims	68,8%	-5,3%	99 €	8,1%	68 €	2,4%	61,5%	-1,7%	102 €	5,0%	63 €	3,2%
Rennes	51,0%	-2,4%	76 €	4,3%	39 €	1,8%	54,6%	-2,8%	90 €	5,8%	49 €	2,9%
Rouen	66,3%	6,5%	87 €	-4,9%	58 €	1,2%	63,2%	4,3%	91 €	-0,4%	58 €	3,9%
Strasbourg	72,0%	-2,4%	79 €	1,0%	57 €	-1,5%	61,6%	-2,6%	94 €	0,4%	58 €	-2,1%
Toulouse	53,3%	9,7%	77 €	-6,7%	41 €	2,4%	58,7%	4,6%	93 €	-2,5%	55 €	2,0%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												

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Performances Main cities in Regions

August 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	70,2%	-9,7%	61 €	-6,5%	43 €	-15,5%	62,5%	-4,6%	64 €	-0,8%	40 €	-5,4%
Angers	54,2%	3,6%	48 €	-6,8%	26 €	-3,4%	59,0%	1,9%	62 €	-3,7%	36 €	-1,9%
Avignon	70,7%	-6,2%	67 €	-1,6%	48 €	-7,7%	63,7%	0,3%	69 €	-1,3%	44 €	-1,0%
Bayonne-Anglet-Biarritz	94,3%	0,6%	95 €	5,5%	90 €	6,1%	63,1%	5,4%	66 €	-2,5%	42 €	2,8%
Bordeaux	77,7%	9,2%	56 €	2,5%	43 €	12,0%	68,1%	8,5%	65 €	3,8%	44 €	12,6%
Dijon	78,9%	-0,2%	57 €	-3,5%	45 €	-3,7%	72,6%	-0,6%	61 €	-2,5%	44 €	-3,1%
Grenoble	35,6%	-13,3%	51 €	-3,3%	18 €	-16,2%	51,4%	-3,2%	59 €	-2,3%	30 €	-5,5%
Le Havre	65,1%	-6,8%	52 €	-0,9%	34 €	-7,7%	52,3%	-7,6%	56 €	-1,3%	29 €	-8,7%
Lille	44,9%	-1,2%	49 €	-7,7%	22 €	-8,9%	64,1%	3,7%	69 €	0,5%	44 €	4,3%
Lyon	55,9%	1,8%	56 €	6,2%	31 €	8,1%	64,5%	3,6%	72 €	8,9%	46 €	12,7%
Marseille	81,6%	0,7%	63 €	1,8%	51 €	2,5%	68,6%	2,0%	65 €	-1,2%	45 €	0,8%
Metz	74,6%	7,5%	48 €	-4,4%	36 €	2,7%	67,2%	10,3%	57 €	-6,4%	38 €	3,3%
Montpellier	83,5%	-2,2%	74 €	3,3%	61 €	1,0%	71,0%	-0,1%	70 €	0,0%	50 €	-0,2%
Nancy	74,7%	14,5%	51 €	-2,6%	38 €	11,5%	70,2%	5,8%	61 €	-2,0%	43 €	3,7%
Nantes	51,6%	16,6%	53 €	-3,2%	27 €	12,9%	57,9%	5,3%	64 €	-0,8%	37 €	4,4%
Niort	54,9%	-12,7%	57 €	2,5%	31 €	-10,5%	52,5%	-6,7%	59 €	-3,6%	31 €	-10,1%
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	51,1%	-16,7%	54 €	0,7%	27 €	-16,1%	61,6%	-1,2%	64 €	0,2%	40 €	-1,0%
Rouen	53,4%	-14,2%	57 €	-0,8%	31 €	-14,9%	58,6%	-2,9%	61 €	-0,1%	36 €	-3,1%
Strasbourg	82,0%	3,7%	51 €	-1,2%	42 €	2,5%	70,0%	-0,2%	61 €	-2,1%	43 €	-2,3%
Toulouse	54,1%	-2,7%	53 €	1,3%	29 €	-1,4%	60,9%	-0,6%	63 €	-0,1%	38 €	-0,6%
<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	56,6%	-6,3%	38 €	3,3%	21 €	-3,2%	56,8%	-6,5%	40 €	2,2%	23 €	-4,5%
Avignon	68,9%	-5,6%	38 €	-2,9%	26 €	-8,4%	63,8%	-7,1%	37 €	-1,3%	23 €	-8,3%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	82,2%	1,5%	40 €	4,5%	33 €	6,1%	69,2%	-1,6%	39 €	5,3%	27 €	3,6%
Dijon	65,9%	-7,5%	40 €	2,3%	27 €	-5,3%	64,8%	-4,8%	39 €	1,9%	25 €	-3,0%
Grenoble	39,1%	-22,3%	36 €	-0,4%	14 €	-22,6%	53,1%	-2,9%	37 €	-3,1%	19 €	-5,9%
Le Havre	76,7%	-6,1%	40 €	0,4%	31 €	-5,7%	63,0%	-12,0%	39 €	-2,2%	24 €	-13,9%
Lille	49,1%	-4,4%	36 €	-0,5%	17 €	-4,9%	59,0%	-3,2%	39 €	1,9%	23 €	-1,4%
Lyon	58,4%	-1,3%	37 €	0,2%	22 €	-1,0%	63,6%	-0,7%	40 €	3,1%	26 €	2,4%
Marseille	86,0%	2,6%	43 €	0,2%	37 €	2,8%	68,4%	1,5%	41 €	-0,9%	28 €	0,6%
Metz	64,9%	-15,8%	37 €	3,5%	24 €	-12,9%	63,3%	-8,9%	38 €	3,3%	24 €	-5,9%
Montpellier	86,0%	-6,9%	48 €	5,5%	41 €	-1,8%	65,9%	-6,8%	39 €	2,5%	26 €	-4,5%
Nancy	49,2%	-2,8%	41 €	1,1%	20 €	-1,7%	58,6%	2,2%	39 €	2,3%	23 €	4,6%
Nantes	60,7%	-0,8%	42 €	2,7%	25 €	1,8%	66,6%	5,0%	43 €	0,5%	29 €	5,5%
Niort	79,5%	-0,6%	37 €	8,7%	29 €	8,0%	65,7%	3,7%	34 €	3,1%	23 €	6,8%
Pau	65,9%	-4,8%	36 €	0,9%	24 €	-4,0%	54,5%	-3,6%	34 €	-0,6%	18 €	-4,2%
Rennes	42,0%	-12,7%	38 €	0,4%	16 €	-12,4%	56,9%	-0,3%	40 €	0,2%	23 €	-0,1%
Rouen	59,0%	-7,5%	44 €	3,4%	26 €	-4,4%	62,3%	3,1%	44 €	0,7%	27 €	3,9%
Strasbourg	64,5%	-4,5%	40 €	5,3%	26 €	0,6%	60,6%	-4,9%	41 €	3,4%	25 €	-1,7%
Toulouse	67,7%	-1,6%	37 €	0,0%	25 €	-1,6%	69,8%	-0,6%	39 €	1,4%	27 €	0,8%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												

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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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