

Paris/ Regions (excl. Riviera)

August 2007

France: an attractive destination

Summer 2007 was a "good vintage" for the French hotel market. The month of July concluded with an increase in RevPAR which has continued in August. The growth is even more remarkable as it is principally due to good occupancy levels. This tendency reveals the renewed dynamics of leisure travellers.

Overall, hotel performances in France have followed the same positive trend as in July.

In Paris, the RevPAR growth is exceeding 10%, just like in the first part of the summer. Yet, compared to July some changes can be noticed. The superior 4 star hotels register acceleration in growth (+19.6%). This segment distinguishes itself again by the strong increase in daily rates (12.3%) and also by the best occupancy rates registered on the Parisian upscale hotel market.

On the contrary, 3 star properties are subject to a slowdown. With July having been a favourable month for this category of hotels, occupancy levels in August drop slightly compared to 2006 (- 1.7%) . This phenomenon hampers the increase in overall room revenue for this category (+1.7%).

For the other segments in Paris, the increase in room revenues is principally due to the good occupancy levels.

Looking back on the results of the summer 2007, we note that while July still offers room for growth, the month of August ties up to the peak performances of 2001, at least for most hotel categories. Certain segments, like the superior 4 star and Boutique hotels even publish record performances.

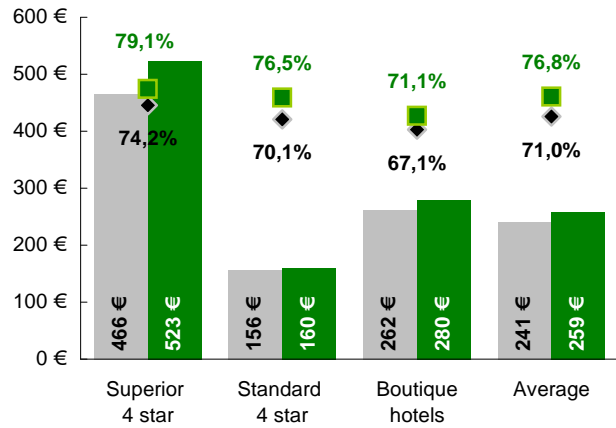
In regional France, the growth in August is very satisfying. This is especially true for the 3 star properties whose ADR keeps increasing: 15.3% growth in August versus 7.8% in July compared to the same months last year.

Increases in occupancy rates for this hotel category, just like the upscale market, are stronger than in the first half of summer (more than 10%). It needs to be emphasized, though, that occupancy levels remained low in August 2006. Nevertheless, despite the positive trends, most hotel segments in regional France have not yet managed to reach the occupancy rates achieved before this crisis.

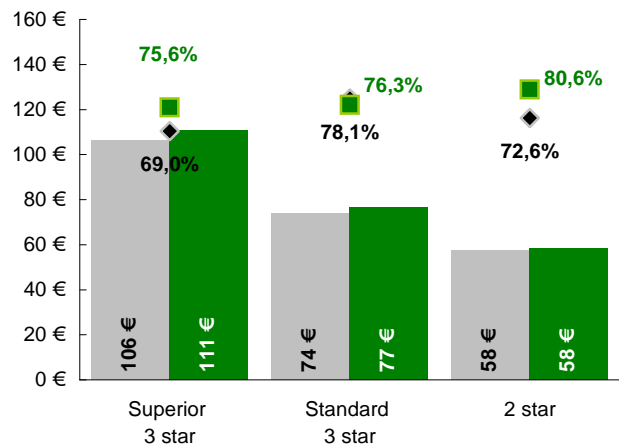
As for the 2 star market, activity has maintained the same rhythm as in July, with satisfying occupancy rates. Thanks to strong national demand, this category has suffered less from the crisis during the past few years.

Monthly indicators

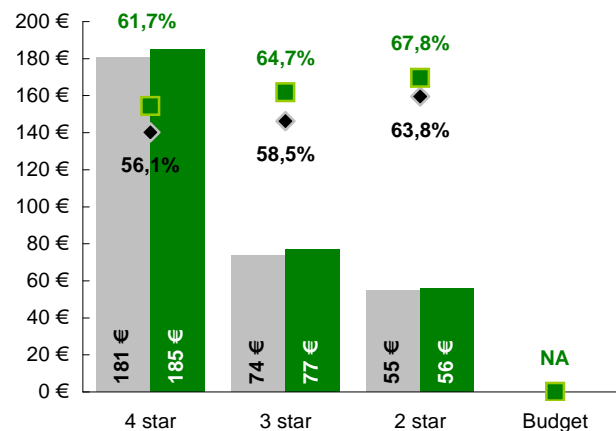
Upscale hotel markets - Paris



Midscale hotel markets - Paris



Regional hotel markets



ADR 2006 ADR 2007
 OR 2006 OR 2007
 ADR = Average Daily Rate
 OR = Occupancy Rate

Paris/ Regions (excl. Riviera) - Detailed performances (1/2)

August 2007

Upscale hotel markets - Paris

August	Superior 4 star	Standard 4 star	Boutique hotels	Average
OR 2006	74,2%	70,1%	67,1%	71,0%
OR 2007	79,1%	76,5%	71,1%	76,8%
Var.	+6,5%	+9,1%	+6,0%	+8,2%
ADR 2006	466 €	156 €	262 €	241 €
ADR 2007	523 €	160 €	280 €	259 €
Var.	+12,3%	+2,8%	+6,7%	+7,3%
RevPAR 2006	346 €	109 €	176 €	171 €
RevPAR 2007	414 €	123 €	199 €	198 €
Var.	+19,6%	+12,1%	+13,2%	+16,1%

YTD August	Superior 4 star	Standard 4 star	Boutique hotels	Average
OR 2006	75,4%	73,1%	68,9%	73,4%
OR 2007	79,9%	77,1%	77,2%	77,8%
Var.	+5,9%	+5,4%	+12,0%	+5,9%
ADR 2006	438 €	174 €	277 €	246 €
ADR 2007	484 €	183 €	295 €	264 €
Var.	+10,6%	+5,5%	+6,4%	+7,4%
RevPAR 2006	331 €	127 €	191 €	180 €
RevPAR 2007	387 €	141 €	228 €	205 €
Var.	+17,1%	+11,2%	+19,2%	+13,7%

Midscale hotel markets - Paris

August	Superior 3 star	Standard 3 star	2 star
OR 2006	69,0%	78,1%	72,6%
OR 2007	75,6%	76,3%	80,6%
Var.	+9,5%	-1,7%	+10,9%
ADR 2006	106 €	74 €	58 €
ADR 2007	111 €	77 €	58 €
Var.	+4,3%	+3,5%	+0,8%
RevPAR 2006	73 €	58 €	42 €
RevPAR 2007	84 €	59 €	47 €
Var.	+14,1%	+1,7%	+11,8%

YTD August	Superior 3 star	Standard 3 star	2 star
OR 2006	77,3%	76,0%	75,7%
OR 2007	80,6%	79,8%	81,3%
Var.	+4,3%	+4,9%	+7,5%
ADR 2006	125 €	86 €	64 €
ADR 2007	131 €	92 €	66 €
Var.	+4,7%	+6,5%	+2,8%
RevPAR 2006	96 €	65 €	48 €
RevPAR 2007	105 €	73 €	53 €
Var.	+9,3%	+11,8%	+10,5%

Notes: OR = Occupancy Rate RevPAR = Revenue per Available Room
 ADR = Average Daily Rate (Room revenue only)
 ADR and RevPAR are expressed in Euros, excluding VAT
 Samples are constant over the 2 year period

For further information, please contact Florent Daniel (+33 (0)1 58 37 90 61 or fdaniel@deloitte.fr)

Deloitte - 185 avenue Charles de Gaulle - 92 200 Neuilly Sur Seine France

Tel : +33 (0)1 58 37 90 37 Fax : +33 (0)1 55 61 59 16

©2007 Deloitte & Associés

Paris/ Regions (excl. Riviera) - Detailed performances (2/2)

August 2007

Regional hotel markets

August	4 star	3 star	2 star	Budget
OR 2006	56,1%	58,5%	63,8%	n.a.
OR 2007	61,7%	64,7%	67,8%	n.a.
Var.	+10,1%	+10,6%	+6,3%	n.a.
ADR 2006	181 €	74 €	55 €	n.a.
ADR 2007	185 €	77 €	56 €	n.a.
Var.	+2,2%	+4,2%	+2,4%	n.a.
RevPAR 2006	101 €	43 €	35 €	n.a.
RevPAR 2007	114 €	50 €	38 €	n.a.
Var.	+12,6%	+15,3%	+8,8%	n.a.

YTD August	4 star	3 star	2 star	Budget
OR 2006	57,9%	60,8%	61,5%	n.a.
OR 2007	61,1%	63,0%	62,3%	n.a.
Var.	+5,5%	+3,7%	+1,3%	n.a.
ADR 2006	146 €	78 €	53 €	n.a.
ADR 2007	153 €	82 €	55 €	n.a.
Var.	+4,8%	+4,4%	+4,1%	n.a.
RevPAR 2006	84 €	48 €	32 €	n.a.
RevPAR 2007	93 €	52 €	34 €	n.a.
Var.	+10,6%	+8,3%	+5,4%	n.a.

Notes: OR = Occupancy Rate RevPAR = Revenue per Available Room
 ADR = Average Daily Rate (Room revenue only)
 ADR and RevPAR are expressed in Euros, excluding VAT
 Samples are constant over the 2 year period