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tourisme, culture & hôtellerie

French Hotel Industry Performance

October 2015



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Hauts-de-Seine

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Investor

Market and feasibility study for a leisure complex, Astana

Kazakhstan

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Owner

Repositioning analysis for a city-centre hotel, Rabat

Maroc

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Sales instruction

5 hotel-restaurant, prime location, restaurants, pool, meeting rooms*

Sale of freehold Aquitaine

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Sales instruction

3 hotel-restaurant > 35 rooms, outdoor terrace, meeting room, parking, national brand nationale*

Sale of freehold Pays de Loire

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Sales instruction

3 hotel > 40 rooms, meeting rooms, bar, breakfast room, parking*

Sale of freehold Hauts-de-Seine

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Bayonne Municipality

Preparation of a tourism master plan

Bayonne

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October may mean a difficult end to the year

As the months go by, the pattern observed thus far is becoming stronger. Although year-to-date performances at the end of October were more or less balanced, October marked a strong decline in almost all categories, compared (true) to a good October 2014. The sharp drop in Ile-de-France hotel performances was decidedly the most striking feature and dragged down average performance in France as a whole.

Further to a gloomy summer and early autumn, October marked a downward trend in all categories throughout Ile-de-France. Although a comparison with the same period 2014 should be put in perspective, October 2015 saw a sharp drop in monthly performance: upper-end categories were the only ones in Paris to maintain slight RevPAR growth (+1,3%). Pricing efforts undertaken by Parisian hoteliers (ARR down by -2,6% to -12%, depending on the category) did not manage to boost occupancy, itself generally in decline.

In contrast, and as with previous months, regional France and the Côte d'Azur posted encouraging results. Year-to-date RevPAR growth at the end of October was relatively comfortable (+0,7% to +7% in regional France, and +4,7% to +12% on the Côte d'Azur). Indeed, the Indian summer helped boost demand in tourist areas, with coastal areas all recording respectable performances: Bayonne-Anglet-Biarritz, Bordeaux, Montpellier, Marseille, Nice and Le Havre.

It is feared that certain damaging effects evoked last month (impact of the emergence of the collaborative economy) will be amplified in the weeks and months to come by the repercussions of November's tragic events in Paris. These are likely to manifest themselves in falling occupancy in both Paris' hotels, but also elsewhere. Although the Côte d'Azur and regional France, given the solid performances recorded thus far in 2015, are likely to finish the year on a high note, the end of the year will most certainly be more complex for Ile-de-France.

Monthly performance

October	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	72,5%	73,6%	69,9%	70,3%	64,3%
Var. /n-1	2,1%	-0,4%	-1,9%	-1,7%	-3,0%
ADR 2015	391 €	184 €	104 €	66 €	40 €
Var. /n-1	-1,4%	-3,5%	-4,2%	-6,1%	0,6%
RevPAR 2015	284 €	136 €	73 €	46 €	26 €
Var. /n-1	0,7%	-4,0%	-6,0%	-7,7%	-2,4%

Year To Date performance

Jan. to October	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	68,1%	70,8%	67,4%	68,2%	64,7%
Var. /n-1	0,4%	1,7%	0,8%	1,4%	-2,4%
ADR 2015	432 €	187 €	101 €	64 €	41 €
Var. /n-1	-0,3%	1,3%	-0,2%	-1,4%	1,5%
RevPAR 2015	294 €	132 €	68 €	44 €	26 €
Var. /n-1	0,1%	3,0%	0,6%	-0,1%	-1,0%

Definitions

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

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Performances Paris

October 2015



Paris-City

Monthly performance

October	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris - Luxury	87,8%	1,0%	528 €	-2,6%	464 €	-1,7%
Paris - Boutique Hotels	87,8%	-1,1%	287 €	-6,0%	252 €	-7,0%
Paris - Upscale	87,6%	-0,5%	214 €	-6,5%	188 €	-7,0%
Paris - Luxury & Upscale	87,6%	-0,3%	288 €	-4,6%	252 €	-4,9%
Paris - Superior midscale	90,7%	-1,7%	165 €	-12,0%	150 €	-13,4%
Paris - Standard midscale	85,8%	-2,8%	128 €	-8,2%	110 €	-10,7%
Paris - Midscale	87,7%	-2,3%	143 €	-10,0%	126 €	-12,1%
Paris - Budget	87,0%	-2,6%	99 €	-8,8%	86 €	-11,2%

Year To Date performance

Jan. to October	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris - Luxury	80,0%	-3,2%	502 €	3,5%	402 €	0,2%
Paris - Boutique Hotels	80,3%	-1,0%	265 €	-3,2%	213 €	-4,2%
Paris - Upscale	80,4%	0,0%	204 €	0,9%	164 €	1,0%
Paris - Haut de gamme & Gd luxe	80,3%	-0,7%	272 €	2,0%	219 €	1,3%
Paris - Superior midscale	83,2%	-2,4%	157 €	-2,4%	131 €	-4,7%
Paris - Standard midscale	79,2%	-4,0%	117 €	0,8%	93 €	-3,2%
Paris - Midscale	80,8%	-3,3%	134 €	-0,6%	108 €	-3,9%
Paris - Budget	83,0%	-1,3%	89 €	-0,5%	74 €	-1,8%

Paris suburbs (excluding Paris) – Luxury and upscale

Monthly performance

October	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris	87,6%	-0,3%	288 €	-4,6%	252 €	-4,9%
La Défense	84,9%	-1,4%	157 €	-13,9%	134 €	-15,2%
Roissy CdG	79,4%	-1,2%	113 €	-24,6%	90 €	-25,5%
IDF (exc.Paris and poles)	79,6%	-8,3%	272 €	1,5%	217 €	-6,9%

Year To Date performance

Jan. to October	OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Paris	80,3%	-0,7%	272 €	2,0%	219 €	1,3%
La Défense	77,2%	1,2%	152 €	-7,4%	118 €	-6,3%
Roissy CdG	76,5%	2,0%	111 €	-1,3%	85 €	0,7%
IDF (exc.Paris and poles)	78,5%	0,8%	255 €	2,7%	200 €	3,5%

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Performance Regions

October 2015



Regions

Regions (excl. French Riviera)

Monthly performance

October	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	64,9%	67,0%	64,4%	65,0%	61,9%
Var. /n-1	3,1%	0,6%	-1,0%	0,1%	-2,2%
ADR 2015	250 €	137 €	90 €	62 €	39 €
Var. /n-1	5,3%	0,1%	1,3%	-2,2%	1,3%
RevPAR 2015	162 €	92 €	58 €	41 €	24 €
Var. /n-1	8,5%	0,6%	0,3%	-2,0%	-0,9%

Year To Date performance

Jan. to October	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	61,6%	62,4%	62,4%	63,1%	62,8%
Var. /n-1	2,2%	5,4%	2,4%	1,6%	-2,5%
ADR 2015	277 €	138 €	90 €	62 €	39 €
Var. /n-1	2,0%	1,6%	0,8%	-0,9%	1,7%
RevPAR 2015	171 €	86 €	56 €	39 €	25 €
Var. /n-1	4,3%	7,0%	3,3%	0,7%	-0,9%

French Riviera

Monthly performance

October	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2015	65,5%	65,6%	67,6%	n.d.	66,6%
Var. /n-1	2,4%	4,7%	-1,1%	-	22,2%
ADR 2015	355 €	154 €	102 €	n.d.	46 €
Var. /n-1	0,6%	3,9%	7,4%	-	3,8%
RevPAR 2015	233 €	101 €	69 €	n.d.	31 €
Var. /n-1	3,0%	8,7%	6,2%	-	26,8%

Year To Date performance

Jan. to October	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2015	64,3%	67,4%	71,2%	n.d.	68,2%
Var. /n-1	3,7%	6,6%	2,6%	-	2,2%
ADR 2015	493 €	181 €	112 €	n.d.	50 €
Var. /n-1	9,2%	5,0%	2,9%	-	2,5%
RevPAR 2015	317 €	122 €	80 €	n.d.	34 €
Var. /n-1	13,2%	11,9%	5,6%	-	4,7%

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

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Performances Suburbs

October 2015



Paris suburbs (excluding Paris)

Midscale market	Monthly performance								
	October	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	60,0%	68,4%	65,5%	78,1%	75,3%	81,9%	76,1%	73,9%
	Var. /n-1	-18,5%	-4,5%	-10,8%	-6,5%	-4,2%	-3,1%	0,3%	-5,6%
	ADR 2015	103 €	97 €	90 €	110 €	81 €	85 €	95 €	98 €
	Var. /n-1	1,0%	-7,9%	0,4%	-13,5%	-24,0%	-10,8%	-22,5%	-12,7%
	RevPAR 2015	62 €	66 €	59 €	86 €	61 €	70 €	72 €	72 €
	Var. /n-1	-17,7%	-12,1%	-10,5%	-19,1%	-27,2%	-13,5%	-22,3%	-17,6%
Midscale market	Year To Date performance								
	Jan. to October	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	58,9%	68,9%	67,1%	71,9%	74,8%	77,2%	71,7%	70,9%
	Var. /n-1	-5,4%	6,8%	3,1%	-3,5%	11,1%	-1,4%	0,5%	0,7%
	ADR 2015	103 €	94 €	87 €	104 €	75 €	82 €	95 €	94 €
	Var. /n-1	1,5%	-2,1%	-1,8%	-2,9%	-8,4%	-3,5%	-3,7%	-3,3%
	RevPAR 2015	61 €	65 €	58 €	75 €	56 €	64 €	68 €	67 €
	Var. /n-1	-4,0%	4,5%	1,3%	-6,3%	1,7%	-4,9%	-3,2%	-2,7%
Budget market	Monthly performance								
	October	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	83,8%	69,2%	68,8%	74,8%	75,8%	76,2%	76,1%	76,3%
	Var. /n-1	-5,5%	-10,6%	4,2%	-8,0%	-7,4%	-2,5%	-6,0%	-6,0%
	ADR 2015	61 €	81 €	62 €	80 €	62 €	67 €	57 €	65 €
	Var. /n-1	-3,2%	-2,0%	-12,8%	-6,0%	-18,3%	-6,8%	-18,4%	-11,4%
	RevPAR 2015	51 €	56 €	43 €	60 €	47 €	51 €	43 €	50 €
	Var. /n-1	-8,5%	-12,4%	-9,1%	-13,5%	-24,3%	-9,1%	-23,0%	-16,7%
Budget market	Year To Date performance								
	Jan. to October	departments						Average suburbs	
		77	78	91	92	93	94		95
	OR 2015	79,2%	68,9%	65,6%	70,4%	72,7%	74,6%	76,4%	73,9%
	Var. /n-1	2,7%	-1,7%	5,2%	-3,1%	0,9%	1,2%	3,3%	1,2%
	ADR 2015	62 €	80 €	61 €	73 €	58 €	62 €	54 €	62 €
	Var. /n-1	-0,4%	2,3%	-5,4%	-2,4%	-2,7%	-4,3%	-3,3%	-2,5%
	RevPAR 2015	49 €	55 €	40 €	52 €	43 €	46 €	42 €	46 €
	Var. /n-1	2,3%	0,6%	-0,5%	-5,4%	-1,8%	-3,2%	-0,1%	-1,3%
Super Budget market	Monthly performance								
	October	departments						IDF (hors Paris)	
		77	78	91	92	93	94		95
	OR 2015	66,4%	73,2%	72,4%	n.d.	79,2%	75,1%	77,6%	74,8%
	Var. /n-1	-15,2%	-8,1%	-4,9%	-	-7,2%	-10,7%	-10,5%	-8,5%
	ADR 2015	45 €	44 €	40 €	n.d.	46 €	44 €	46 €	45 €
	Var. /n-1	1,8%	0,5%	2,2%	-	-3,9%	-0,2%	-6,8%	-1,4%
	RevPAR 2015	30 €	32 €	29 €	n.d.	36 €	33 €	36 €	34 €
	Var. /n-1	-13,6%	-7,7%	-2,7%	-	-10,8%	-10,8%	-16,6%	-9,8%
Super Budget market	Year To Date performance								
	Jan. to October	departments						IDF (hors Paris)	
		77	78	91	92	93	94		95
	OR 2015	68,3%	70,3%	68,1%	n.d.	72,4%	73,1%	74,8%	71,3%
	Var. /n-1	-7,5%	-2,7%	-1,0%	-	-5,2%	-3,5%	-4,3%	-4,3%
	ADR 2015	44 €	43 €	39 €	n.d.	46 €	43 €	46 €	45 €
	Var. /n-1	3,0%	2,2%	1,3%	-	1,3%	-0,4%	1,4%	1,3%
	RevPAR 2015	30 €	30 €	27 €	n.d.	33 €	32 €	35 €	32 €
	Var. /n-1	-4,7%	-0,6%	0,3%	-	-4,0%	-3,9%	-2,9%	-3,0%

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Performances North-East

October 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	64,2%	-3,9%	134 €	-0,8%	86 €	-4,7%	57,6%	2,6%	134 €	3,5%	77 €	6,2%
Dijon	64,6%	-10,5%	128 €	-3,3%	83 €	-13,4%	64,3%	6,2%	126 €	-0,5%	81 €	5,7%
Lille	63,5%	-3,1%	143 €	2,4%	91 €	-0,8%	54,2%	-0,5%	133 €	5,3%	72 €	4,8%
Metz	insufficient supply						insufficient supply					
Nancy	insufficient supply						insufficient supply					
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	76,4%	1,2%	122 €	-0,6%	93 €	0,6%	65,0%	1,3%	114 €	2,6%	74 €	4,0%

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	64,2%	-0,8%	91 €	2,6%	58 €	1,7%	60,1%	2,6%	88 €	1,9%	53 €	4,5%
Dijon	62,5%	-6,2%	88 €	4,2%	55 €	-2,2%	62,7%	1,6%	87 €	0,4%	54 €	2,0%
Lille	68,2%	-7,7%	100 €	3,6%	68 €	-4,4%	60,4%	-2,2%	93 €	6,3%	56 €	3,9%
Metz	in progress						in progress					
Nancy	69,8%	-3,6%	90 €	-0,9%	63 €	-4,4%	71,6%	7,1%	88 €	1,5%	63 €	8,7%
Reims	73,4%	-0,7%	108 €	2,8%	80 €	2,1%	65,7%	-1,3%	104 €	3,4%	69 €	2,1%
Strasbourg	74,4%	1,4%	105 €	3,3%	78 €	4,8%	64,3%	-1,8%	96 €	0,9%	62 €	-1,0%

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	71,4%	1,5%	61 €	-2,7%	44 €	-1,3%	66,8%	2,1%	60 €	-1,6%	40 €	0,5%
Dijon	73,2%	0,0%	61 €	-5,7%	44 €	-5,7%	73,7%	0,1%	61 €	-3,1%	45 €	-3,0%
Lille	77,5%	0,6%	74 €	0,2%	57 €	0,8%	67,2%	4,4%	72 €	2,4%	48 €	6,9%
Metz	70,9%	-4,1%	62 €	-2,4%	44 €	-6,4%	69,1%	9,3%	58 €	-6,2%	40 €	2,5%
Nancy	74,9%	-1,3%	64 €	-1,5%	48 €	-2,8%	71,2%	4,2%	62 €	-1,9%	44 €	2,2%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	80,6%	-1,5%	69 €	3,9%	55 €	2,3%	72,0%	-0,3%	62 €	-1,6%	45 €	-2,0%

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	64,4%	-0,2%	38 €	2,1%	24 €	1,8%	62,3%	-2,5%	38 €	2,3%	24 €	-0,3%
Dijon	66,7%	-2,3%	38 €	2,3%	25 €	0,0%	66,0%	-3,7%	39 €	1,4%	26 €	-2,4%
Lille	69,5%	-5,0%	40 €	0,3%	28 €	-4,7%	61,5%	-2,5%	40 €	2,6%	25 €	0,0%
Metz	69,3%	-11,2%	38 €	-0,5%	27 €	-11,6%	64,7%	-9,4%	38 €	2,8%	24 €	-6,9%
Nancy	58,7%	-3,5%	40 €	3,4%	23 €	-0,2%	58,8%	1,1%	39 €	2,3%	23 €	3,4%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	72,3%	0,3%	42 €	6,0%	30 €	6,4%	62,8%	-4,6%	41 €	3,9%	26 €	-0,9%

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

October 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	60,1%	1,7%	197 €	3,3%	119 €	5,1%	61,0%	-1,3%	216 €	1,6%	132 €	0,3%
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	61,7%	2,3%	89 €	-0,3%	55 €	2,0%	62,5%	4,1%	90 €	0,5%	57 €	4,6%
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	69,9%	3,8%	98 €	13,5%	69 €	17,8%	64,7%	-3,2%	89 €	2,5%	58 €	-0,8%
Nantes	66,5%	5,5%	89 €	-1,5%	59 €	4,0%	63,2%	5,3%	88 €	1,0%	56 €	6,3%
Niort	61,1%	6,6%	75 €	-6,3%	46 €	-0,1%	55,9%	-4,5%	80 €	-1,1%	44 €	-5,6%
Rennes	61,2%	-6,1%	86 €	-7,6%	53 €	-13,3%	56,9%	-2,0%	92 €	4,1%	52 €	2,0%
Rouen	60,9%	-6,4%	93 €	-3,2%	57 €	-9,4%	63,8%	2,3%	92 €	-0,5%	59 €	1,8%

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	60,0%	0,5%	62 €	-2,8%	37 €	-2,3%	59,1%	1,0%	63 €	-1,2%	37 €	-0,2%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	69,0%	8,1%	60 €	-5,3%	41 €	2,4%	60,6%	1,3%	62 €	-4,1%	37 €	-2,9%
Le Havre	57,4%	5,1%	61 €	6,6%	35 €	12,0%	52,9%	-7,3%	57 €	-0,2%	30 €	-7,5%
Nantes	63,0%	6,8%	67 €	-0,2%	42 €	6,6%	59,4%	6,1%	65 €	-0,4%	38 €	5,7%
Niort	50,0%	-16,0%	60 €	38,2%	30 €	16,1%	52,9%	-6,6%	59 €	0,2%	31 €	-6,4%
Rennes	68,9%	-4,7%	65 €	-8,8%	45 €	-13,1%	63,5%	-1,1%	66 €	-0,8%	42 €	-1,9%
Rouen	59,8%	-6,3%	60 €	-6,9%	36 €	-12,7%	59,6%	-3,5%	61 €	-1,0%	37 €	-4,5%

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	61,0%	-2,6%	39 €	1,8%	24 €	-0,8%	61,7%	-1,9%	40 €	0,9%	24 €	-1,1%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	64,2%	-0,1%	41 €	1,5%	26 €	1,4%	58,4%	-5,9%	40 €	2,1%	24 €	-4,0%
Le Havre	64,8%	-6,1%	38 €	-1,4%	24 €	-7,5%	62,7%	-12,2%	39 €	-2,0%	24 €	-14,0%
Nantes	69,7%	2,0%	43 €	1,4%	30 €	3,4%	67,5%	4,6%	43 €	1,0%	29 €	5,6%
Niort	68,2%	1,2%	34 €	6,4%	23 €	7,7%	66,2%	3,2%	34 €	4,0%	23 €	7,3%
Rennes	60,4%	-9,5%	41 €	-1,2%	25 €	-10,5%	58,3%	-1,6%	40 €	0,2%	23 €	-1,4%
Rouen	66,3%	-5,0%	44 €	-1,0%	29 €	-6,0%	63,4%	1,2%	44 €	0,8%	28 €	1,9%

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

October 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	71,8%	6,1%	155 €	0,3%	111 €	6,4%	68,1%	9,0%	162 €	2,6%	110 €	11,8%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	68,1%	4,5%	134 €	-8,6%	91 €	-4,5%	66,8%	0,6%	155 €	0,9%	103 €	1,5%
Grenoble	insufficient supply						insufficient supply					
Lyon	75,8%	2,0%	143 €	-0,6%	108 €	1,5%	70,2%	8,2%	138 €	7,2%	97 €	16,0%
Marseille	69,3%	5,5%	152 €	10,2%	105 €	16,2%	68,7%	2,3%	145 €	1,0%	100 €	3,3%
Montpellier	73,4%	10,7%	156 €	3,6%	115 €	14,7%	68,1%	7,3%	146 €	1,4%	100 €	8,8%
St Etienne	insufficient supply						insufficient supply					
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-East	63,7%	-3,7%	88 €	-1,7%	56 €	-5,3%	63,7%	0,7%	90 €	-1,0%	57 €	-0,3%
Aix en Provence	64,2%	2,5%	80 €	-0,4%	51 €	2,1%	65,2%	1,7%	83 €	-0,8%	54 €	0,9%
Avignon	77,2%	4,2%	92 €	-3,3%	71 €	0,8%	76,1%	3,5%	100 €	-1,3%	76 €	2,2%
Grenoble	55,6%	-2,0%	95 €	-5,5%	53 €	-7,4%	50,8%	1,4%	93 €	-4,6%	47 €	-3,3%
Lyon	65,6%	-6,2%	96 €	-3,3%	63 €	-9,3%	62,4%	4,7%	94 €	0,4%	59 €	5,1%
Marseille	77,3%	1,9%	96 €	1,3%	74 €	3,2%	70,4%	-0,9%	93 €	-1,6%	65 €	-2,4%
Montpellier	63,8%	0,9%	90 €	-1,1%	58 €	-0,2%	66,1%	2,7%	87 €	0,7%	58 €	3,4%
St Etienne	in progress						in progress					
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-East	63,6%	-1,0%	64 €	-2,8%	41 €	-3,8%	63,1%	0,9%	65 €	-0,2%	41 €	0,7%
Aix en Provence	57,2%	-8,7%	63 €	-1,2%	36 €	-9,7%	62,8%	-4,8%	65 €	-1,0%	41 €	-5,8%
Avignon	58,6%	-2,3%	62 €	-2,0%	36 €	-4,2%	64,2%	0,4%	69 €	-1,4%	44 €	-1,0%
Grenoble	53,0%	-8,8%	58 €	-8,1%	31 €	-16,2%	52,3%	-3,3%	59 €	-3,5%	31 €	-6,6%
Lyon	76,6%	3,7%	75 €	-2,1%	57 €	1,6%	66,8%	3,9%	73 €	6,7%	49 €	10,9%
Marseille	64,4%	-8,6%	68 €	-0,8%	44 €	-9,4%	68,8%	0,6%	66 €	-1,1%	46 €	-0,4%
Montpellier	68,8%	-1,9%	73 €	-0,6%	50 €	-2,5%	71,6%	0,5%	72 €	0,8%	52 €	1,3%
St Etienne	in progress						in progress					
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-East	58,3%	-4,6%	39 €	0,4%	23 €	-4,2%	62,4%	-3,3%	40 €	1,7%	25 €	-1,6%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	52,1%	-6,2%	32 €	-6,0%	17 €	-11,8%	62,0%	-7,1%	36 €	-1,6%	22 €	-8,6%
Grenoble	47,8%	-21,0%	36 €	-4,4%	17 €	-24,4%	52,4%	-6,2%	37 €	-2,8%	19 €	-8,8%
Lyon	66,8%	-1,1%	41 €	-1,1%	28 €	-2,2%	64,2%	-0,8%	41 €	2,4%	26 €	1,6%
Marseille	68,1%	1,3%	40 €	-2,3%	27 €	-1,0%	69,0%	1,8%	41 €	-0,9%	28 €	0,9%
Montpellier	55,8%	-8,2%	36 €	0,4%	20 €	-7,9%	65,3%	-6,2%	39 €	3,0%	26 €	-3,4%
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

October 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	68,4%	6,1%	197 €	7,7%	135 €	14,3%	62,9%	6,0%	219 €	-0,1%	137 €	5,8%
Bayonne-Anglet-Biarritz	64,0%	13,4%	203 €	2,8%	130 €	16,5%	61,0%	0,8%	291 €	-0,3%	178 €	0,5%
Bordeaux	66,8%	17,1%	233 €	8,8%	155 €	27,5%	58,1%	13,0%	220 €	6,8%	128 €	20,7%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	77,0%	4,9%	121 €	-0,7%	93 €	4,2%	70,0%	10,9%	119 €	-3,4%	83 €	7,2%
<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	69,4%	1,6%	93 €	5,5%	64 €	7,2%	62,7%	2,6%	91 €	2,5%	57 €	5,1%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	79,5%	14,3%	99 €	10,0%	79 €	25,8%	70,4%	7,6%	93 €	6,5%	66 €	14,6%
Pau	66,8%	-10,8%	75 €	-2,5%	50 €	-13,0%	55,1%	-6,6%	78 €	-1,8%	43 €	-8,3%
Toulouse	66,7%	1,3%	95 €	-5,9%	64 €	-4,7%	60,9%	4,4%	95 €	-3,0%	58 €	1,2%
<i>Bayonne-Anglet-Biarritz : in development, sample subject to change</i>												
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
South-West	63,2%	-0,7%	63 €	1,7%	40 €	0,9%	62,1%	2,7%	63 €	0,0%	39 €	2,7%
Bayonne-Anglet-Biarritz	61,9%	2,3%	51 €	-5,4%	32 €	-3,3%	64,6%	5,6%	64 €	-3,2%	41 €	2,3%
Bordeaux	69,5%	9,2%	71 €	5,7%	49 €	15,4%	69,6%	8,5%	67 €	3,7%	46 €	12,5%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
Toulouse	70,6%	-1,9%	65 €	-1,8%	46 €	-3,6%	63,1%	0,5%	64 €	-0,7%	40 €	-0,1%
<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	66,2%	-0,3%	39 €	1,8%	26 €	1,5%	66,7%	-1,0%	41 €	2,6%	27 €	1,6%
Bayonne-Anglet-Biarritz	n.d.	-	-	-	-	-	n.d.	-	n.d.	-	-	-
Bordeaux	70,0%	2,3%	38 €	3,3%	27 €	5,7%	70,2%	-0,8%	39 €	5,0%	27 €	4,2%
Pau	53,4%	-6,4%	33 €	2,0%	18 €	-4,6%	54,9%	-3,6%	34 €	-0,1%	19 €	-3,8%
Toulouse	76,5%	1,0%	40 €	1,4%	31 €	2,4%	71,4%	0,0%	39 €	1,5%	28 €	1,6%
<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

October 2015



French Riviera

October	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	65,5%	2,4%	355 €	0,6%	233 €	3,0%	64,3%	3,7%	493 €	9,2%	317 €	13,2%
French Riviera - Boutique Hotels**	71,9%	-4,8%	136 €	5,7%	98 €	0,7%	73,5%	0,3%	152 €	1,1%	112 €	1,4%
French Riviera - Upscale	64,9%	5,8%	155 €	3,6%	101 €	9,5%	66,8%	7,4%	184 €	5,2%	123 €	12,9%
Average Upscale & Luxury	65,6%	3,9%	221 €	2,0%	145 €	6,0%	66,3%	5,7%	282 €	7,0%	187 €	13,0%
Average Midscale	67,6%	-1,1%	102 €	7,4%	69 €	6,2%	71,2%	2,6%	112 €	2,9%	80 €	5,6%
Average Budget	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Average Super-Budget	66,6%	22,2%	46 €	3,8%	31 €	26,8%	68,2%	2,2%	50 €	2,5%	34 €	4,7%

French Riviera Cities

October	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	62,2%	0,7%	380 €	0,4%	237 €	1,2%	61,8%	3,9%	502 €	10,5%	310 €	14,8%
Cannes - Boutique Hotels	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Cannes - Upscale	50,6%	-0,9%	185 €	1,2%	94 €	0,2%	59,1%	6,5%	195 €	6,7%	115 €	13,6%
Cannes - Upscale & Luxury	56,8%	0,0%	297 €	1,5%	169 €	1,5%	60,6%	5,0%	361 €	9,8%	219 €	15,2%
Cannes - Midscale	56,4%	-3,1%	109 €	1,7%	62 €	-1,4%	62,3%	1,6%	110 €	0,7%	69 €	2,3%
Nice - Upscale & Luxury	78,3%	7,6%	161 €	6,5%	126 €	14,6%	74,0%	6,6%	203 €	3,4%	150 €	10,3%
Nice - Midscale	72,6%	-0,2%	102 €	9,8%	74 €	9,6%	74,8%	2,7%	113 €	4,1%	84 €	6,9%
Monaco - Luxury	68,1%	-2,2%	331 €	11,2%	226 €	8,7%	69,3%	11,6%	527 €	12,9%	366 €	25,9%
Monaco - Upscale	64,5%	-5,4%	199 €	2,2%	128 €	-3,3%	70,9%	7,0%	280 €	3,3%	198 €	10,5%
Monaco - Upscale & Luxury	65,5%	-4,5%	237 €	5,6%	155 €	0,8%	70,4%	8,3%	348 €	7,4%	245 €	16,2%

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

** Boutique Hotels: sample excludes Luxury hotels

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Performances Coast

October 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	52,0%	-4,7%	202 €	1,6%	105 €	-3,2%	53,4%	6,8%	210 €	-1,2%	112 €	5,6%
Average Midscale	67,6%	-0,4%	99 €	2,3%	67 €	1,8%	66,8%	1,7%	102 €	-0,6%	68 €	1,1%
Average Budget	69,3%	19,5%	66 €	2,0%	46 €	21,8%	63,2%	2,9%	65 €	-1,3%	41 €	1,6%
Average Super-Budget	67,3%	14,1%	38 €	3,2%	26 €	17,7%	64,2%	2,4%	41 €	1,3%	26 €	3,8%

Coast: benchmark based on hotel supply in coastal communes, as defined by INSEE
Benchmark under development and likely to evolve

Brittany – Pays-de-la-Loire coast

Brittany – Pays-de-la-Loire coast	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1	2015	Var /n-1
Average Upscale & Luxury	64,0%	5,2%	205 €	4,0%	132 €	9,4%	61,3%	-2,1%	230 €	3,2%	141 €	1,1%
Average Midscale	59,7%	2,9%	99 €	1,4%	59 €	4,3%	64,5%	6,9%	104 €	1,6%	67 €	8,5%
Average Budget	49,4%	-5,2%	60 €	-3,1%	29 €	-8,2%	58,7%	4,1%	65 €	0,4%	38 €	4,6%
Average Super-Budget	56,2%	-0,5%	42 €	0,0%	23 €	-0,5%	60,4%	1,7%	44 €	2,1%	27 €	3,9%

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	64,1%	11,0%	196 €	3,0%	126 €	14,4%	61,9%	1,2%	282 €	-0,5%	175 €	0,7%
Average Midscale	62,4%	4,4%	95 €	-1,5%	59 €	2,8%	66,7%	7,5%	109 €	-0,7%	73 €	6,8%
Average Budget	55,7%	0,4%	53 €	-1,8%	30 €	-1,3%	61,8%	6,2%	67 €	-2,4%	41 €	3,7%
Average Super-Budget	58,6%	-1,0%	45 €	-0,7%	26 €	-1,6%	65,0%	-0,4%	51 €	0,0%	33 €	-0,4%

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

October 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	68,1%	4,5%	134 €	-8,6%	91 €	-4,5%	66,8%	0,6%	155 €	0,9%	103 €	1,5%
Bayonne-Anglet-Biarritz	64,0%	13,4%	203 €	2,8%	130 €	16,5%	61,0%	0,8%	291 €	-0,3%	178 €	0,5%
Bordeaux	66,8%	17,1%	233 €	8,8%	155 €	27,5%	58,1%	13,0%	220 €	6,8%	128 €	20,7%
Cannes	56,8%	0,0%	297 €	1,5%	169 €	1,5%	60,6%	5,0%	361 €	9,8%	219 €	15,2%
Dijon	64,6%	-10,5%	128 €	-3,3%	83 €	-13,4%	64,3%	6,2%	126 €	-0,5%	81 €	5,7%
Lille	63,5%	-3,1%	143 €	2,4%	91 €	-0,8%	54,2%	-0,5%	133 €	5,3%	72 €	4,8%
Lyon	75,8%	2,0%	143 €	-0,6%	108 €	1,5%	70,2%	8,2%	138 €	7,2%	97 €	16,0%
Marseille	69,3%	5,5%	152 €	10,2%	105 €	16,2%	68,7%	2,3%	145 €	1,0%	100 €	3,3%
Monaco	65,5%	-4,5%	237 €	5,6%	155 €	0,8%	70,4%	8,3%	348 €	7,4%	245 €	16,2%
Montpellier	73,4%	10,7%	156 €	3,6%	115 €	14,7%	68,1%	7,3%	146 €	1,4%	100 €	8,8%
Nice	78,3%	7,6%	161 €	6,5%	126 €	14,6%	74,0%	6,6%	203 €	3,4%	150 €	10,3%
Strasbourg	76,4%	1,2%	122 €	-0,6%	93 €	0,6%	65,0%	1,3%	114 €	2,6%	74 €	4,0%
Toulouse	77,0%	4,9%	121 €	-0,7%	93 €	4,2%	70,0%	10,9%	119 €	-3,4%	83 €	7,2%

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	64,2%	2,5%	80 €	-0,4%	51 €	2,1%	65,2%	1,7%	83 €	-0,8%	54 €	0,9%
Avignon	77,2%	4,2%	92 €	-3,3%	71 €	0,8%	76,1%	3,5%	100 €	-1,3%	76 €	2,2%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	79,5%	14,3%	99 €	10,0%	79 €	25,8%	70,4%	7,6%	93 €	6,5%	66 €	14,6%
Cannes	56,4%	-3,1%	109 €	1,7%	62 €	-1,4%	62,3%	1,6%	110 €	0,7%	69 €	2,3%
Dijon	62,5%	-6,2%	88 €	4,2%	55 €	-2,2%	62,7%	1,6%	87 €	0,4%	54 €	2,0%
Grenoble	55,6%	-2,0%	95 €	-5,5%	53 €	-7,4%	50,8%	1,4%	93 €	-4,6%	47 €	-3,3%
Le Havre	69,9%	3,8%	98 €	13,5%	69 €	17,8%	64,7%	-3,2%	89 €	2,5%	58 €	-0,8%
Lille	68,2%	-7,7%	100 €	3,6%	68 €	-4,4%	60,4%	-2,2%	93 €	6,3%	56 €	3,9%
Lyon	65,6%	-6,2%	96 €	-3,3%	63 €	-9,3%	62,4%	4,7%	94 €	0,4%	59 €	5,1%
Marseille	77,3%	1,9%	96 €	1,3%	74 €	3,2%	70,4%	-0,9%	93 €	-1,6%	65 €	-2,4%
Montpellier	63,8%	0,9%	90 €	-1,1%	58 €	-0,2%	66,1%	2,7%	87 €	0,7%	58 €	3,4%
Nancy	69,8%	-3,6%	90 €	-0,9%	63 €	-4,4%	71,6%	7,1%	88 €	1,5%	63 €	8,7%
Nantes	66,5%	5,5%	89 €	-1,5%	59 €	4,0%	63,2%	5,3%	88 €	1,0%	56 €	6,3%
Niort	61,1%	6,6%	75 €	-6,3%	46 €	-0,1%	55,9%	-4,5%	80 €	-1,1%	44 €	-5,6%
Nice	72,6%	-0,2%	102 €	9,8%	74 €	9,6%	74,8%	2,7%	113 €	4,1%	84 €	6,9%
Pau	66,8%	-10,8%	75 €	-2,5%	50 €	-13,0%	55,1%	-6,6%	78 €	-1,8%	43 €	-8,3%
Reims	73,4%	-0,7%	108 €	2,8%	80 €	2,1%	65,7%	-1,3%	104 €	3,4%	69 €	2,1%
Rennes	61,2%	-6,1%	86 €	-7,6%	53 €	-13,3%	56,9%	-2,0%	92 €	4,1%	52 €	2,0%
Rouen	60,9%	-6,4%	93 €	-3,2%	57 €	-9,4%	63,8%	2,3%	92 €	-0,5%	59 €	1,8%
Strasbourg	74,4%	1,4%	105 €	3,3%	78 €	4,8%	64,3%	-1,8%	96 €	0,9%	62 €	-1,0%
Toulouse	66,7%	1,3%	95 €	-5,9%	64 €	-4,7%	60,9%	4,4%	95 €	-3,0%	58 €	1,2%

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

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Performances Main cities in Regions

October 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	57,2%	-8,7%	63 €	-1,2%	36 €	-9,7%	62,8%	-4,8%	65 €	-1,0%	41 €	-5,8%
Angers	69,0%	8,1%	60 €	-5,3%	41 €	2,4%	60,6%	1,3%	62 €	-4,1%	37 €	-2,9%
Avignon	58,6%	-2,3%	62 €	-2,0%	36 €	-4,2%	64,2%	0,4%	69 €	-1,4%	44 €	-1,0%
Bayonne-Anglet-Biarritz	61,9%	2,3%	51 €	-5,4%	32 €	-3,3%	64,6%	5,6%	64 €	-3,2%	41 €	2,3%
Bordeaux	69,5%	9,2%	71 €	5,7%	49 €	15,4%	69,6%	8,5%	67 €	3,7%	46 €	12,5%
Dijon	73,2%	0,0%	61 €	-5,7%	44 €	-5,7%	73,7%	0,1%	61 €	-3,1%	45 €	-3,0%
Grenoble	53,0%	-8,8%	58 €	-8,1%	31 €	-16,2%	52,3%	-3,3%	59 €	-3,5%	31 €	-6,6%
Le Havre	57,4%	5,1%	61 €	6,6%	35 €	12,0%	52,9%	-7,3%	57 €	-0,2%	30 €	-7,5%
Lille	77,5%	0,6%	74 €	0,2%	57 €	0,8%	67,2%	4,4%	72 €	2,4%	48 €	6,9%
Lyon	76,6%	3,7%	75 €	-2,1%	57 €	1,6%	66,8%	3,9%	73 €	6,7%	49 €	10,9%
Marseille	64,4%	-8,6%	68 €	-0,8%	44 €	-9,4%	68,8%	0,6%	66 €	-1,1%	46 €	-0,4%
Metz	70,9%	-4,1%	62 €	-2,4%	44 €	-6,4%	69,1%	9,3%	58 €	-6,2%	40 €	2,5%
Montpellier	68,8%	-1,9%	73 €	-0,6%	50 €	-2,5%	71,6%	0,5%	72 €	0,8%	52 €	1,3%
Nancy	74,9%	-1,3%	64 €	-1,5%	48 €	-2,8%	71,2%	4,2%	62 €	-1,9%	44 €	2,2%
Nantes	63,0%	6,8%	67 €	-0,2%	42 €	6,6%	59,4%	6,1%	65 €	-0,4%	38 €	5,7%
Niort	50,0%	-16,0%	60 €	38,2%	30 €	16,1%	52,9%	-6,6%	59 €	0,2%	31 €	-6,4%
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	68,9%	-4,7%	65 €	-8,8%	45 €	-13,1%	63,5%	-1,1%	66 €	-0,8%	42 €	-1,9%
Rouen	59,8%	-6,3%	60 €	-6,9%	36 €	-12,7%	59,6%	-3,5%	61 €	-1,0%	37 €	-4,5%
Strasbourg	80,6%	-1,5%	69 €	3,9%	55 €	2,3%	72,0%	-0,3%	62 €	-1,6%	45 €	-2,0%
Toulouse	70,6%	-1,9%	65 €	-1,8%	46 €	-3,6%	63,1%	0,5%	64 €	-0,7%	40 €	-0,1%

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	64,2%	-0,1%	41 €	1,5%	26 €	1,4%	58,4%	-5,9%	40 €	2,1%	24 €	-4,0%
Avignon	52,1%	-6,2%	32 €	-6,0%	17 €	-11,8%	62,0%	-7,1%	36 €	-1,6%	22 €	-8,6%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	70,0%	2,3%	38 €	3,3%	27 €	5,7%	70,2%	-0,8%	39 €	5,0%	27 €	4,2%
Dijon	66,7%	-2,3%	38 €	2,3%	25 €	0,0%	66,0%	-3,7%	39 €	1,4%	26 €	-2,4%
Grenoble	47,8%	-21,0%	36 €	-4,4%	17 €	-24,4%	52,4%	-6,2%	37 €	-2,8%	19 €	-8,8%
Le Havre	64,8%	-6,1%	38 €	-1,4%	24 €	-7,5%	62,7%	-12,2%	39 €	-2,0%	24 €	-14,0%
Lille	69,5%	-5,0%	40 €	0,3%	28 €	-4,7%	61,5%	-2,5%	40 €	2,6%	25 €	0,0%
Lyon	66,8%	-1,1%	41 €	-1,1%	28 €	-2,2%	64,2%	-0,8%	41 €	2,4%	26 €	1,6%
Marseille	68,1%	1,3%	40 €	-2,3%	27 €	-1,0%	69,0%	1,8%	41 €	-0,9%	28 €	0,9%
Metz	69,3%	-11,2%	38 €	-0,5%	27 €	-11,6%	64,7%	-9,4%	38 €	2,8%	24 €	-6,9%
Montpellier	55,8%	-8,2%	36 €	0,4%	20 €	-7,9%	65,3%	-6,2%	39 €	3,0%	26 €	-3,4%
Nancy	58,7%	-3,5%	40 €	3,4%	23 €	-0,2%	58,8%	1,1%	39 €	2,3%	23 €	3,4%
Nantes	69,7%	2,0%	43 €	1,4%	30 €	3,4%	67,5%	4,6%	43 €	1,0%	29 €	5,6%
Niort	68,2%	1,2%	34 €	6,4%	23 €	7,7%	66,2%	3,2%	34 €	4,0%	23 €	7,3%
Pau	53,4%	-6,4%	33 €	2,0%	18 €	-4,6%	54,9%	-3,6%	34 €	-0,1%	19 €	-3,8%
Rennes	60,4%	-9,5%	41 €	-1,2%	25 €	-10,5%	58,3%	-1,6%	40 €	0,2%	23 €	-1,4%
Rouen	66,3%	-5,0%	44 €	-1,0%	29 €	-6,0%	63,4%	1,2%	44 €	0,8%	28 €	1,9%
Strasbourg	72,3%	0,3%	42 €	6,0%	30 €	6,4%	62,8%	-4,6%	41 €	3,9%	26 €	-0,9%
Toulouse	76,5%	1,0%	40 €	1,4%	31 €	2,4%	71,4%	0,0%	39 €	1,5%	28 €	1,6%

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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