

In Extenso

tourisme, culture & hôtellerie

French Hotel Industry Performance

September 2015



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Financial and legal assistance for structuring the fund

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Pays du Bessin au Virois

Analysis of the cultural offer of the Pays du Bessin au Virois

Bayeux et Vire
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Communauté Urbaine de Dunkerque

Study to promote and develop the tourist interest of "contemporary conflict" memorial sites in the agglomeration of Dunkirk

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Feasibility study for an upscale resort project in Tangier

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Valuation of a portfolio of five hotels in regional France

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Sales instruction

3* hotel-restaurant > 45 rooms, meeting rooms, terrace

Sale of the freehold
Gard

Transaxio
hôtel In Extenso
tourisme, culture & hôtellerie

VEFA (off-plan)

Hotel-restaurant > 100 rooms, spa, wellbeing, meeting rooms

Haute Normandie
Transaxio
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Sale

2* hotel, 39 rooms, bar, breakfast room

Business
Metz

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Your contacts

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[Working effectively with your damages expert](#)

Anthony Charlton, Partner international disputes and arbitration, Deloitte

[Environmental impacts: quantifying the cost of environmental externalities is starting to interest companies](#)

Sébastien Soleille, Director BIO, Deloitte

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Ile-de-France's hotels are struggling

September was encouraging for hotels on the Côte d'Azur and in regional France as they continued to post growth in occupancy and average rates. On the other hand, having stagnated, or even declined, in recent months, Parisian hotels struggled. Although year-to-date performances at the end of September are slightly higher than last year, the final trimester is important in determining 2015's end result.

Hotels in Ile-de-France posted a net decline in RevPAR in all categories. Without exception, this was the case for all major poles in the region. This discouraging outcome, which confirms or even aggravates August's year-to-date performances, is the result of the combined drop in occupancy and (to a greater extent) average rates. Upscale categories were the worst affected in September (decline of -5,4% in RevPAR in Paris). Although the increase in upper-end average rates since the start of the year has helped buoy up RevPAR (a slight year-to-date increase in September), this head start is starting to topple.

Conversely, regional hotel performance remains on the whole encouraging: year-to-date RevPAR performance is significantly up on last year, given substantially higher occupancy.

As in previous months, the Côte d'Azur recorded vigorous performances in all categories, with all indicators pointing upwards. At the end of September, RevPAR had progressed by 3% to over 14% depending on the category, with performances improving as one moves up the scale.

Regional French hotels also benefited from this trend, particularly in the Upscale category whose hotels recorded a +5,1% increase in occupancy in September or a +6% increase since the start of the year. This pattern was repeated throughout most of regional France, with the exception of the Northern coastline and several agglomerations who occasionally posted poorer results. Year-to-date results remain, however, generally encouraging.

The French hotel industry, particularly in Ile-de-France, would perhaps be performing better if the positive trends in tourist arrivals were reflected to a greater extent in hotel performance. Although yet to be fully determined, the impact of the collaborative economy (Airbnb, HomeAway, Housetrup, etc.) on the tourist lodging sector is challenging certain business models and unquestionably goes some way to explaining the currently-observed hotel trends.

Monthly performance

September	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	80,0%	81,6%	78,3%	76,7%	69,8%
Var. /n-1	2,0%	0,7%	1,5%	3,4%	-2,0%
ADR 2015	404 €	197 €	109 €	70 €	41 €
Var. /n-1	-6,5%	0,1%	-0,6%	-1,9%	1,3%
RevPAR 2015	323 €	161 €	85 €	53 €	29 €
Var. /n-1	-4,7%	0,8%	0,8%	1,4%	-0,7%

Year To Date performance

Jan. to September	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	67,6%	70,5%	67,1%	68,0%	64,7%
Var. /n-1	0,2%	1,9%	1,2%	1,7%	-2,4%
ADR 2015	437 €	187 €	101 €	64 €	41 €
Var. /n-1	-0,2%	1,9%	0,3%	-0,8%	1,6%
RevPAR 2015	295 €	132 €	68 €	43 €	26 €
Var. /n-1	0,0%	3,9%	1,5%	1,0%	-0,8%

Definitions

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

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Performances Paris

September 2015



Paris-City

Monthly performance

September	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris - Luxury	89,7%	-1,6%	554 €	-6,2%	496 €	-7,7%
Paris - Boutique Hotels	88,4%	-2,0%	297 €	-8,0%	262 €	-9,8%
Paris - Upscale	88,9%	-1,7%	226 €	-1,8%	201 €	-3,5%
Paris - Luxury & Upscale	89,1%	-1,7%	303 €	-3,7%	270 €	-5,4%
Paris - Superior midscale	89,9%	-3,2%	180 €	-4,4%	162 €	-7,5%
Paris - Standard midscale	88,0%	-1,4%	137 €	-0,9%	120 €	-2,3%
Paris - Midscale	88,8%	-2,2%	154 €	-2,7%	137 €	-4,8%
Paris - Budget	89,1%	-0,6%	105 €	0,5%	93 €	-0,1%

Year To Date performance

Jan. to September	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris - Luxury	79,1%	-3,6%	499 €	4,4%	395 €	0,6%
Paris - Boutique Hotels	79,5%	-1,1%	262 €	-2,8%	208 €	-3,9%
Paris - Upscale	79,6%	0,1%	203 €	2,0%	161 €	2,1%
Paris - Haut de gamme & Gd luxe	79,5%	-0,8%	270 €	3,0%	215 €	2,2%
Paris - Superior midscale	82,4%	-2,5%	156 €	-0,9%	129 €	-3,4%
Paris - Standard midscale	78,5%	-4,1%	116 €	2,1%	91 €	-2,1%
Paris - Midscale	80,0%	-3,4%	132 €	0,8%	106 €	-2,6%
Paris - Budget	82,6%	-1,1%	88 €	0,8%	73 €	-0,3%

Paris suburbs (excluding Paris) – Luxury and upscale

Monthly performance

September	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris	89,1%	-1,7%	303 €	-3,7%	270 €	-5,4%
La Défense	91,1%	-1,3%	164 €	-7,0%	149 €	-8,2%
Roissy CdG	85,5%	-1,4%	131 €	2,3%	112 €	0,8%
IDF (exc.Paris and poles)	80,8%	-2,8%	241 €	9,4%	195 €	6,3%

Year To Date performance

Jan. to September	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris	79,5%	-0,8%	270 €	3,0%	215 €	2,2%
La Défense	76,3%	1,5%	152 €	-6,4%	116 €	-5,0%
Roissy CdG	76,2%	2,4%	111 €	2,8%	84 €	5,2%
IDF (exc.Paris and poles)	78,3%	2,0%	253 €	2,9%	198 €	5,0%

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Performance Regions

September 2015



Regions

Regions (excl. French Riviera)	Monthly performance					
	September	Luxury	Upscale	Midscale	Budget	Super Budget
	OR 2015	72,2%	75,6%	75,3%	73,0%	67,6%
	Var. /n-1	4,0%	5,1%	3,7%	4,8%	-1,9%
	ADR 2015	277 €	146 €	94 €	66 €	40 €
	Var. /n-1	-0,6%	2,8%	0,8%	-1,2%	1,8%
	RevPAR 2015	200 €	110 €	71 €	48 €	27 €
	Var. /n-1	3,4%	8,1%	4,6%	3,6%	-0,2%
	Year To Date performance					
	Jan. to September	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	61,2%	61,9%	62,2%	62,9%	62,9%	
Var. /n-1	2,2%	6,0%	2,9%	1,7%	-2,5%	
ADR 2015	281 €	138 €	90 €	62 €	40 €	
Var. /n-1	1,7%	1,8%	0,8%	-0,7%	1,7%	
RevPAR 2015	172 €	86 €	56 €	39 €	25 €	
Var. /n-1	3,8%	7,9%	3,6%	1,0%	-0,9%	

French Riviera	Monthly performance					
	September	Luxury	Upscale *	Midscale	Budget	Super Budget
	OR 2015	75,8%	80,2%	85,3%	n.d.	77,6%
	Var. /n-1	4,0%	2,3%	0,3%	-	8,2%
	ADR 2015	353 €	176 €	119 €	n.d.	48 €
	Var. /n-1	0,5%	7,1%	5,5%	-	0,7%
	RevPAR 2015	268 €	141 €	101 €	n.d.	38 €
	Var. /n-1	4,5%	9,6%	5,9%	-	9,0%
	Year To Date performance					
	Jan. to September	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2015	64,2%	67,6%	71,6%	n.d.	68,4%	
Var. /n-1	3,8%	6,9%	3,0%	-	0,4%	
ADR 2015	509 €	185 €	113 €	n.d.	50 €	
Var. /n-1	10,0%	5,0%	2,4%	-	2,5%	
RevPAR 2015	327 €	125 €	81 €	n.d.	34 €	
Var. /n-1	14,2%	12,3%	5,5%	-	2,9%	

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

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Performances Suburbs

September 2015



Paris suburbs (excluding Paris)

Midscale market	Monthly performance								
	September	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	71,6%	74,3%	72,4%	80,4%	81,3%	76,9%	80,6%	77,7%
	Var. /n-1	-2,2%	3,1%	0,3%	-4,4%	0,8%	-9,7%	1,2%	-1,8%
	ADR 2015	111 €	103 €	93 €	119 €	84 €	92 €	108 €	106 €
	Var. /n-1	2,0%	-3,5%	-5,1%	-1,9%	-14,3%	2,6%	-4,1%	-3,3%
	RevPAR 2015	79 €	77 €	67 €	96 €	68 €	71 €	87 €	82 €
	Var. /n-1	-0,2%	-0,5%	-4,8%	-6,2%	-13,6%	-7,4%	-2,9%	-5,1%
Midscale market	Year To Date performance								
	Jan. to September	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	58,7%	68,9%	67,3%	71,2%	74,7%	76,7%	71,2%	70,6%
	Var. /n-1	-3,6%	8,2%	4,9%	-3,2%	13,1%	-1,1%	0,5%	1,5%
	ADR 2015	103 €	94 €	86 €	103 €	74 €	82 €	95 €	94 €
	Var. /n-1	1,6%	-1,3%	-2,0%	-1,2%	-5,4%	-2,5%	-0,7%	-1,9%
	RevPAR 2015	60 €	65 €	58 €	74 €	56 €	63 €	68 €	66 €
	Var. /n-1	-2,1%	6,8%	2,8%	-4,3%	7,0%	-3,6%	-0,2%	-0,4%
Budget market	Monthly performance								
	September	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	81,3%	73,8%	71,7%	76,7%	80,7%	78,5%	83,0%	79,6%
	Var. /n-1	-2,4%	0,9%	3,9%	-1,3%	3,7%	-1,3%	2,1%	0,8%
	ADR 2015	63 €	87 €	68 €	87 €	68 €	70 €	67 €	71 €
	Var. /n-1	2,3%	-2,0%	-2,3%	-0,2%	-4,5%	-2,6%	-3,7%	-2,4%
	RevPAR 2015	51 €	64 €	49 €	67 €	55 €	55 €	56 €	57 €
	Var. /n-1	-0,2%	-1,1%	1,5%	-1,5%	-1,0%	-3,8%	-1,6%	-1,6%
Budget market	Year To Date performance								
	Jan. to September	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	78,7%	68,9%	65,2%	70,0%	72,4%	74,4%	76,4%	73,7%
	Var. /n-1	3,8%	-0,5%	5,3%	-2,4%	2,0%	1,7%	4,4%	2,1%
	ADR 2015	62 €	79 €	60 €	73 €	58 €	62 €	54 €	62 €
	Var. /n-1	-0,1%	3,0%	-4,4%	-1,7%	0,0%	-3,9%	-0,8%	-1,1%
	RevPAR 2015	49 €	55 €	39 €	51 €	42 €	46 €	41 €	46 €
	Var. /n-1	3,7%	2,4%	0,7%	-4,1%	2,1%	-2,2%	3,5%	1,0%
Super Budget market	Monthly performance								
	September	departments						IDF (hors Paris)	
		77	78	91	92	93	94		95
	OR 2015	66,5%	72,7%	69,1%	n.d.	81,0%	77,1%	80,9%	75,2%
	Var. /n-1	-13,7%	-8,1%	-8,8%	-	-5,6%	-7,2%	-7,3%	-7,7%
	ADR 2015	44 €	45 €	39 €	n.d.	48 €	45 €	51 €	46 €
	Var. /n-1	3,2%	2,3%	0,3%	-	-1,6%	0,9%	-0,3%	0,2%
	RevPAR 2015	29 €	33 €	27 €	n.d.	39 €	34 €	42 €	35 €
	Var. /n-1	-11,0%	-6,0%	-8,6%	-	-7,2%	-6,3%	-7,6%	-7,5%
Super Budget market	Year To Date performance								
	Jan. to September	departments						IDF (hors Paris)	
		77	78	91	92	93	94		95
	OR 2015	68,5%	70,0%	67,6%	n.d.	71,6%	72,9%	74,5%	70,9%
	Var. /n-1	-6,6%	-2,1%	-0,5%	-	-4,9%	-2,6%	-3,5%	-3,7%
	ADR 2015	44 €	43 €	39 €	n.d.	46 €	43 €	46 €	44 €
	Var. /n-1	3,2%	2,4%	1,2%	-	2,0%	-0,4%	2,6%	1,7%
	RevPAR 2015	30 €	30 €	27 €	n.d.	33 €	32 €	35 €	31 €
	Var. /n-1	-3,6%	0,3%	0,7%	-	-3,1%	-3,0%	-1,0%	-2,1%

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Performances North-East

September 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	72,9%	5,4%	140 €	3,2%	102 €	8,7%	56,9%	3,4%	134 €	4,1%	76 €	7,7%
Dijon	75,6%	-4,0%	133 €	-0,3%	101 €	-4,2%	64,2%	8,5%	126 €	0,0%	81 €	8,4%
Lille	70,3%	7,2%	159 €	17,3%	112 €	25,8%	53,2%	-0,2%	132 €	5,8%	70 €	5,6%
Metz	insufficient supply						insufficient supply					
Nancy	insufficient supply						insufficient supply					
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	77,6%	3,5%	116 €	-0,4%	90 €	3,1%	63,8%	1,4%	113 €	3,2%	72 €	4,6%

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	73,2%	2,3%	92 €	2,7%	67 €	5,1%	59,7%	3,1%	88 €	1,8%	53 €	4,9%
Dijon	71,5%	1,7%	89 €	0,8%	63 €	2,5%	62,7%	2,6%	87 €	-0,1%	54 €	2,5%
Lille	80,3%	7,6%	111 €	18,9%	89 €	27,9%	59,5%	-1,5%	92 €	6,7%	55 €	5,2%
Metz	in progress						in progress					
Nancy	75,7%	-4,6%	95 €	3,0%	72 €	-1,8%	71,8%	8,4%	88 €	1,9%	63 €	10,5%
Reims	78,5%	-2,1%	104 €	-5,6%	82 €	-7,6%	63,7%	-1,2%	103 €	3,2%	65 €	1,9%
Strasbourg	76,0%	-0,6%	100 €	0,5%	76 €	-0,1%	63,2%	-2,3%	95 €	0,5%	60 €	-1,8%

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	78,3%	6,3%	65 €	-1,5%	51 €	4,8%	66,3%	2,2%	60 €	-1,4%	40 €	0,8%
Dijon	82,9%	5,9%	62 €	-4,9%	52 €	0,7%	73,7%	0,2%	61 €	-2,8%	45 €	-2,7%
Lille	81,2%	12,5%	90 €	10,5%	73 €	24,3%	66,0%	4,9%	72 €	2,7%	47 €	7,7%
Metz	82,5%	17,1%	60 €	-8,8%	50 €	6,8%	68,9%	11,1%	57 €	-6,6%	40 €	3,7%
Nancy	76,1%	-1,5%	70 €	-0,9%	53 €	-2,4%	70,8%	4,9%	62 €	-2,0%	44 €	2,8%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	79,9%	-0,4%	67 €	-3,8%	54 €	-4,2%	71,1%	-0,2%	62 €	-2,4%	44 €	-2,5%

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	68,9%	-1,1%	39 €	2,0%	27 €	0,8%	62,1%	-2,7%	38 €	2,3%	24 €	-0,5%
Dijon	75,1%	2,8%	37 €	-3,1%	28 €	-0,3%	66,0%	-3,9%	39 €	1,3%	26 €	-2,7%
Lille	73,2%	5,5%	46 €	7,7%	34 €	13,6%	60,6%	-2,1%	40 €	2,9%	24 €	0,7%
Metz	71,2%	-11,2%	40 €	2,9%	28 €	-8,6%	64,2%	-9,2%	38 €	3,2%	24 €	-6,2%
Nancy	60,4%	-3,1%	40 €	1,8%	24 €	-1,3%	58,8%	1,6%	39 €	2,2%	23 €	3,9%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	70,8%	-9,4%	42 €	5,1%	30 €	-4,7%	61,7%	-5,3%	41 €	3,6%	25 €	-1,9%

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

September 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	69,7%	6,9%	205 €	0,4%	143 €	7,4%	61,1%	-1,6%	218 €	1,3%	133 €	-0,4%
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	74,2%	4,4%	93 €	1,0%	69 €	5,4%	62,6%	4,3%	91 €	0,6%	57 €	4,9%
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	64,3%	-11,4%	93 €	-0,7%	60 €	-12,1%	62,8%	-5,3%	86 €	0,6%	54 €	-4,7%
Nantes	73,2%	2,2%	92 €	1,1%	67 €	3,3%	62,8%	5,2%	88 €	1,3%	55 €	6,6%
Niort	69,0%	9,3%	80 €	1,9%	55 €	11,5%	55,3%	-5,8%	80 €	-0,5%	44 €	-6,2%
Rennes	70,8%	7,4%	107 €	3,1%	76 €	10,8%	56,4%	-1,5%	92 €	5,7%	52 €	4,1%
Rouen	71,5%	-3,1%	97 €	1,9%	70 €	-1,2%	64,1%	3,3%	92 €	-0,1%	59 €	3,2%

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	68,4%	1,8%	65 €	-1,9%	44 €	-0,1%	59,0%	1,0%	63 €	-1,0%	37 €	0,0%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	64,9%	-9,3%	64 €	-5,0%	42 €	-13,8%	59,7%	0,4%	62 €	-3,9%	37 €	-3,5%
Le Havre	53,2%	-16,3%	63 €	1,6%	34 €	-14,9%	52,4%	-8,6%	57 €	-1,0%	30 €	-9,6%
Nantes	68,5%	11,5%	67 €	1,2%	46 €	12,9%	59,0%	6,0%	64 €	-0,5%	38 €	5,4%
Niort	58,9%	4,3%	60 €	2,9%	35 €	7,3%	53,2%	-5,5%	59 €	-2,9%	31 €	-8,2%
Rennes	73,0%	2,6%	74 €	0,9%	54 €	3,5%	62,9%	-0,7%	66 €	0,3%	41 €	-0,3%
Rouen	67,9%	-3,8%	64 €	-1,5%	43 €	-5,2%	59,6%	-3,1%	62 €	-0,3%	37 €	-3,5%

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	65,5%	-4,6%	40 €	1,0%	26 €	-3,7%	61,8%	-1,9%	40 €	0,8%	25 €	-1,1%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	65,0%	-7,4%	41 €	1,8%	27 €	-5,7%	57,7%	-6,6%	40 €	2,1%	23 €	-4,6%
Le Havre	58,2%	-20,0%	38 €	-0,7%	22 €	-20,6%	62,4%	-12,9%	39 €	-2,0%	24 €	-14,6%
Nantes	72,7%	4,5%	45 €	4,2%	32 €	8,9%	67,3%	4,9%	43 €	0,9%	29 €	5,9%
Niort	68,5%	1,4%	35 €	9,2%	24 €	10,7%	66,0%	3,4%	34 €	3,8%	23 €	7,3%
Rennes	67,1%	-1,6%	43 €	1,4%	29 €	-0,2%	58,0%	-0,6%	40 €	0,4%	23 €	-0,2%
Rouen	69,2%	-5,8%	45 €	3,0%	31 €	-2,9%	63,1%	2,0%	44 €	1,0%	28 €	3,0%

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

September 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	82,1%	7,9%	172 €	2,8%	141 €	11,0%	67,6%	9,4%	163 €	2,9%	110 €	12,5%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	85,5%	-1,5%	151 €	-4,7%	129 €	-6,1%	66,6%	0,1%	157 €	2,1%	105 €	2,2%
Grenoble	insufficient supply						insufficient supply					
Lyon	80,7%	8,4%	146 €	0,2%	118 €	8,6%	69,5%	9,0%	138 €	8,3%	96 €	18,1%
Marseille	81,2%	9,9%	158 €	3,1%	128 €	13,3%	68,6%	1,9%	144 €	0,0%	99 €	1,9%
Montpellier	82,7%	5,8%	171 €	16,1%	142 €	22,8%	67,5%	6,9%	145 €	1,1%	98 €	8,1%
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	76,1%	3,9%	94 €	-0,8%	71 €	3,1%	63,7%	1,3%	90 €	-1,0%	57 €	0,3%
Aix en Provence	73,6%	-4,3%	86 €	4,6%	63 €	0,0%	65,3%	1,7%	83 €	-0,8%	54 €	0,8%
Avignon	91,0%	2,4%	101 €	-2,4%	92 €	0,0%	76,0%	3,4%	100 €	-1,1%	76 €	2,3%
Grenoble	60,8%	5,2%	93 €	-5,9%	56 €	-1,0%	51,0%	3,5%	93 €	-4,4%	48 €	-1,1%
Lyon	70,1%	2,4%	100 €	-3,4%	70 €	-1,1%	62,1%	6,2%	94 €	1,0%	58 €	7,3%
Marseille	83,2%	4,8%	99 €	0,2%	83 €	5,0%	69,7%	-1,1%	93 €	-1,9%	65 €	-3,0%
Montpellier	75,9%	3,9%	99 €	7,1%	75 €	11,2%	66,4%	3,0%	87 €	0,9%	58 €	3,9%
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	71,5%	4,3%	68 €	-0,7%	48 €	3,6%	63,1%	1,1%	65 €	0,1%	41 €	1,2%
Aix en Provence	70,9%	-3,3%	67 €	-2,1%	48 €	-5,3%	63,5%	-4,4%	65 €	-1,0%	41 €	-5,4%
Avignon	74,1%	3,3%	69 €	-1,8%	51 €	1,5%	64,8%	0,7%	69 €	-1,3%	45 €	-0,7%
Grenoble	58,6%	1,9%	59 €	-7,2%	34 €	-5,5%	52,2%	-2,6%	59 €	-2,9%	31 €	-5,4%
Lyon	74,7%	6,0%	80 €	2,7%	59 €	8,9%	65,6%	3,9%	73 €	8,0%	48 €	12,2%
Marseille	75,0%	-0,4%	71 €	-0,2%	53 €	-0,6%	69,3%	1,7%	66 €	-1,1%	46 €	0,6%
Montpellier	80,0%	7,7%	83 €	7,5%	66 €	15,7%	71,9%	0,7%	72 €	1,0%	52 €	1,7%
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	65,4%	-2,8%	40 €	2,8%	26 €	-0,1%	62,9%	-3,2%	40 €	1,8%	25 €	-1,4%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	57,7%	-8,1%	35 €	-0,7%	20 €	-8,8%	63,1%	-7,2%	37 €	-1,2%	23 €	-8,4%
Grenoble	51,8%	-15,3%	37 €	0,7%	19 €	-14,7%	52,9%	-4,4%	37 €	-2,6%	19 €	-6,9%
Lyon	66,3%	-0,5%	42 €	1,4%	28 €	1,0%	63,9%	-0,7%	41 €	2,9%	26 €	2,2%
Marseille	74,2%	4,8%	42 €	0,1%	31 €	4,9%	69,1%	1,9%	41 €	-0,7%	28 €	1,1%
Montpellier	69,9%	0,7%	40 €	9,6%	28 €	10,3%	66,4%	-6,0%	39 €	3,2%	26 €	-3,0%
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

September 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	77,0%	2,1%	234 €	5,0%	180 €	7,1%	62,2%	6,0%	221 €	-1,0%	138 €	4,9%
Bayonne-Anglet-Biarritz	75,9%	-3,1%	288 €	5,2%	219 €	2,0%	60,7%	-0,6%	302 €	-0,3%	183 €	-0,9%
Bordeaux	77,6%	14,7%	229 €	1,4%	178 €	16,2%	57,2%	12,6%	218 €	6,5%	125 €	19,9%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	75,8%	-2,1%	132 €	5,2%	100 €	2,9%	69,2%	11,8%	119 €	-3,7%	82 €	7,6%
<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	77,4%	4,1%	95 €	0,3%	73 €	4,4%	62,0%	2,8%	91 €	2,1%	56 €	5,0%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	87,7%	5,9%	97 €	1,7%	85 €	7,7%	69,3%	6,8%	93 €	6,0%	64 €	13,2%
Pau	66,6%	-1,8%	76 €	-2,1%	51 €	-3,9%	53,8%	-6,0%	78 €	-1,8%	42 €	-7,6%
Toulouse	72,5%	6,0%	100 €	-3,5%	73 €	2,3%	60,2%	4,8%	94 €	-2,6%	57 €	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	73,4%	7,6%	65 €	-0,6%	48 €	6,9%	61,9%	3,1%	63 €	-0,2%	39 €	2,9%
Bayonne-Anglet-Biarritz	78,7%	9,2%	60 €	-5,9%	47 €	2,8%	64,9%	6,0%	65 €	-3,0%	42 €	2,9%
Bordeaux	81,6%	7,8%	72 €	1,2%	58 €	9,1%	69,6%	8,4%	66 €	3,4%	46 €	12,1%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	73,1%	11,6%	69 €	-4,4%	50 €	6,7%	62,3%	0,9%	64 €	-0,5%	40 €	0,3%
<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	73,8%	3,4%	42 €	2,7%	31 €	6,1%	66,7%	-1,0%	41 €	2,6%	27 €	1,6%
Bayonne-Anglet-Biarritz	n.d.	-	-	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	78,4%	3,0%	40 €	4,7%	31 €	7,9%	70,2%	-1,1%	39 €	5,2%	28 €	4,1%
Pau	60,2%	-1,2%	34 €	1,4%	20 €	0,1%	55,1%	-3,3%	34 €	-0,4%	19 €	-3,7%
Toulouse	78,4%	3,4%	41 €	2,6%	32 €	6,1%	70,8%	-0,1%	39 €	1,6%	28 €	1,5%
<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

September 2015



French Riviera

September	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	75,8%	4,0%	353 €	0,5%	268 €	4,5%	64,2%	3,8%	509 €	10,0%	327 €	14,2%
French Riviera - Boutique Hotels**	81,2%	-1,0%	154 €	-5,2%	125 €	-6,1%	73,7%	0,9%	154 €	0,6%	114 €	1,5%
French Riviera - Upscale	80,2%	2,7%	178 €	8,2%	143 €	11,1%	67,0%	7,5%	188 €	5,3%	126 €	13,2%
Average Upscale & Luxury	78,8%	2,9%	232 €	4,0%	183 €	7,0%	66,4%	5,9%	290 €	7,4%	192 €	13,7%
Average Midscale	85,3%	0,3%	119 €	5,5%	101 €	5,9%	71,6%	3,0%	113 €	2,4%	81 €	5,5%
Average Budget	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Average Super-Budget	77,6%	8,2%	48 €	0,7%	38 €	9,0%	68,4%	0,4%	50 €	2,5%	34 €	2,9%

French Riviera Cities

September	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	72,4%	3,2%	311 €	-2,4%	225 €	0,7%	61,8%	4,3%	516 €	11,3%	319 €	16,1%
Cannes - Boutique Hotels	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Cannes - Upscale	73,0%	3,9%	147 €	2,1%	107 €	6,1%	60,1%	7,3%	196 €	7,3%	118 €	15,1%
Cannes - Upscale & Luxury	72,7%	3,3%	231 €	-1,4%	168 €	1,9%	61,0%	5,5%	368 €	10,5%	225 €	16,6%
Cannes - Midscale	75,4%	5,0%	102 €	-1,2%	77 €	3,7%	63,0%	2,0%	110 €	0,6%	69 €	2,6%

September	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	88,1%	1,3%	217 €	8,6%	191 €	10,0%	73,5%	6,5%	208 €	3,2%	153 €	9,9%
Nice - Midscale	88,5%	-1,7%	128 €	10,4%	113 €	8,5%	75,1%	3,0%	114 €	3,5%	85 €	6,6%

September	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	78,5%	9,4%	532 €	20,2%	418 €	31,4%	69,4%	13,4%	549 €	12,2%	381 €	27,2%
Monaco - Upscale	85,2%	9,6%	282 €	6,8%	240 €	17,1%	71,6%	8,5%	288 €	3,0%	206 €	11,7%
Monaco - Upscale & Luxury	83,3%	9,6%	348 €	11,5%	290 €	22,2%	71,0%	9,8%	360 €	7,0%	255 €	17,4%

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

** Boutique Hotels: sample excludes Luxury hotels

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Performances Coast

September 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	54,7%	-2,8%	203 €	-4,7%	111 €	-7,3%	53,5%	8,4%	211 €	-1,6%	113 €	6,7%
Average Midscale	71,5%	-5,6%	100 €	-2,3%	71 €	-7,8%	66,7%	2,0%	102 €	-1,0%	68 €	1,0%
Average Budget	67,3%	-0,7%	70 €	3,1%	47 €	2,4%	62,5%	1,2%	65 €	-1,6%	40 €	-0,5%
Average Super-Budget	67,4%	3,4%	40 €	-0,1%	27 €	3,4%	63,9%	1,2%	41 €	1,2%	26 €	2,5%

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	72,6%	8,9%	213 €	4,2%	155 €	13,5%	61,0%	-2,9%	232 €	3,1%	142 €	0,1%
Average Midscale	76,3%	5,3%	102 €	3,4%	78 €	8,9%	65,2%	7,4%	105 €	1,5%	68 €	9,1%
Average Budget	68,9%	3,4%	66 €	3,5%	46 €	7,1%	59,8%	5,1%	66 €	0,7%	39 €	5,8%
Average Super-Budget	68,0%	3,8%	43 €	1,4%	29 €	5,3%	60,9%	2,0%	44 €	2,3%	27 €	4,3%

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	77,3%	-2,6%	276 €	4,6%	213 €	1,9%	61,7%	0,1%	292 €	-0,6%	180 €	-0,5%
Average Midscale	81,0%	3,6%	108 €	-2,0%	88 €	1,5%	67,2%	7,8%	110 €	-0,6%	74 €	7,2%
Average Budget	77,9%	7,4%	63 €	-4,2%	49 €	2,9%	62,6%	7,0%	68 €	-2,4%	43 €	4,4%
Average Super-Budget	74,8%	0,3%	52 €	-1,4%	39 €	-1,1%	65,8%	-0,3%	51 €	0,0%	34 €	-0,3%

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

September 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	85,5%	-1,5%	151 €	-4,7%	129 €	-6,1%	66,6%	0,1%	157 €	2,1%	105 €	2,2%
Bayonne-Anglet-Biarritz	75,9%	-3,1%	288 €	5,2%	219 €	2,0%	60,7%	-0,6%	302 €	-0,3%	183 €	-0,9%
Bordeaux	77,6%	14,7%	229 €	1,4%	178 €	16,2%	57,2%	12,6%	218 €	6,5%	125 €	19,9%
Cannes	72,7%	3,3%	231 €	-1,4%	168 €	1,9%	61,0%	5,5%	368 €	10,5%	225 €	16,6%
Dijon	75,6%	-4,0%	133 €	-0,3%	101 €	-4,2%	64,2%	8,5%	126 €	0,0%	81 €	8,4%
Lille	70,3%	7,2%	159 €	17,3%	112 €	25,8%	53,2%	-0,2%	132 €	5,8%	70 €	5,6%
Lyon	80,7%	8,4%	146 €	0,2%	118 €	8,6%	69,5%	9,0%	138 €	8,3%	96 €	18,1%
Marseille	81,2%	9,9%	158 €	3,1%	128 €	13,3%	68,6%	1,9%	144 €	0,0%	99 €	1,9%
Monaco	83,3%	9,6%	348 €	11,5%	290 €	22,2%	71,0%	9,8%	360 €	7,0%	255 €	17,4%
Montpellier	82,7%	5,8%	171 €	16,1%	142 €	22,8%	67,5%	6,9%	145 €	1,1%	98 €	8,1%
Nice	88,1%	1,3%	217 €	8,6%	191 €	10,0%	73,5%	6,5%	208 €	3,2%	153 €	9,9%
Strasbourg	77,6%	3,5%	116 €	-0,4%	90 €	3,1%	63,8%	1,4%	113 €	3,2%	72 €	4,6%
Toulouse	75,8%	-2,1%	132 €	5,2%	100 €	2,9%	69,2%	11,8%	119 €	-3,7%	82 €	7,6%

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

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%	-4,3%	86 €	4,6%	63 €	0,0%	65,3%	1,7%	83 €	-0,8%	54 €	0,8%
Avignon	91,0%	2,4%	101 €	-2,4%	92 €	0,0%	76,0%	3,4%	100 €	-1,1%	76 €	2,3%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	87,7%	5,9%	97 €	1,7%	85 €	7,7%	69,3%	6,8%	93 €	6,0%	64 €	13,2%
Cannes	75,4%	5,0%	102 €	-1,2%	77 €	3,7%	63,0%	2,0%	110 €	0,6%	69 €	2,6%
Dijon	71,5%	1,7%	89 €	0,8%	63 €	2,5%	62,7%	2,6%	87 €	-0,1%	54 €	2,5%
Grenoble	60,8%	5,2%	93 €	-5,9%	56 €	-1,0%	51,0%	3,5%	93 €	-4,4%	48 €	-1,1%
Le Havre	64,3%	-11,4%	93 €	-0,7%	60 €	-12,1%	62,8%	-5,3%	86 €	0,6%	54 €	-4,7%
Lille	80,3%	7,6%	111 €	18,9%	89 €	27,9%	59,5%	-1,5%	92 €	6,7%	55 €	5,2%
Lyon	70,1%	2,4%	100 €	-3,4%	70 €	-1,1%	62,1%	6,2%	94 €	1,0%	58 €	7,3%
Marseille	83,2%	4,8%	99 €	0,2%	83 €	5,0%	69,7%	-1,1%	93 €	-1,9%	65 €	-3,0%
Montpellier	75,9%	3,9%	99 €	7,1%	75 €	11,2%	66,4%	3,0%	87 €	0,9%	58 €	3,9%
Nancy	75,7%	-4,6%	95 €	3,0%	72 €	-1,8%	71,8%	8,4%	88 €	1,9%	63 €	10,5%
Nantes	73,2%	2,2%	92 €	1,1%	67 €	3,3%	62,8%	5,2%	88 €	1,3%	55 €	6,6%
Niort	69,0%	9,3%	80 €	1,9%	55 €	11,5%	55,3%	-5,8%	80 €	-0,5%	44 €	-6,2%
Nice	88,5%	-1,7%	128 €	10,4%	113 €	8,5%	75,1%	3,0%	114 €	3,5%	85 €	6,6%
Pau	66,6%	-1,8%	76 €	-2,1%	51 €	-3,9%	53,8%	-6,0%	78 €	-1,8%	42 €	-7,6%
Reims	78,5%	-2,1%	104 €	-5,6%	82 €	-7,6%	63,7%	-1,2%	103 €	3,2%	65 €	1,9%
Rennes	70,8%	7,4%	107 €	3,1%	76 €	10,8%	56,4%	-1,5%	92 €	5,7%	52 €	4,1%
Rouen	71,5%	-3,1%	97 €	1,9%	70 €	-1,2%	64,1%	3,3%	92 €	-0,1%	59 €	3,2%
Strasbourg	76,0%	-0,6%	100 €	0,5%	76 €	-0,1%	63,2%	-2,3%	95 €	0,5%	60 €	-1,8%
Toulouse	72,5%	6,0%	100 €	-3,5%	73 €	2,3%	60,2%	4,8%	94 €	-2,6%	57 €	2,0%

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

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Performances Main cities in Regions

September 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	70,9%	-3,3%	67 €	-2,1%	48 €	-5,3%	63,5%	-4,4%	65 €	-1,0%	41 €	-5,4%
Angers	64,9%	-9,3%	64 €	-5,0%	42 €	-13,8%	59,7%	0,4%	62 €	-3,9%	37 €	-3,5%
Avignon	74,1%	3,3%	69 €	-1,8%	51 €	1,5%	64,8%	0,7%	69 €	-1,3%	45 €	-0,7%
Bayonne-Anglet-Biarritz	78,7%	9,2%	60 €	-5,9%	47 €	2,8%	64,9%	6,0%	65 €	-3,0%	42 €	2,9%
Bordeaux	81,6%	7,8%	72 €	1,2%	58 €	9,1%	69,6%	8,4%	66 €	3,4%	46 €	12,1%
Dijon	82,9%	5,9%	62 €	-4,9%	52 €	0,7%	73,7%	0,2%	61 €	-2,8%	45 €	-2,7%
Grenoble	58,6%	1,9%	59 €	-7,2%	34 €	-5,5%	52,2%	-2,6%	59 €	-2,9%	31 €	-5,4%
Le Havre	53,2%	-16,3%	63 €	1,6%	34 €	-14,9%	52,4%	-8,6%	57 €	-1,0%	30 €	-9,6%
Lille	81,2%	12,5%	90 €	10,5%	73 €	24,3%	66,0%	4,9%	72 €	2,7%	47 €	7,7%
Lyon	74,7%	6,0%	80 €	2,7%	59 €	8,9%	65,6%	3,9%	73 €	8,0%	48 €	12,2%
Marseille	75,0%	-0,4%	71 €	-0,2%	53 €	-0,6%	69,3%	1,7%	66 €	-1,1%	46 €	0,6%
Metz	82,5%	17,1%	60 €	-8,8%	50 €	6,8%	68,9%	11,1%	57 €	-6,6%	40 €	3,7%
Montpellier	80,0%	7,7%	83 €	7,5%	66 €	15,7%	71,9%	0,7%	72 €	1,0%	52 €	1,7%
Nancy	76,1%	-1,5%	70 €	-0,9%	53 €	-2,4%	70,8%	4,9%	62 €	-2,0%	44 €	2,8%
Nantes	68,5%	11,5%	67 €	1,2%	46 €	12,9%	59,0%	6,0%	64 €	-0,5%	38 €	5,4%
Niort	58,9%	4,3%	60 €	2,9%	35 €	7,3%	53,2%	-5,5%	59 €	-2,9%	31 €	-8,2%
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	73,0%	2,6%	74 €	0,9%	54 €	3,5%	62,9%	-0,7%	66 €	0,3%	41 €	-0,3%
Rouen	67,9%	-3,8%	64 €	-1,5%	43 €	-5,2%	59,6%	-3,1%	62 €	-0,3%	37 €	-3,5%
Strasbourg	79,9%	-0,4%	67 €	-3,8%	54 €	-4,2%	71,1%	-0,2%	62 €	-2,4%	44 €	-2,5%
Toulouse	73,1%	11,6%	69 €	-4,4%	50 €	6,7%	62,3%	0,9%	64 €	-0,5%	40 €	0,3%

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	65,0%	-7,4%	41 €	1,8%	27 €	-5,7%	57,7%	-6,6%	40 €	2,1%	23 €	-4,6%
Avignon	57,7%	-8,1%	35 €	-0,7%	20 €	-8,8%	63,1%	-7,2%	37 €	-1,2%	23 €	-8,4%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	78,4%	3,0%	40 €	4,7%	31 €	7,9%	70,2%	-1,1%	39 €	5,2%	28 €	4,1%
Dijon	75,1%	2,8%	37 €	-3,1%	28 €	-0,3%	66,0%	-3,9%	39 €	1,3%	26 €	-2,7%
Grenoble	51,8%	-15,3%	37 €	0,7%	19 €	-14,7%	52,9%	-4,4%	37 €	-2,6%	19 €	-6,9%
Le Havre	58,2%	-20,0%	38 €	-0,7%	22 €	-20,6%	62,4%	-12,9%	39 €	-2,0%	24 €	-14,6%
Lille	73,2%	5,5%	46 €	7,7%	34 €	13,6%	60,6%	-2,1%	40 €	2,9%	24 €	0,7%
Lyon	66,3%	-0,5%	42 €	1,4%	28 €	1,0%	63,9%	-0,7%	41 €	2,9%	26 €	2,2%
Marseille	74,2%	4,8%	42 €	0,1%	31 €	4,9%	69,1%	1,9%	41 €	-0,7%	28 €	1,1%
Metz	71,2%	-11,2%	40 €	2,9%	28 €	-8,6%	64,2%	-9,2%	38 €	3,2%	24 €	-6,2%
Montpellier	69,9%	0,7%	40 €	9,6%	28 €	10,3%	66,4%	-6,0%	39 €	3,2%	26 €	-3,0%
Nancy	60,4%	-3,1%	40 €	1,8%	24 €	-1,3%	58,8%	1,6%	39 €	2,2%	23 €	3,9%
Nantes	72,7%	4,5%	45 €	4,2%	32 €	8,9%	67,3%	4,9%	43 €	0,9%	29 €	5,9%
Niort	68,5%	1,4%	35 €	9,2%	24 €	10,7%	66,0%	3,4%	34 €	3,8%	23 €	7,3%
Pau	60,2%	-1,2%	34 €	1,4%	20 €	0,1%	55,1%	-3,3%	34 €	-0,4%	19 €	-3,7%
Rennes	67,1%	-1,6%	43 €	1,4%	29 €	-0,2%	58,0%	-0,6%	40 €	0,4%	23 €	-0,2%
Rouen	69,2%	-5,8%	45 €	3,0%	31 €	-2,9%	63,1%	2,0%	44 €	1,0%	28 €	3,0%
Strasbourg	70,8%	-9,4%	42 €	5,1%	30 €	-4,7%	61,7%	-5,3%	41 €	3,6%	25 €	-1,9%
Toulouse	78,4%	3,4%	41 €	2,6%	32 €	6,1%	70,8%	-0,1%	39 €	1,6%	28 €	1,5%

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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