

In Extenso

tourisme, hôtellerie et restauration

French Hotel Industry Performances

March



Membre de **Deloitte**.

The first trimester ends on a more positive note

Further to the rather gloomy start to the year, March marked a turnaround. Budget to Luxury hotels in Paris, the regions and on the Côte d'Azur posted positive performances. The only exception to this trend were regional Super budget hotels, who recorded an average drop in occupancy of over 3%.

French hotel industry performances improved in March 2012, with the growth in rooms revenue in Parisian hotels the result of higher average rates – up around 4%. Occupancy rates, however, tended to stagnate for most categories, with the exception of the Upscale category who recorded a higher rate (+5%).

Hotels in regional France benefitted from combined increases in both occupancy and average rates. RevPAR thus grew by 2% in the Budget and Midscale markets and by over 10% in the Upscale market. However, these results should be put in perspective in relation to March 2011, when hotel performances declined significantly.

Growth was also on the agenda for hotels on the Côte d'Azur. However, the RevPAR increase for Luxury hotels was the result of rising average rates, only.

Several large towns experienced double digit growth, with Marseille the month's clear winner: hotels of all categories posted excellent results. Indeed, the city benefited from the knock-on effects of the 6th World Water Forum (12 – 17 March). Bordeaux, Dijon and Le Havre all posted strong RevPAR growth thanks to dynamic occupancy. Rennes also recorded solid growth, particularly in the Budget market (+12.8% RevPAR growth).

That said, performances in several cities, including Grenoble, Nantes, Reims and Rouen, remained lower than elsewhere.

Although the increases recorded in March have enabled a number of destinations to make up for the losses posted over the first two months of 2012, overall results for the first trimester remain down in regional France and in several French cities.

Monthly performance

March	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2012	56,1%	62,2%	62,5%	63,0%	65,4%
Var. /n-1	-1,0%	2,2%	1,4%	1,7%	-2,8%
ADR 2012	361 €	169 €	97 €	66 €	40 €
Var. /n-1	7,0%	3,1%	1,8%	1,4%	2,3%
RevPAR 2012	203 €	105 €	61 €	41 €	26 €
Var. /n-1	5,9%	5,4%	3,2%	3,1%	-0,6%

Year To Date performance

Jan. to March	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2012	52,9%	55,6%	56,2%	56,8%	60,4%
Var. /n-1	1,8%	-0,6%	-0,8%	-0,1%	-2,7%
ADR 2012	332 €	164 €	96 €	65 €	40 €
Var. /n-1	3,0%	3,3%	1,1%	0,6%	1,9%
RevPAR 2012	176 €	91 €	54 €	37 €	24 €
Var. /n-1	4,8%	2,7%	0,3%	0,5%	-0,9%

Definitions

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

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 or florent.daniel@inextenso.fr)
In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France
Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances Paris

March 2012



Paris-City

Monthly performance

March	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris - Luxury	76,6%	-1,0%	512 €	8,8%	392 €	7,7%
Paris - Boutique Hotels	75,6%	2,2%	287 €	2,0%	217 €	4,3%
Paris - Upscale	79,3%	4,8%	182 €	3,2%	145 €	8,2%
Paris - Luxury & Upscale	78,6%	3,7%	243 €	3,8%	191 €	7,6%
Paris - Superior midscale	83,9%	-0,8%	149 €	5,0%	125 €	4,1%
Paris - Standard midscale	82,4%	-0,4%	103 €	3,3%	85 €	2,9%
Paris - Midscale	82,9%	-0,5%	117 €	4,1%	97 €	3,6%
Paris - Budget	86,8%	-0,1%	79 €	4,8%	69 €	4,8%

Year To Date performance

Jan. to March	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris - Luxury	68,0%	1,5%	490 €	4,6%	334 €	6,2%
Paris - Boutique Hotels	66,2%	-0,1%	279 €	2,0%	185 €	1,9%
Paris - Upscale	71,6%	4,2%	181 €	4,0%	130 €	8,3%
Paris - Haut de gamme & Gd luxe	70,7%	3,5%	237 €	3,3%	167 €	6,9%
Paris - Superior midscale	77,8%	0,8%	145 €	4,9%	113 €	5,8%
Paris - Standard midscale	74,1%	-1,0%	99 €	2,4%	74 €	1,4%
Paris - Midscale	75,2%	-0,4%	113 €	3,7%	85 €	3,3%
Paris - Budget	79,5%	1,2%	76 €	2,6%	61 €	3,8%

Paris suburbs (excluding Paris) – Luxury and upscale

Monthly performance

March	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris	78,6%	3,7%	243 €	3,8%	191 €	7,6%
La Défense	n.d.	-	n.d.	-	n.d.	-
Roissy CdG	68,2%	9,4%	101 €	4,4%	69 €	14,2%
IDF (hors Paris et pôles)	76,5%	-2,2%	189 €	2,0%	144 €	-0,2%

Year To Date performance

Jan. to March	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris	70,7%	3,5%	237 €	3,3%	167 €	6,9%
La Défense	n.d.	-	n.d.	-	n.d.	-
Roissy CdG	64,4%	1,1%	104 €	-1,3%	67 €	-0,2%
IDF (hors Paris et pôles)	67,4%	-4,0%	191 €	6,0%	129 €	1,8%

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performance Regions

March 2012



Regions

Monthly performance

Regions (excl. French Riviera)	March	Luxury	Upscale	Midscale	Budget	Super Budget
	OR 2012	47,6%	51,9%	56,3%	59,5%	63,2%
	Var. /n-1	4,2%	4,3%	1,4%	1,4%	-3,2%
	ADR 2012	203 €	131 €	90 €	65 €	38 €
	Var. /n-1	0,2%	5,9%	1,3%	0,5%	1,8%
	RevPAR 2012	97 €	68 €	51 €	39 €	24 €
	Var. /n-1	4,4%	10,5%	2,8%	1,9%	-1,4%

Year To Date performance

Regions (excl. French Riviera)	Jan. to March	Luxury	Upscale	Midscale	Budget	Super Budget
	OR 2012	46,5%	47,0%	50,6%	53,6%	58,0%
	Var. /n-1	1,2%	-1,3%	-1,5%	-0,7%	-3,3%
	ADR 2012	202 €	125 €	88 €	65 €	38 €
	Var. /n-1	-2,5%	0,8%	0,4%	0,2%	1,8%
	RevPAR 2012	94 €	59 €	45 €	35 €	22 €
	Var. /n-1	-1,3%	-0,5%	-1,0%	-0,4%	-1,5%

Monthly performance

French Riviera	March	Luxury	Upscale *	Midscale	Budget	Super Budget
	OR 2012	45,5%	45,3%	55,8%	n.d.	n.d.
	Var. /n-1	-0,9%	2,7%	4,4%	-	-
	ADR 2012	331 €	149 €	85 €	n.d.	n.d.
	Var. /n-1	12,7%	2,5%	6,1%	-	-
	RevPAR 2012	151 €	68 €	48 €	n.d.	n.d.
	Var. /n-1	11,6%	5,3%	10,7%	-	-

Year To Date performance

French Riviera	Jan. to March	Luxury	Upscale *	Midscale	Budget	Super Budget
	OR 2012	40,2%	37,9%	47,2%	n.d.	n.d.
	Var. /n-1	3,7%	-5,0%	-0,5%	-	-
	ADR 2012	261 €	134 €	80 €	n.d.	n.d.
	Var. /n-1	4,5%	1,7%	2,8%	-	-
	RevPAR 2012	105 €	51 €	38 €	n.d.	n.d.
	Var. /n-1	8,4%	-3,3%	2,3%	-	-

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

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)
In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France
Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances Suburbs

March 2012



Paris suburbs (excluding Paris)

		Monthly performance							Average suburbs	
		departments								
Midscale market	March	77	78	91	92	93	94	95		
	OR 2012	49,5%	62,6%	58,7%	67,4%	59,0%	75,9%	67,3%	64,9%	
	Var. /n-1	14,5%	-4,3%	-3,5%	3,5%	16,8%	5,7%	2,1%	2,5%	
	ADR 2012	101 €	110 €	97 €	111 €	79 €	79 €	103 €	101 €	
	Var. /n-1	5,4%	-0,2%	-2,9%	-4,0%	11,6%	-2,4%	4,9%	-1,0%	
	RevPAR 2012	50 €	69 €	57 €	75 €	47 €	60 €	69 €	65 €	
	Var. /n-1	20,7%	-4,5%	-6,3%	-0,6%	30,3%	3,2%	7,1%	1,4%	
			Year To Date performance							Average suburbs
	Jan. to March		departments							
OR 2012	37,9%	56,6%	56,5%	57,8%	52,2%	70,5%	62,7%	58,4%		
Var. /n-1	1,7%	-2,7%	2,6%	1,3%	0,2%	6,2%	-2,4%	0,8%		
ADR 2012	99 €	111 €	97 €	113 €	79 €	81 €	103 €	102 €		
Var. /n-1	2,7%	1,1%	-0,8%	-0,4%	2,8%	-1,9%	0,2%	-0,2%		
RevPAR 2012	37 €	63 €	55 €	65 €	41 €	57 €	65 €	59 €		
Var. /n-1	4,5%	-1,6%	1,8%	0,9%	2,9%	4,1%	-2,2%	0,6%		
		Monthly performance							Average suburbs	
March		departments								
OR 2012	66,6%	65,4%	67,2%	69,6%	70,4%	75,6%	59,5%	66,8%		
Var. /n-1	3,4%	-6,6%	5,4%	-1,9%	6,0%	-2,7%	6,4%	2,5%		
ADR 2012	61 €	84 €	64 €	79 €	61 €	69 €	64 €	67 €		
Var. /n-1	-0,6%	-0,8%	-7,1%	2,1%	6,8%	0,6%	11,6%	3,0%		
RevPAR 2012	40 €	55 €	43 €	55 €	43 €	52 €	38 €	45 €		
Var. /n-1	2,8%	-7,3%	-2,1%	0,1%	13,2%	-2,1%	18,7%	5,5%		
		Year To Date performance							Average suburbs	
Jan. to March		departments								
OR 2012	58,9%	60,3%	59,0%	62,0%	61,6%	68,2%	56,9%	60,3%		
Var. /n-1	6,2%	-2,5%	-2,1%	-2,9%	1,9%	-4,5%	0,0%	0,2%		
ADR 2012	59 €	85 €	69 €	79 €	61 €	71 €	64 €	67 €		
Var. /n-1	-2,2%	1,8%	1,7%	2,1%	-1,9%	3,7%	1,2%	0,2%		
RevPAR 2012	35 €	51 €	41 €	49 €	38 €	49 €	36 €	41 €		
Var. /n-1	4,0%	-0,8%	-0,4%	-0,9%	-0,1%	-1,0%	1,2%	0,4%		
		Monthly performance							IDF (hors Paris)	
March		departments								
OR 2012	68,5%	68,4%	70,5%	n.d.	81,9%	74,4%	77,1%	74,4%		
Var. /n-1	4,7%	-7,8%	-2,8%	-	1,0%	-4,3%	4,4%	-0,3%		
ADR 2012	40 €	42 €	40 €	n.d.	44 €	44 €	43 €	43 €		
Var. /n-1	-0,9%	0,8%	2,6%	-	6,7%	1,9%	8,0%	3,4%		
RevPAR 2012	27 €	29 €	28 €	n.d.	36 €	33 €	33 €	32 €		
Var. /n-1	3,7%	-7,0%	-0,4%	-	7,7%	-2,5%	12,8%	3,0%		
		Year To Date performance							IDF (hors Paris)	
Jan. to March		departments								
OR 2012	63,4%	67,1%	67,2%	n.d.	75,6%	72,6%	74,9%	70,8%		
Var. /n-1	4,7%	-6,3%	-0,8%	-	-1,8%	-3,1%	-0,7%	-1,0%		
ADR 2012	40 €	42 €	40 €	n.d.	43 €	44 €	43 €	43 €		
Var. /n-1	-1,3%	1,9%	2,9%	-	5,6%	2,2%	3,2%	2,7%		
RevPAR 2012	25 €	28 €	27 €	n.d.	33 €	32 €	32 €	31 €		
Var. /n-1	3,4%	-4,4%	2,1%	-	3,7%	-1,0%	2,4%	1,6%		

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)
In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France
Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances North-East

March 2012



North-east & Cities

	Monthly performance						Year To Date performance					
Luxury Upscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-east	50,9%	3,9%	124 €	2,0%	63 €	6,0%	44,9%	-4,5%	124 €	1,2%	56 €	-3,4%
Dijon	46,1%	-11,0%	126 €	9,5%	58 €	-2,5%	43,5%	-4,0%	121 €	5,5%	53 €	1,3%
Lille	53,6%	9,6%	121 €	0,5%	65 €	10,1%	49,9%	2,1%	121 €	-3,1%	60 €	-1,1%
Metz			insufficient supply						insufficient supply			
Nancy			insufficient supply						insufficient supply			
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	54,5%	0,3%	119 €	2,6%	65 €	2,9%	46,4%	-9,1%	121 €	3,4%	56 €	-6,0%
	OR		ADR		RevPAR		OR		ADR		RevPAR	
Midscale	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-east	51,2%	-2,6%	88 €	-1,4%	45 €	-4,0%	46,5%	-2,6%	87 €	-0,5%	41 €	-3,0%
Dijon	61,5%	14,3%	82 €	-0,9%	50 €	13,2%	52,7%	10,1%	82 €	1,6%	43 €	11,9%
Lille	61,2%	-8,9%	93 €	0,1%	57 €	-8,8%	56,5%	-11,4%	92 €	-1,1%	52 €	-12,4%
Metz			in progress						in progress			
Nancy	51,9%	1,4%	82 €	-2,3%	43 €	-0,9%	49,7%	3,9%	82 €	-1,6%	41 €	2,3%
Reims	57,3%	-6,1%	89 €	-5,6%	51 €	-11,4%	50,4%	-3,5%	90 €	0,1%	46 €	-3,3%
Strasbourg	55,4%	2,9%	91 €	-0,5%	50 €	2,4%	47,9%	-0,6%	94 €	0,4%	45 €	-0,2%
	OR		ADR		RevPAR		OR		ADR		RevPAR	
Budget	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-east	58,5%	-3,2%	64 €	0,3%	37 €	-3,0%	52,7%	-3,1%	64 €	0,5%	34 €	-2,6%
Dijon	65,5%	13,0%	64 €	-0,2%	42 €	12,9%	60,1%	13,7%	63 €	1,5%	38 €	15,5%
Lille	68,7%	-5,1%	75 €	2,5%	52 €	-2,8%	63,9%	-4,1%	75 €	1,9%	48 €	-2,3%
Metz	65,5%	5,8%	68 €	0,4%	45 €	6,3%	55,9%	-1,2%	68 €	-0,4%	38 €	-1,6%
Nancy	49,6%	-5,9%	65 €	4,5%	32 €	-1,8%	45,6%	-3,6%	64 €	1,8%	29 €	-1,9%
Reims	58,8%	-2,3%	60 €	-2,7%	35 €	-4,9%	51,6%	1,0%	61 €	-2,3%	31 €	-1,3%
Strasbourg	63,7%	-1,4%	64 €	-1,7%	41 €	-3,2%	56,2%	-1,5%	64 €	-0,6%	36 €	-2,1%
	OR		ADR		RevPAR		OR		ADR		RevPAR	
Super Budget	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-east	61,8%	-5,1%	37 €	1,6%	23 €	-3,6%	56,4%	-5,4%	37 €	2,1%	21 €	-3,5%
Dijon	72,1%	-4,9%	40 €	2,7%	29 €	-2,3%	66,8%	-4,4%	40 €	3,2%	27 €	-1,4%
Lille	68,7%	-3,9%	41 €	2,4%	28 €	-1,6%	64,9%	-3,5%	41 €	1,9%	26 €	-1,6%
Metz	68,7%	-4,1%	38 €	4,2%	26 €	-0,1%	64,5%	-7,0%	39 €	5,6%	25 €	-1,8%
Nancy	69,5%	7,1%	38 €	1,1%	26 €	8,3%	63,6%	8,7%	38 €	0,6%	24 €	9,3%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	55,3%	-16,1%	39 €	0,3%	21 €	-15,9%	49,9%	-15,7%	39 €	-1,1%	19 €	-16,7%

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

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)
In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France
Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances North-West

March 2012



North-West & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-West	44,4%	-1,4%	166 €	4,2%	74 €	2,8%	44,8%	-0,8%	163 €	2,1%	73 €	1,3%
Amiens			insufficient supply						insufficient supply			
Angers			insufficient supply						insufficient supply			
Le Havre			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	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-West	52,7%	1,4%	84 €	0,5%	44 €	1,9%	48,0%	-1,3%	84 €	0,5%	40 €	-0,9%
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	66,1%	16,4%	84 €	-7,1%	55 €	8,2%	58,2%	15,7%	85 €	-5,6%	49 €	9,2%
Nantes	58,6%	-1,5%	89 €	-1,7%	52 €	-3,2%	55,0%	-6,4%	89 €	-0,2%	49 €	-6,6%
Rennes	61,3%	0,4%	99 €	0,8%	61 €	1,3%	54,5%	-6,6%	92 €	1,0%	50 €	-5,7%
Rouen	58,5%	12,6%	85 €	-10,3%	50 €	1,0%	50,4%	3,6%	91 €	-3,6%	46 €	-0,1%
Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-West	59,3%	3,9%	64 €	0,0%	38 €	3,9%	53,6%	1,4%	64 €	1,4%	35 €	2,8%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	65,1%	12,3%	68 €	-1,2%	44 €	11,0%	58,8%	6,8%	72 €	2,1%	42 €	9,1%
Le Havre	67,3%	32,1%	63 €	8,5%	43 €	43,3%	57,6%	15,5%	61 €	5,1%	35 €	21,4%
Nantes	62,9%	-4,5%	70 €	1,5%	44 €	-3,1%	58,1%	-5,1%	70 €	2,4%	41 €	-2,8%
Rennes	70,6%	10,6%	71 €	2,0%	50 €	12,8%	64,7%	5,3%	68 €	1,5%	44 €	6,8%
Rouen	57,7%	-4,4%	61 €	-0,7%	35 €	-5,1%	52,1%	-3,0%	62 €	-0,5%	32 €	-3,5%
Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
North-West	61,7%	-3,2%	38 €	1,2%	24 €	-2,0%	57,1%	-1,4%	38 €	1,5%	22 €	0,1%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	75,2%	6,6%	38 €	2,6%	28 €	9,4%	69,3%	3,6%	38 €	2,9%	26 €	6,7%
Le Havre	72,7%	0,7%	40 €	1,7%	29 €	2,4%	65,3%	-5,1%	40 €	1,4%	26 €	-3,7%
Nantes	65,1%	-6,7%	43 €	1,9%	28 €	-5,0%	63,6%	-3,4%	43 €	2,4%	27 €	-1,1%
Rennes	67,2%	4,8%	41 €	2,3%	28 €	7,2%	61,3%	4,1%	40 €	1,3%	25 €	5,5%
Rouen	67,9%	3,9%	41 €	0,9%	28 €	4,8%	61,7%	-0,1%	41 €	1,8%	25 €	1,8%

Departments in the North-Western set :

Calvados; Côtes; Eure; Eure-et-Loir; Finistère; Ille-et-Vilaine; Indre; Indre-et-Loire; Loir-et-Cher; Loire-Atlantique; Maine-et-Loire; Manche; Mayenne; Morbihan; Orne; Sarthe; Seine-Maritime; Deux-Sèvres; Somme; Vendée; Vienne

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)
In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France
Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances South-East

March 2012



South-East (excl. French Riviera) & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
South-East	55,4%	5,7%	147 €	9,6%	81 €	15,9%	48,7%	-0,6%	137 €	0,3%	67 €	-0,3%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	43,0%	-13,1%	120 €	9,7%	52 €	-4,7%	39,3%	-3,0%	111 €	4,8%	44 €	1,6%
Grenoble	insufficient supply						insufficient supply					
Lyon	64,1%	4,1%	122 €	-2,0%	78 €	2,0%	58,7%	-6,8%	123 €	-5,7%	72 €	-12,1%
Marseille	58,3%	22,7%	169 €	38,0%	98 €	69,3%	49,2%	8,8%	140 €	11,4%	69 €	21,3%
Montpellier	54,6%	-6,2%	132 €	0,5%	72 €	-5,7%	47,8%	-9,5%	130 €	-0,3%	62 €	-9,8%
St Etienne	insufficient supply						insufficient supply					
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-East	62,6%	4,6%	94 €	2,3%	59 €	7,0%	55,6%	-1,2%	91 €	-0,1%	51 €
Aix en Provence	56,9%	4,5%	95 €	4,4%	54 €	9,0%	51,7%	3,8%	90 €	0,4%	47 €	4,2%
Avignon	64,4%	12,0%	79 €	1,1%	51 €	13,2%	55,9%	16,7%	79 €	-0,1%	44 €	16,6%
Grenoble	62,2%	-0,4%	105 €	-2,5%	65 €	-2,9%	56,0%	-5,7%	106 €	0,9%	59 €	-4,8%
Lyon	67,0%	4,9%	98 €	-3,4%	66 €	1,3%	60,3%	-7,6%	99 €	-5,5%	60 €	-12,7%
Marseille	62,9%	-3,3%	116 €	23,7%	73 €	19,7%	55,5%	-5,5%	103 €	10,8%	57 €	4,7%
Montpellier	65,5%	5,0%	89 €	-2,6%	58 €	2,2%	57,9%	-2,5%	90 €	-4,3%	52 €	-6,7%
St Etienne	in progress						in progress					
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-East	63,0%	4,9%	67 €	2,7%	42 €	7,7%	55,8%	-1,8%	66 €	0,7%	37 €
Aix en Provence	55,5%	-3,3%	74 €	6,7%	41 €	3,2%	49,4%	-2,5%	71 €	3,3%	35 €	0,8%
Avignon	58,6%	8,5%	55 €	2,1%	32 €	10,8%	49,5%	1,0%	57 €	5,6%	28 €	6,7%
Grenoble	62,3%	-5,2%	65 €	2,2%	41 €	-3,1%	58,7%	-4,0%	65 €	0,1%	38 €	-3,9%
Lyon	69,1%	4,0%	75 €	0,7%	52 €	4,8%	63,3%	-6,2%	75 €	-1,6%	48 €	-7,7%
Marseille	67,9%	6,2%	78 €	7,0%	53 €	13,7%	57,0%	-0,7%	73 €	3,0%	42 €	2,3%
Montpellier	74,6%	14,3%	69 €	3,9%	51 €	18,7%	64,7%	1,9%	68 €	3,0%	44 €	5,0%
St Etienne	in progress						in progress					
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-East	65,0%	-1,5%	39 €	2,5%	25 €	1,0%	59,6%	-3,8%	38 €	1,8%	23 €
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	63,0%	0,2%	33 €	-0,4%	21 €	-0,2%	59,6%	1,7%	34 €	0,2%	20 €	1,9%
Grenoble	67,4%	-6,4%	41 €	-1,4%	27 €	-7,7%	66,3%	-8,5%	40 €	-1,9%	27 €	-10,3%
Lyon	73,4%	-2,8%	40 €	3,3%	30 €	0,4%	67,0%	-8,7%	40 €	1,9%	27 €	-7,0%
Marseille	73,1%	10,8%	43 €	4,6%	31 €	15,8%	65,2%	4,9%	42 €	2,2%	27 €	7,2%
Montpellier	71,3%	-4,2%	37 €	3,5%	27 €	-0,9%	67,4%	-4,7%	37 €	3,6%	25 €	-1,3%
St Etienne	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-

Departments in the South-Eastern set :

Ain; Alpes; Hautes-Alpes; Alpes-Maritimes; Ardèche; Aude; Aveyron; Bouches-du-Rhône; Cantal; Drôme; Gard; Hérault; Isère; Loire; Haute-Loire; Lozère; Puy-de-Dôme; Pyrénées-Orientales; Rhône; Savoie; Savoie; Haute-Savoie; Var; Vaucluse

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances French Riviera

March 2012



French Riviera

March	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
French Riviera - Luxury	45,5%	-0,9%	331 €	12,7%	151 €	11,6%	40,2%	-3,7%	261 €	4,5%	105 €	8,4%
French Riviera - Boutique Hotels**	48,3%	0,0%	138 €	7,9%	67 €	7,9%	40,4%	-2,0%	118 €	4,0%	48 €	1,8%
French Riviera - Upscale	45,0%	3,1%	151 €	1,9%	68 €	5,0%	37,6%	-5,3%	136 €	1,6%	51 €	-3,9%
Average Upscale & Luxury	45,4%	1,4%	213 €	7,0%	97 €	8,5%	38,7%	-2,0%	181 €	5,6%	70 €	3,5%
Average Midscale	55,8%	4,4%	85 €	6,1%	48 €	10,7%	47,2%	-0,5%	80 €	2,8%	38 €	2,3%

French Riviera Cities

March	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Cannes - Luxury	40,4%	-1,7%	380 €	13,1%	153 €	11,2%	34,7%	-3,1%	270 €	7,9%	94 €	4,6%
Cannes - Boutique Hotels	33,8%	-14,0%	205 €	17,6%	69 €	1,2%	30,7%	-10,8%	158 €	13,0%	49 €	0,8%
Cannes - Upscale	33,4%	5,3%	185 €	7,4%	62 €	13,1%	29,4%	-1,8%	150 €	6,4%	44 €	4,5%
Cannes - Upscale & Luxury	36,8%	0,3%	290 €	11,2%	107 €	11,5%	32,3%	-2,4%	219 €	9,9%	71 €	7,2%
Cannes - Midscale	38,4%	2,9%	122 €	11,1%	47 €	14,4%	32,0%	-2,6%	104 €	8,0%	33 €	5,2%
Nice - Upscale & Luxury	57,0%	7,6%	144 €	2,8%	82 €	10,6%	46,0%	-1,9%	131 €	3,2%	60 €	1,2%
Nice - Midscale	62,7%	2,9%	81 €	6,2%	51 €	9,3%	52,7%	-1,8%	77 €	2,0%	41 €	0,2%
Monaco - Luxury	49,2%	-3,6%	311 €	16,7%	153 €	12,5%	43,2%	11,0%	295 €	4,4%	127 €	15,9%
Monaco - Upscale	44,9%	-8,8%	167 €	1,5%	75 €	-7,5%	38,6%	-11,0%	158 €	0,1%	61 €	-10,9%
Monaco - Upscale & Luxury	46,6%	-6,8%	225 €	9,7%	105 €	2,2%	40,3%	-3,2%	213 €	5,2%	86 €	1,8%

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

** Boutique Hotels: sample excludes Luxury hotels

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances South West

March 2012



South-West & Cities

	Monthly performance						Year To Date performance					
Luxury Upscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
South-West	49,4%	9,5%	159 €	0,8%	79 €	10,3%	45,6%	6,4%	157 €	0,2%	72 €	6,6%
Bordeaux	47,0%	37,0%	187 €	9,1%	88 €	49,5%	39,6%	31,0%	180 €	7,0%	71 €	40,2%
Toulouse	60,1%	0,3%	123 €	1,4%	74 €	1,8%	57,7%	-3,2%	121 €	-1,3%	70 €	-4,4%
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
South-West	57,6%	1,9%	91 €	5,2%	52 €	7,1%	51,2%	0,4%	89 €	3,8%	46 €	4,2%
Bordeaux	58,8%	12,7%	91 €	8,1%	53 €	21,8%	50,0%	6,0%	87 €	6,4%	43 €	12,8%
Toulouse	65,5%	3,6%	102 €	5,4%	67 €	9,2%	59,2%	-2,8%	100 €	3,5%	59 €	0,6%
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
South-West	55,8%	1,3%	63 €	-3,2%	35 €	-1,9%	51,4%	4,1%	63 €	-2,8%	32 €	1,2%
Bordeaux	65,1%	1,6%	70 €	3,7%	46 €	5,3%	57,5%	4,8%	69 €	2,4%	40 €	7,3%
Toulouse	62,6%	5,9%	67 €	-3,9%	42 €	1,8%	57,7%	3,9%	67 €	-4,1%	39 €	-0,4%
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
South-West	65,1%	-3,1%	38 €	1,9%	25 €	-1,2%	59,8%	-1,1%	38 €	1,3%	23 €	0,2%
Bordeaux	69,8%	5,1%	36 €	-0,8%	25 €	4,2%	64,1%	4,7%	36 €	0,2%	23 €	4,9%
Toulouse	71,2%	-5,5%	41 €	5,4%	29 €	-0,3%	66,8%	-2,7%	40 €	2,3%	27 €	-0,4%

Departments in the South-Western set :

Ariège; Charente; Charente-Maritime; Corrèze; Creuse; Dordogne; Haute-Garonne; Gers; Gironde; Landes; Lot; Lot-et-Garonne; Pyrénées-Atlantiques; Hautes-Pyrénées; Tarn; Tarn-et-Garonne; Haute-Vienne

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances Main cities in Regions

March 2012



Main cities in Regions – Luxury, upscale and midscale

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Avignon	43,0%	-13,1%	120 €	9,7%	52 €	-4,7%	39,3%	-3,0%	111 €	4,8%	44 €	1,6%
Bordeaux	47,0%	37,0%	187 €	9,1%	88 €	49,5%	39,6%	31,0%	180 €	7,0%	71 €	40,2%
Cannes	36,8%	0,3%	290 €	11,2%	107 €	11,5%	32,3%	-2,4%	219 €	9,9%	71 €	7,2%
Dijon	46,1%	-11,0%	126 €	9,5%	58 €	-2,5%	43,5%	-4,0%	121 €	5,5%	53 €	1,3%
Lille	53,6%	9,6%	121 €	0,5%	65 €	10,1%	49,9%	2,1%	121 €	-3,1%	60 €	-1,1%
Lyon	64,1%	4,1%	122 €	-2,0%	78 €	2,0%	58,7%	-6,8%	123 €	-5,7%	72 €	-12,1%
Marseille	58,3%	22,7%	169 €	38,0%	98 €	69,3%	49,2%	8,8%	140 €	11,4%	69 €	21,3%
Monaco	46,6%	-6,8%	225 €	9,7%	105 €	2,2%	40,3%	-3,2%	213 €	5,2%	86 €	1,8%
Montpellier	54,6%	-6,2%	132 €	0,5%	72 €	-5,7%	47,8%	-9,5%	130 €	-0,3%	62 €	-9,8%
Nice	57,0%	7,6%	144 €	2,8%	82 €	10,6%	46,0%	-1,9%	131 €	3,2%	60 €	1,2%
Strasbourg	54,5%	0,3%	119 €	2,6%	65 €	2,9%	46,4%	-9,1%	121 €	3,4%	56 €	-6,0%
Toulouse	60,1%	0,3%	123 €	1,4%	74 €	1,8%	57,7%	-3,2%	121 €	-1,3%	70 €	-4,4%

Midscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Aix en Provence	56,9%	4,5%	95 €	4,4%	54 €	9,0%	51,7%	3,8%	90 €	0,4%	47 €	4,2%
Avignon	64,4%	12,0%	79 €	1,1%	51 €	13,2%	55,9%	16,7%	79 €	-0,1%	44 €	16,6%
Bordeaux	58,8%	12,7%	91 €	8,1%	53 €	21,8%	50,0%	6,0%	87 €	6,4%	43 €	12,8%
Cannes	38,4%	2,9%	122 €	11,1%	47 €	14,4%	32,0%	-2,6%	104 €	8,0%	33 €	5,2%
Dijon	61,5%	14,3%	82 €	-0,9%	50 €	13,2%	52,7%	10,1%	82 €	1,6%	43 €	11,9%
Grenoble	62,2%	-0,4%	105 €	-2,5%	65 €	-2,9%	56,0%	-5,7%	106 €	0,9%	59 €	-4,8%
Le Havre	66,1%	16,4%	84 €	-7,1%	55 €	8,2%	58,2%	15,7%	85 €	-5,6%	49 €	9,2%
Lille	61,2%	-8,9%	93 €	0,1%	57 €	-8,8%	56,5%	-11,4%	92 €	-1,1%	52 €	-12,4%
Lyon	67,0%	4,9%	98 €	-3,4%	66 €	1,3%	60,3%	-7,6%	99 €	-5,5%	60 €	-12,7%
Marseille	62,9%	-3,3%	116 €	23,7%	73 €	19,7%	55,5%	-5,5%	103 €	10,8%	57 €	4,7%
Montpellier	65,5%	5,0%	89 €	-2,6%	58 €	2,2%	57,9%	-2,5%	90 €	-4,3%	52 €	-6,7%
Nancy	51,9%	1,4%	82 €	-2,3%	43 €	-0,9%	49,7%	3,9%	82 €	-1,6%	41 €	2,3%
Nantes	58,6%	-1,5%	89 €	-1,7%	52 €	-3,2%	55,0%	-6,4%	89 €	-0,2%	49 €	-6,6%
Nice	62,7%	2,9%	81 €	6,2%	51 €	9,3%	52,7%	-1,8%	77 €	2,0%	41 €	0,2%
Reims	57,3%	-6,1%	89 €	-5,6%	51 €	-11,4%	50,4%	-3,5%	90 €	0,1%	46 €	-3,3%
Rennes	61,3%	0,4%	99 €	0,8%	61 €	1,3%	54,5%	-6,6%	92 €	1,0%	50 €	-5,7%
Rouen	58,5%	12,6%	85 €	-10,3%	50 €	1,0%	50,4%	3,6%	91 €	-3,6%	46 €	-0,1%
Strasbourg	55,4%	2,9%	91 €	-0,5%	50 €	2,4%	47,9%	-0,6%	94 €	0,4%	45 €	-0,2%
Toulouse	65,5%	3,6%	102 €	5,4%	67 €	9,2%	59,2%	-2,8%	100 €	3,5%	59 €	0,6%

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Performances Main cities in Regions

March 2012



Main cities in regions – Budget and Super Budget

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Aix en Provence	55,5%	-3,3%	74 €	6,7%	41 €	3,2%	49,4%	-2,5%	71 €	3,3%	35 €	0,8%
Angers	65,1%	12,3%	68 €	-1,2%	44 €	11,0%	58,8%	6,8%	72 €	2,1%	42 €	9,1%
Avignon	58,6%	8,5%	55 €	2,1%	32 €	10,8%	49,5%	1,0%	57 €	5,6%	28 €	6,7%
Bordeaux	65,1%	1,6%	70 €	3,7%	46 €	5,3%	57,5%	4,8%	69 €	2,4%	40 €	7,3%
Dijon	65,5%	13,0%	64 €	-0,2%	42 €	12,9%	60,1%	13,7%	63 €	1,5%	38 €	15,5%
Grenoble	62,3%	-5,2%	65 €	2,2%	41 €	-3,1%	58,7%	-4,0%	65 €	0,1%	38 €	-3,9%
Le Havre	67,3%	32,1%	63 €	8,5%	43 €	43,3%	57,6%	15,5%	61 €	5,1%	35 €	21,4%
Lille	68,7%	-5,1%	75 €	2,5%	52 €	-2,8%	63,9%	-4,1%	75 €	1,9%	48 €	-2,3%
Lyon	69,1%	4,0%	75 €	0,7%	52 €	4,8%	63,3%	-6,2%	75 €	-1,6%	48 €	-7,7%
Marseille	67,9%	6,2%	78 €	7,0%	53 €	13,7%	57,0%	-0,7%	73 €	3,0%	42 €	2,3%
Metz	65,5%	5,8%	68 €	0,4%	45 €	6,3%	55,9%	-1,2%	68 €	-0,4%	38 €	-1,6%
Montpellier	74,6%	14,3%	69 €	3,9%	51 €	18,7%	64,7%	1,9%	68 €	3,0%	44 €	5,0%
Nancy	49,6%	-5,9%	65 €	4,5%	32 €	-1,8%	45,6%	-3,6%	64 €	1,8%	29 €	-1,9%
Nantes	62,9%	-4,5%	70 €	1,5%	44 €	-3,1%	58,1%	-5,1%	70 €	2,4%	41 €	-2,8%
Reims	58,8%	-2,3%	60 €	-2,7%	35 €	-4,9%	51,6%	1,0%	61 €	-2,3%	31 €	-1,3%
Rennes	70,6%	10,6%	71 €	2,0%	50 €	12,8%	64,7%	5,3%	68 €	1,5%	44 €	6,8%
Rouen	57,7%	-4,4%	61 €	-0,7%	35 €	-5,1%	52,1%	-3,0%	62 €	-0,5%	32 €	-3,5%
Strasbourg	63,7%	-1,4%	64 €	-1,7%	41 €	-3,2%	56,2%	-1,5%	64 €	-0,6%	36 €	-2,1%
Toulouse	62,6%	5,9%	67 €	-3,9%	42 €	1,8%	57,7%	3,9%	67 €	-4,1%	39 €	-0,4%

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Angers	75,2%	6,6%	38 €	2,6%	28 €	9,4%	69,3%	3,6%	38 €	2,9%	26 €	6,7%
Avignon	63,0%	0,2%	33 €	-0,4%	21 €	-0,2%	59,6%	1,7%	34 €	0,2%	20 €	1,9%
Bordeaux	69,8%	5,1%	36 €	-0,8%	25 €	4,2%	64,1%	4,7%	36 €	0,2%	23 €	4,9%
Dijon	72,1%	-4,9%	40 €	2,7%	29 €	-2,3%	66,8%	-4,4%	40 €	3,2%	27 €	-1,4%
Grenoble	67,4%	-6,4%	41 €	-1,4%	27 €	-7,7%	66,3%	-8,5%	40 €	-1,9%	27 €	-10,3%
Le Havre	72,7%	0,7%	40 €	1,7%	29 €	2,4%	65,3%	-5,1%	40 €	1,4%	26 €	-3,7%
Lille	68,7%	-3,9%	41 €	2,4%	28 €	-1,6%	64,9%	-3,5%	41 €	1,9%	26 €	-1,6%
Lyon	73,4%	-2,8%	40 €	3,3%	30 €	0,4%	67,0%	-8,7%	40 €	1,9%	27 €	-7,0%
Marseille	73,1%	10,8%	43 €	4,6%	31 €	15,8%	65,2%	4,9%	42 €	2,2%	27 €	7,2%
Metz	68,7%	-4,1%	38 €	4,2%	26 €	-0,1%	64,5%	-7,0%	39 €	5,6%	25 €	-1,8%
Montpellier	71,3%	-4,2%	37 €	3,5%	27 €	-0,9%	67,4%	-4,7%	37 €	3,6%	25 €	-1,3%
Nancy	69,5%	7,1%	38 €	1,1%	26 €	8,3%	63,6%	8,7%	38 €	0,6%	24 €	9,3%
Nantes	65,1%	-6,7%	43 €	1,9%	28 €	-5,0%	63,6%	-3,4%	43 €	2,4%	27 €	-1,1%
Rennes	67,2%	4,8%	41 €	2,3%	28 €	7,2%	61,3%	4,1%	40 €	1,3%	25 €	5,5%
Rouen	67,9%	3,9%	41 €	0,9%	28 €	4,8%	61,7%	-0,1%	41 €	1,8%	25 €	1,8%
Strasbourg	55,3%	-16,1%	39 €	0,3%	21 €	-15,9%	49,9%	-15,7%	39 €	-1,1%	19 €	-16,7%
Toulouse	71,2%	-5,5%	41 €	5,4%	29 €	-0,3%	66,8%	-2,7%	40 €	2,3%	27 €	-0,4%

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)

In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Informations

Definitions

Occupancy Rate (OR) : Rooms sold divided by rooms available multiplied by 100.

Rooms Available : The number of rooms times the number of days in the period.

Average Daily Rate (ADR) : Room revenue divided by rooms sold.

Revenue per Available Room (RevPAR) : Room revenue divided by rooms available.

ADR and RevPAR are expressed in Euros, excluding VAT

Categories

Luxury Hotels: France's most prestigious hotels that distinguish themselves through their exceptional location, building and design, as well their outstanding product and service quality. Highly reputed, these establishments cater to a particularly discerning clientele.

Upscale Hotels: Hotels operating at the higher end of the market and consequently offering a wide range of amenities. These establishments are less prestigious than Luxury Hotels and cater to a wider range of guests.

Midscale Hotels: Veritable bridge between higher category and entry-level hotels, Midscale Hotels benefit from a wide range of facilities and amenities, but to a lesser extent than Upscale Hotels.

Budget Hotels: Hotels that offer a restricted range of facilities and amenities. Budget hotels primarily target those guests particularly preoccupied by value for money.

Super Budget Hotels: Hotels that offer a 'no frills' approach, with a very limited range of services. Price is the key decision-factor for guests.

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)
In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France
Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24

Informations

In Extenso – member of Deloitte

About Deloitte in France

Deloitte & Associés is the Deloitte Touche Tohmatsu member firm in France and the professional services are delivered by Deloitte & Associés, its subsidiaries and affiliates. Deloitte calls on diversified expertise to cover the scope of services required by its clients of all sizes from all sectors - major multinationals, local micro-companies and medium-sized enterprises. Our 6,000 professionals and partners embody the vigor and success of the Firm in their commitment to clients and their constant concern for service excellence. Deloitte offers a very comprehensive range of services: audit, consulting and risk services, tax and legal, accounting and corporate finance, in accordance with its multidisciplinary strategy and ethical approach. For more information, visit www.deloitte.fr

About In Extenso

A member of Deloitte Touche Tohmatsu, In Extenso is an entity dedicated to small and medium-sized businesses. Almost 3 300 employees in 170 agencies in France serve 70 000 clients, including companies, firms, entrepreneurs, tradesmen and women, self-employed lawyers and doctors, associations and local authorities.

Tourism, Hotels & Restaurants Desk

In Extenso is one of the leading advisors in Tourism, Hospitality and Restaurant industries worldwide. We provide many consulting services for different stakeholders of the tourism industry :

Market and feasibility studies	Valuation of hotel and tourist assets	Urban tourism development plans	Human Capital	Others services
<ul style="list-style-type: none"> 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.

Reproduction or distribution in whole or part without written permission of In Extenso TH&R is prohibited and subject to legal action

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)
 In Extenso Tourism, Hotels & Restaurants - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France
 Tél : +33 (0)1 72 29 68 12 - Fax : +33 (0)1 72 29 61 24