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French Hotel Industry Performance

May 2016



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Haute-Savoie

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Two 2 hotels without restaurant*
Two nationally-branded 3 hotels*
>180 rooms
Paris Region

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hôtel

Owner

Sales instruction Freehold
4 internationally-branded hotel without restaurant*
> 45 rooms
Paris

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Owner

Sales instruction Freehold
3 unbranded hotel without restaurant*
> 30 rooms
Hauts-de-Seine

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City of Poitiers

Study to determine the tourism appeal, strategic positioning and embellishments necessary for the Parc de Blossac

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Communauté de communes (76)

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A sunny month of May for regional France

Following a month of April when all regions recorded losses, the contrast in May's performance from one zone to the next was striking. Unfortunately, Ile-de-France continued to pay the heavy price of the terrorist attacks of early 2015 and in Brussels. All client segments were affected and while recovery should be on the cards, it has yet to make itself known. The situation was noticeably different in regional France: somewhat mixed on the Côte d'Azur, but very encouraging in regional France.

The end of the first semester is nearly upon us, and Ile-de-France is yet to show signs of recovery. It's difficult to predict how long this situation will last, and whether we'll see any positive results in 2016. The succession of terrorist attacks – Paris, Brussels, Istanbul – perturbed and paralysed all client segments. Price wars failed to ease the situation, and as in previous months, it was the combined drop in occupancy and average rates that dragged down rooms revenue. Cumulatively, RevPAR fell by around 15% for all categories, with no sign of recovery evident.

However, May's calendar was auspicious for the return of the business segment, with no school holidays programmed, and bank holidays mainly falling at weekends. Paris was unable to take advantage of this, unlike main regional cities – many of whom recorded encouraging or even excellent results. Nantes (that also benefited from a busy events schedule), Lyon, Lille, Bordeaux...all these cities boosted by business visitor numbers, recorded very positive performances in all segments. For Euro 2016 host cities, no doubt June will confirm these promising results, as indeed demonstrated by the daily statistics published by our peer, STR. Although performances were less impressive elsewhere in regional France, May remained a good month – for all hotel categories, including the Super-budget segment that recorded growth from 2,1% to over 10% in rooms revenue over the month.

The situation was not so heartening on the Côte d'Azur. Although the Luxury segment continued to do well, recording higher occupancy (+9,7% YTD in May), performances for other categories remained stable or declined.

Just this once, note that the best performing segment in the whole of France in May was the Super-budget category.

Monthly performance

May	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2016	66,4%	72,3%	69,8%	70,4%	66,7%
Var. /n-1	1,2%	-1,0%	-0,5%	0,6%	2,9%
ADR 2016	587 €	219 €	111 €	65 €	41 €
Var. /n-1	1,9%	-4,5%	0,3%	1,4%	1,1%
RevPAR 2016	390 €	158 €	77 €	46 €	27 €
Var. /n-1	3,1%	-5,4%	-0,2%	2,1%	4,1%

Year To Date performance

Jan. to May	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2016	54,6%	61,0%	59,1%	61,6%	59,6%
Var. /n-1	9,9%	-1,3%	-2,8%	-1,9%	-1,1%
ADR 2016	397 €	180 €	103 €	63 €	40 €
Var. /n-1	-4,4%	-4,6%	-1,5%	-1,1%	0,5%
RevPAR 2016	217 €	110 €	61 €	39 €	24 €
Var. /n-1	5,0%	-5,8%	-4,2%	-3,1%	-0,6%

Definitions

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

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Performances Paris

May 2016



Paris-City

Monthly performance

May	OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Luxury & Palace	67,8%	-8,7%	602 €	-10,0%	408 €	-17,8%
Upscale	71,4%	-12,8%	242 €	-4,9%	173 €	-17,1%
Upscale Boutique hotels	79,2%	-5,0%	268 €	-11,3%	212 €	-15,7%
Standard Upscale hotels	69,3%	-15,0%	234 €	-3,2%	162 €	-17,7%
Midscale	77,1%	-8,4%	145 €	-6,3%	112 €	-14,2%
Midscale Boutique hotels	80,6%	-5,5%	157 €	-8,3%	127 €	-13,4%
Standard Midscale hotels	74,7%	-10,4%	135 €	-5,2%	101 €	-15,0%
Budget	79,5%	-7,2%	92 €	-5,2%	73 €	-12,0%

Year To Date performance

Jan. to May	OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Luxury & Palace	58,7%	-8,4%	564 €	-8,3%	331 €	-16,0%
Upscale	66,1%	-10,9%	212 €	-3,1%	140 €	-13,6%
Upscale Boutique hotels	70,1%	-6,3%	242 €	-7,4%	170 €	-13,2%
Standard Upscale hotels	65,0%	-12,2%	204 €	-2,0%	132 €	-13,9%
Midscale	69,8%	-9,4%	129 €	-6,2%	90 €	-15,1%
Midscale Boutique hotels	71,5%	-7,3%	142 €	-7,3%	101 €	-14,1%
Standard Midscale hotels	68,7%	-10,8%	121 €	-5,7%	83 €	-15,9%
Budget	72,7%	-9,0%	83 €	-6,0%	60 €	-14,4%

Paris suburbs (excluding Paris) – Luxury and Upscale

Monthly performance

May	OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Paris	71,4%	-12,8%	242 €	-4,9%	173 €	-17,1%
La Défense	67,1%	-8,0%	166 €	0,8%	111 €	-7,3%
Roissy CdG	72,5%	-2,9%	120 €	2,5%	87 €	-0,5%
Other areas	75,2%	-5,0%	187 €	-4,1%	141 €	-9,0%

Year To Date performance

Jan. to May	OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Paris	66,1%	-10,9%	212 €	-3,1%	140 €	-13,6%
La Défense	59,5%	-14,7%	155 €	0,1%	92 €	-14,6%
Roissy CdG	67,0%	-6,3%	126 €	2,7%	84 €	-3,8%
Other areas	69,4%	-0,9%	164 €	-2,2%	114 €	-3,1%

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Performance Regions

May 2016



Regions

Regions (excl. French Riviera)

Monthly performance

May	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2016	63,1%	67,5%	66,7%	67,3%	65,1%
Var. /n-1	9,3%	3,3%	5,6%	6,1%	3,4%
ADR 2016	297 €	148 €	93 €	63 €	39 €
Var. /n-1	-4,2%	-1,1%	2,9%	3,8%	1,7%
RevPAR 2016	188 €	100 €	62 €	42 €	26 €
Var. /n-1	4,7%	2,1%	8,7%	10,2%	5,2%

Year To Date performance

Jan. to May	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2016	56,2%	56,5%	55,9%	59,0%	57,7%
Var. /n-1	14,2%	2,8%	2,8%	3,8%	-0,5%
ADR 2016	254 €	134 €	89 €	62 €	39 €
Var. /n-1	-1,2%	-2,1%	1,1%	0,0%	1,1%
RevPAR 2016	143 €	75 €	50 €	36 €	22 €
Var. /n-1	12,9%	0,6%	4,0%	3,8%	0,7%

French Riviera

Monthly performance

May	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2016	73,2%	71,7%	74,6%	72,5%	72,9%
Var. /n-1	-2,0%	-1,9%	-0,3%	1,1%	-4,2%
ADR 2016	719 €	221 €	129 €	83 €	52 €
Var. /n-1	9,9%	1,1%	-1,5%	-0,3%	1,8%
RevPAR 2016	527 €	158 €	96 €	60 €	38 €
Var. /n-1	7,7%	-0,8%	-1,8%	0,7%	-2,5%

Year To Date performance

Jan. to May	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2016	54,8%	54,3%	55,0%	53,8%	54,9%
Var. /n-1	10,3%	1,4%	-2,3%	2,5%	-4,4%
ADR 2016	379 €	154 €	99 €	67 €	47 €
Var. /n-1	-0,6%	-2,5%	-1,0%	-1,9%	0,8%
RevPAR 2016	208 €	84 €	55 €	36 €	26 €
Var. /n-1	9,7%	-1,1%	-3,2%	0,5%	-3,6%

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Performances Suburbs

May 2016



Paris suburbs (excluding Paris)

Midscale market

Monthly performance		departments							Average suburbs
May		77	78	91	92	93	94	95	
OR 2016		62,7%	66,1%	64,9%	69,6%	62,4%	68,3%	67,9%	67,0%
Var. /n-1		-3,6%	-0,4%	-8,9%	-7,1%	-21,4%	-6,2%	-1,3%	-7,5%
ADR 2016		92 €	99 €	92 €	125 €	93 €	89 €	83 €	102 €
Var. /n-1		-1,5%	13,3%	13,4%	12,2%	9,6%	10,2%	3,3%	10,1%
RevPAR 2016		58 €	65 €	60 €	87 €	58 €	61 €	56 €	68 €
Var. /n-1		-5,1%	12,8%	3,3%	4,3%	-13,9%	3,4%	1,9%	1,8%

Year To Date performance		departments							Average suburbs
Jan. to May		77	78	91	92	93	94	95	
OR 2016		48,3%	56,2%	60,6%	58,2%	52,5%	57,7%	63,0%	57,7%
Var. /n-1		-11,2%	-9,4%	-4,6%	-10,9%	-18,3%	-12,1%	-2,9%	-9,9%
ADR 2016		93 €	103 €	96 €	119 €	90 €	92 €	93 €	102 €
Var. /n-1		-2,4%	4,3%	3,9%	5,1%	6,3%	4,7%	-0,2%	3,8%
RevPAR 2016		45 €	58 €	58 €	69 €	47 €	53 €	58 €	59 €
Var. /n-1		-13,3%	-5,5%	-0,9%	-6,4%	-13,1%	-8,0%	-3,1%	-6,4%

Budget market

Monthly performance		departments							Average suburbs
May		77	78	91	92	93	94	95	
OR 2016		73,4%	67,1%	68,6%	72,4%	66,4%	76,7%	73,1%	70,9%
Var. /n-1		-8,5%	1,6%	-0,4%	-6,6%	-13,6%	-1,9%	-1,6%	-6,3%
ADR 2016		60 €	79 €	60 €	78 €	56 €	64 €	50 €	63 €
Var. /n-1		-1,0%	10,8%	7,9%	8,8%	4,8%	6,9%	-0,8%	5,0%
RevPAR 2016		44 €	53 €	41 €	57 €	37 €	49 €	37 €	44 €
Var. /n-1		-9,4%	12,6%	7,5%	1,6%	-9,5%	4,9%	-2,4%	-1,7%

Year To Date performance		departments							Average suburbs
Jan. to May		77	78	91	92	93	94	95	
OR 2016		63,8%	62,5%	56,8%	63,9%	54,3%	69,2%	66,9%	61,8%
Var. /n-1		-10,5%	-4,7%	-11,2%	-8,9%	-16,1%	-5,5%	-3,8%	-9,5%
ADR 2016		56 €	81 €	66 €	76 €	58 €	65 €	56 €	64 €
Var. /n-1		-1,1%	5,7%	8,2%	1,6%	1,2%	4,8%	-4,5%	1,6%
RevPAR 2016		36 €	51 €	37 €	49 €	32 €	45 €	37 €	40 €
Var. /n-1		-11,5%	0,8%	-4,0%	-7,4%	-15,1%	-1,0%	-8,1%	-8,0%

Super Budget market

Monthly performance		departments							Average suburbs
May		77	78	91	92	93	94	95	
OR 2016		71,2%	69,0%	72,3%	76,7%	68,1%	68,5%	76,6%	71,6%
Var. /n-1		-6,0%	6,4%	7,0%	1,3%	-9,6%	0,5%	3,8%	-0,7%
ADR 2016		40 €	42 €	40 €	54 €	50 €	47 €	45 €	45 €
Var. /n-1		-5,1%	-0,2%	0,3%	-1,0%	0,9%	-0,3%	-0,8%	-1,0%
RevPAR 2016		28 €	29 €	29 €	41 €	34 €	32 €	34 €	32 €
Var. /n-1		-10,8%	6,2%	7,3%	0,3%	-8,8%	0,2%	2,9%	-1,7%

Year To Date performance		departments							Average suburbs
Jan. to May		77	78	91	92	93	94	95	
OR 2016		64,1%	67,1%	66,7%	70,1%	62,1%	65,3%	71,4%	66,3%
Var. /n-1		-8,4%	0,0%	-0,9%	-4,5%	-9,9%	-2,2%	-4,4%	-5,0%
ADR 2016		39 €	43 €	40 €	53 €	48 €	46 €	45 €	45 €
Var. /n-1		-3,8%	-0,5%	-0,2%	-1,1%	-2,1%	-2,6%	-2,7%	-2,0%
RevPAR 2016		25 €	29 €	27 €	37 €	30 €	30 €	32 €	30 €
Var. /n-1		-11,9%	-0,4%	-1,1%	-5,5%	-11,7%	-4,7%	-7,0%	-6,8%

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Performances North-East

May 2016



North-east & Cities

Luxury & Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
North-east	65,3%	5,6%	137 €	-3,7%	90 €	1,7%	53,9%	6,9%	127 €	-3,1%	69 €	3,6%
Dijon	70,6%	6,3%	140 €	1,7%	99 €	8,1%	51,6%	2,4%	125 €	-1,2%	64 €	1,2%
Lille	69,4%	29,6%	131 €	2,9%	91 €	33,4%	61,7%	16,5%	127 €	-2,9%	78 €	13,2%
Metz	insufficient supply						insufficient supply					
Nancy	insufficient supply						insufficient supply					
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	71,9%	2,8%	118 €	-11,6%	85 €	-9,2%	57,9%	3,5%	114 €	-5,8%	66 €	-2,5%

Midscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
North-east	65,8%	5,4%	90 €	2,7%	59 €	8,3%	54,4%	4,2%	89 €	0,1%	48 €	4,3%
Dijon	58,8%	-19,5%	98 €	5,5%	58 €	-15,1%	48,9%	-13,1%	93 €	3,6%	45 €	-10,0%
Lille	75,8%	22,7%	93 €	8,7%	71 €	33,3%	64,7%	8,5%	94 €	3,4%	61 €	12,1%
Metz	in progress						in progress					
Nancy	68,8%	-5,9%	95 €	9,9%	65 €	3,4%	63,4%	-3,8%	92 €	6,0%	59 €	2,0%
Reims	73,6%	-0,3%	110 €	-2,4%	81 €	-2,6%	63,2%	8,6%	104 €	-0,6%	66 €	7,9%
Strasbourg	73,1%	6,3%	95 €	-4,3%	69 €	1,7%	57,3%	2,0%	92 €	-2,9%	53 €	-1,0%

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
North-east	72,9%	3,9%	62 €	6,0%	45 €	10,1%	64,1%	5,1%	60 €	1,0%	39 €	6,2%
Dijon	72,4%	-10,5%	62 €	6,3%	45 €	-4,8%	62,7%	-3,0%	59 €	1,3%	37 €	-1,7%
Lille	79,7%	11,3%	73 €	10,6%	58 €	23,1%	69,6%	5,5%	71 €	2,8%	50 €	8,5%
Metz	69,2%	-11,0%	61 €	8,6%	42 €	-3,3%	60,3%	-0,6%	61 €	3,7%	37 €	3,0%
Nancy	72,7%	1,6%	67 €	11,5%	49 €	13,3%	68,5%	4,2%	64 €	4,7%	44 €	9,1%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	76,7%	3,2%	66 €	2,0%	51 €	5,3%	61,5%	0,9%	64 €	0,5%	39 €	1,5%

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
North-east	66,7%	6,0%	38 €	2,1%	26 €	8,3%	58,9%	2,0%	38 €	1,7%	22 €	3,7%
Dijon	73,4%	5,7%	39 €	2,0%	29 €	7,8%	60,5%	-0,2%	38 €	0,8%	23 €	0,6%
Lille	71,1%	9,6%	43 €	6,0%	31 €	16,2%	64,7%	4,8%	42 €	1,2%	27 €	6,1%
Metz	69,9%	6,1%	38 €	-0,4%	26 €	5,8%	59,4%	-2,3%	38 €	0,1%	22 €	-2,3%
Nancy	66,4%	5,1%	39 €	2,5%	26 €	7,7%	56,5%	-5,1%	39 €	2,9%	22 €	-2,3%
Reims	53,1%	-2,6%	42 €	1,8%	22 €	-0,8%	44,3%	-9,4%	42 €	2,3%	19 €	-7,3%
Strasbourg	71,4%	15,7%	40 €	0,9%	29 €	16,8%	58,2%	3,5%	40 €	0,7%	23 €	4,3%

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

May 2016



North-West & Cities

	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Luxury & Upscale												
North-West	58,1%	5,6%	224 €	1,3%	130 €	7,0%	53,6%	9,0%	197 €	2,4%	106 €	11,6%
Amiens			insufficient supply				insufficient supply					
Angers			insufficient supply				insufficient supply					
Le Havre			insufficient supply				insufficient supply					
Nantes			insufficient supply				insufficient supply					
Niort			insufficient supply				insufficient supply					
Rennes			insufficient supply				insufficient supply					
Rouen			insufficient supply				insufficient supply					
Midscale												
North-West	67,6%	7,8%	92 €	-0,9%	62 €	6,8%	56,7%	4,8%	88 €	1,1%	50 €	6,0%
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	66,7%	1,4%	86 €	-5,2%	57 €	-3,9%	54,1%	-10,1%	90 €	2,1%	49 €	-8,3%
Nantes	72,1%	24,8%	92 €	4,5%	66 €	30,4%	64,2%	10,6%	89 €	0,9%	57 €	11,6%
Niort	55,6%	27,4%	79 €	1,8%	44 €	29,8%	49,6%	7,8%	82 €	0,3%	41 €	8,1%
Rennes	58,2%	14,9%	82 €	-4,5%	48 €	9,7%	54,0%	5,3%	91 €	-0,8%	49 €	4,5%
Rouen	65,5%	5,5%	95 €	5,4%	63 €	11,2%	53,3%	-5,7%	95 €	4,4%	50 €	-1,6%
Budget												
North-West	64,0%	9,4%	63 €	1,6%	40 €	11,2%	55,1%	4,1%	63 €	0,0%	34 €	4,1%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	64,0%	7,1%	62 €	3,0%	40 €	10,3%	56,3%	-1,3%	66 €	0,1%	37 €	-1,1%
Le Havre	53,8%	-0,2%	61 €	3,7%	33 €	3,5%	46,5%	-2,8%	59 €	2,6%	27 €	-0,3%
Nantes	68,8%	28,1%	68 €	4,3%	47 €	33,6%	63,4%	11,7%	66 €	0,7%	42 €	12,5%
Niort	53,3%	15,7%	54 €	-2,9%	29 €	12,4%	49,3%	2,5%	57 €	-2,3%	28 €	0,1%
Rennes	69,5%	13,9%	63 €	2,6%	44 €	16,9%	65,0%	7,6%	65 €	-1,4%	42 €	6,1%
Rouen	71,4%	16,6%	62 €	4,4%	44 €	21,7%	59,7%	7,1%	63 €	1,3%	38 €	8,5%
Super Budget												
North-West	64,7%	2,8%	40 €	1,7%	26 €	4,6%	56,2%	-0,7%	39 €	1,9%	22 €	1,1%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	61,7%	10,8%	40 €	1,2%	24 €	12,1%	56,4%	5,7%	41 €	0,5%	23 €	6,2%
Le Havre	62,0%	-2,2%	39 €	1,1%	24 €	-1,2%	56,3%	-4,1%	38 €	0,7%	22 €	-3,4%
Nantes	70,9%	11,1%	45 €	3,0%	32 €	14,5%	65,9%	2,6%	44 €	1,8%	29 €	4,4%
Niort	67,2%	14,9%	35 €	-1,4%	23 €	13,2%	57,7%	1,7%	36 €	0,9%	21 €	2,6%
Rennes	63,7%	14,9%	40 €	2,8%	26 €	18,1%	60,7%	4,1%	40 €	1,6%	25 €	5,8%
Rouen	61,2%	2,6%	42 €	5,2%	26 €	8,0%	61,0%	-1,0%	42 €	2,1%	26 €	1,0%

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

May 2016



South-East (excl. French Riviera) & Cities

Luxury & Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
South-East	71,5%	2,5%	163 €	-1,0%	117 €	1,4%	59,1%	3,7%	139 €	-1,6%	82 €	2,1%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	72,7%	-2,1%	142 €	-6,9%	103 €	-8,9%	48,1%	4,5%	122 €	-7,3%	59 €	-3,1%
Grenoble	insufficient supply						insufficient supply					
Lyon	71,7%	10,5%	146 €	-1,9%	105 €	8,3%	66,6%	5,5%	143 €	-1,7%	95 €	3,7%
Marseille	69,2%	2,5%	158 €	2,2%	109 €	4,7%	60,2%	6,8%	129 €	-2,1%	78 €	4,6%
Montpellier	74,3%	11,3%	148 €	6,7%	110 €	18,7%	58,6%	2,8%	136 €	5,0%	80 €	7,9%
St Etienne	insufficient supply						insufficient supply					
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
	South-East	66,1%	5,6%	95 €	2,9%	63 €	8,7%	56,5%	1,5%	90 €	1,2%	51 €
Aix en Provence	72,1%	-0,3%	79 €	-0,6%	57 €	-0,9%	56,5%	1,3%	79 €	1,6%	45 €	2,9%
Avignon	80,5%	-7,1%	107 €	0,7%	86 €	-6,4%	56,6%	-8,4%	92 €	1,2%	52 €	-7,3%
Grenoble	52,8%	16,4%	91 €	0,4%	48 €	16,9%	53,4%	7,6%	92 €	-2,2%	49 €	5,3%
Lyon	65,0%	12,7%	98 €	9,7%	63 €	23,6%	61,1%	0,7%	98 €	0,2%	60 €	0,9%
Marseille	76,4%	-0,8%	101 €	5,1%	77 €	4,3%	63,2%	-1,9%	92 €	0,5%	58 €	-1,4%
Montpellier	75,2%	5,1%	95 €	7,7%	71 €	13,1%	62,3%	3,9%	89 €	2,9%	55 €	6,9%
St Etienne	48,6%	33,8%	85 €	3,1%	41 €	37,9%	44,6%	9,1%	84 €	0,8%	38 €	10,0%
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
	South-East	66,6%	5,1%	66 €	3,8%	44 €	9,1%	58,8%	3,9%	63 €	-1,0%	37 €
Aix en Provence	67,5%	5,0%	63 €	-2,4%	42 €	2,5%	56,5%	7,6%	61 €	-2,2%	34 €	5,3%
Avignon	67,3%	-1,6%	65 €	2,1%	44 €	0,6%	53,3%	-1,6%	61 €	-0,5%	33 €	-2,1%
Grenoble	52,6%	6,7%	61 €	1,7%	32 €	8,5%	53,3%	4,2%	60 €	-3,0%	32 €	1,1%
Lyon	70,0%	9,3%	74 €	10,7%	52 €	20,9%	65,8%	2,5%	73 €	-0,5%	48 €	2,0%
Marseille	73,1%	-1,8%	67 €	-1,0%	49 €	-2,7%	61,0%	-1,5%	62 €	-5,3%	38 €	-6,7%
Montpellier	71,8%	-0,6%	74 €	4,9%	53 €	4,3%	61,9%	-0,7%	70 €	1,5%	43 €	0,8%
St Etienne	52,6%	38,6%	65 €	-3,0%	34 €	34,4%	48,9%	2,6%	65 €	-7,1%	32 €	-4,7%
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
	South-East	62,3%	0,8%	40 €	1,1%	25 €	1,9%	56,8%	-2,1%	39 €	-0,3%	22 €
Aix en Provence	72,7%	7,1%	39 €	-0,9%	29 €	6,1%	61,1%	5,6%	39 €	-1,2%	24 €	4,3%
Avignon	60,5%	-2,1%	35 €	3,2%	21 €	1,0%	52,1%	-10,4%	34 €	2,6%	18 €	-8,1%
Grenoble	45,5%	-6,2%	37 €	-0,7%	17 €	-6,9%	48,3%	-11,9%	38 €	1,7%	19 €	-10,4%
Lyon	66,9%	11,2%	42 €	4,6%	28 €	16,3%	65,0%	-3,0%	42 €	-2,4%	27 €	-5,3%
Marseille	66,8%	-9,4%	45 €	2,7%	30 €	-7,0%	56,6%	-4,6%	44 €	1,7%	25 €	-3,0%
Montpellier	59,8%	-14,2%	38 €	0,7%	23 €	-13,5%	56,3%	-7,6%	37 €	1,9%	21 €	-5,8%
St Etienne	62,1%	12,4%	40 €	1,3%	25 €	13,9%	62,0%	4,7%	40 €	-0,5%	25 €	4,3%

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

May 2016



South-West & Cities

Luxury & Upscale	Monthly performance						Year To Date performance						
	OR		ADR		RevPAR		OR		ADR		RevPAR		
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	
South-West	70,6%	11,6%	205 €	-1,2%	145 €	10,3%	56,2%	9,2%	175 €	-1,0%	98 €	8,1%	
Bayonne-Anglet-Biarritz	68,9%	21,4%	256 €	-0,5%	176 €	20,8%	52,4%	21,1%	207 €	-3,4%	109 €	17,0%	
Bordeaux	76,7%	24,6%	242 €	-8,5%	186 €	14,0%	56,7%	11,9%	208 €	-6,7%	118 €	4,4%	
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-	
Toulouse	75,6%	7,4%	118 €	-1,5%	89 €	5,8%	70,3%	2,1%	119 €	0,4%	84 €	2,5%	
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR		
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	
	South-West	66,9%	6,4%	93 €	6,6%	62 €	13,5%	55,1%	1,5%	89 €	2,4%	49 €	3,9%
	Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
	Bordeaux	77,4%	8,3%	98 €	11,5%	76 €	20,8%	60,1%	1,2%	92 €	4,4%	55 €	5,7%
Pau	55,2%	5,2%	80 €	-1,1%	44 €	4,1%	50,1%	0,3%	77 €	-2,1%	38 €	-1,8%	
Toulouse	64,1%	13,7%	97 €	5,0%	62 €	19,4%	57,7%	4,1%	96 €	-0,7%	55 €	3,4%	
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR		
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	
	South-West	63,5%	8,0%	62 €	3,5%	39 €	11,8%	56,3%	0,2%	60 €	0,2%	34 €	0,5%
	Bayonne-Anglet-Biarritz	64,4%	9,8%	61 €	1,7%	39 €	11,7%	53,0%	-1,1%	55 €	1,4%	29 €	0,2%
	Bordeaux	76,6%	13,8%	66 €	4,3%	51 €	18,7%	64,6%	4,2%	66 €	0,3%	42 €	4,6%
Pau	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-	
Toulouse	66,8%	12,6%	68 €	4,9%	45 €	18,1%	62,4%	5,9%	67 €	-0,8%	42 €	5,1%	
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR		
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	
	South-West	67,1%	3,1%	41 €	2,6%	27 €	5,8%	59,2%	-2,3%	39 €	2,1%	23 €	-0,2%
	Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	-	-	n.d.	-	n.d.	-	-	-
	Bordeaux	74,6%	4,1%	41 €	4,9%	31 €	9,2%	62,6%	-1,2%	40 €	2,0%	25 €	0,7%
Pau	51,3%	-2,9%	34 €	2,7%	17 €	-0,3%	47,6%	-5,0%	34 €	4,5%	16 €	-0,8%	
Toulouse	75,1%	9,2%	43 €	8,0%	32 €	18,0%	69,3%	1,9%	42 €	3,7%	29 €	5,6%	

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

May 2016



French Riviera

May	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
French Riviera - Luxury	73,2%	-2,0%	719 €	9,9%	527 €	7,7%	54,8%	10,3%	379 €	-0,6%	208 €	9,7%
French Riviera - Boutique Hotels	72,2%	-2,7%	196 €	1,6%	142 €	-1,1%	54,9%	-5,7%	146 €	2,7%	80 €	-3,2%
French Riviera - Upscale	71,6%	-1,7%	225 €	1,1%	161 €	-0,7%	54,2%	2,4%	155 €	-3,1%	84 €	-0,8%
Average Upscale & Luxury	72,3%	-1,9%	428 €	8,2%	309 €	6,2%	54,5%	4,9%	248 €	1,6%	135 €	6,5%
Average Midscale	74,6%	-0,3%	129 €	-1,5%	96 €	-1,8%	55,0%	-2,3%	99 €	-1,0%	55 €	-3,2%
Average Budget	72,5%	1,1%	83 €	-0,3%	60 €	0,7%	53,8%	2,5%	67 €	-1,9%	36 €	0,5%
Average Super-Budget	72,9%	-4,2%	52 €	1,8%	38 €	-2,5%	54,9%	-4,4%	47 €	0,8%	26 €	-3,6%

French Riviera Cities

May	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Cannes - Luxury	70,7%	-4,6%	801 €	11,8%	566 €	6,6%	51,0%	9,3%	405 €	-2,0%	207 €	7,1%
Cannes - Boutique Hotels	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Cannes - Upscale	62,2%	-12,4%	278 €	16,2%	173 €	1,8%	49,1%	-0,1%	179 €	4,8%	88 €	4,6%
Cannes - Upscale & Luxury	67,4%	-7,4%	594 €	17,6%	400 €	8,8%	50,3%	5,5%	317 €	3,3%	160 €	9,0%
Cannes - Midscale	69,9%	-0,8%	135 €	-0,6%	95 €	-1,4%	46,6%	0,5%	107 €	0,2%	50 €	0,7%
Cannes - Budget	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Cannes - Super Budget	74,1%	-6,1%	51 €	0,7%	38 €	-5,4%	55,7%	-7,0%	46 €	0,0%	26 €	-7,0%

May	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Nice - Upscale & Luxury	83,0%	2,6%	249 €	-0,6%	207 €	2,1%	63,4%	4,9%	173 €	-1,7%	110 €	3,1%
Nice - Midscale	78,3%	-2,1%	136 €	-0,7%	106 €	-2,7%	57,4%	-6,6%	100 €	-1,3%	57 €	-7,7%

May	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Monaco - Luxury	77,8%	11,2%	751 €	2,0%	584 €	13,5%	60,3%	-0,1%	463 €	5,8%	279 €	5,7%
Monaco - Upscale	77,3%	2,9%	429 €	0,2%	331 €	3,1%	61,3%	2,7%	249 €	0,0%	153 €	2,7%
Monaco - Upscale & Luxury	77,4%	5,1%	520 €	2,0%	403 €	7,2%	61,0%	1,9%	306 €	1,3%	187 €	3,2%

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Performances Coast

May 2016



Normandy – Nord-Pas-de-Calais coast

Normandy – Nord-Pas-de-Calais coast	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Average Upscale & Luxury	50,4%	-8,4%	191 €	4,5%	97 €	-4,2%	43,7%	-9,7%	161 €	0,5%	70 €	-9,3%
Average Midscale	67,3%	-3,4%	102 €	-4,2%	68 €	-7,4%	55,5%	-4,6%	97 €	0,0%	54 €	-4,6%
Average Budget	69,0%	8,2%	65 €	-4,3%	45 €	3,5%	64,2%	14,5%	61 €	-6,0%	39 €	7,6%
Average Super-Budget	71,4%	5,9%	40 €	2,5%	29 €	8,6%	59,8%	5,4%	39 €	3,5%	23 €	9,1%

Brittany – Pays-de-la-Loire coast

Brittany – Pays-de-la-Loire coast	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Average Upscale & Luxury	60,3%	5,4%	221 €	0,2%	133 €	5,7%	59,3%	18,9%	191 €	-2,5%	113 €	15,8%
Average Midscale	65,0%	8,0%	103 €	0,4%	67 €	8,4%	56,7%	5,8%	96 €	3,7%	54 €	9,7%
Average Budget	65,9%	6,7%	64 €	0,5%	42 €	7,2%	55,1%	13,5%	60 €	2,4%	33 €	16,3%
Average Super-Budget	63,6%	0,2%	43 €	1,3%	27 €	1,5%	52,6%	0,0%	41 €	2,1%	22 €	2,1%

Charente-Maritime – Aquitaine coast

Charente-Maritime – Aquitaine coast	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Average Upscale & Luxury	68,2%	18,5%	249 €	0,3%	170 €	18,8%	52,2%	19,1%	204 €	-3,0%	106 €	15,5%
Average Midscale	63,4%	2,4%	113 €	1,8%	72 €	4,2%	53,7%	5,0%	98 €	2,0%	53 €	7,1%
Average Budget	62,7%	20,7%	60 €	4,0%	38 €	25,5%	43,6%	1,5%	55 €	3,8%	24 €	5,3%
Average Super-Budget	59,7%	-14,7%	50 €	2,0%	30 €	-13,0%	52,8%	-5,7%	44 €	1,9%	23 €	-3,9%

Coastal areas samples under continuous development and likely to evolve

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Performances Main cities in Regions

May 2016



Main cities in Regions – Luxury upscale and midscale

Luxury & Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Avignon	72,7%	-2,1%	142 €	-6,9%	103 €	-8,9%	48,1%	4,5%	122 €	-7,3%	59 €	-3,1%
Bayonne-Anglet-Biarritz	68,9%	21,4%	256 €	-0,5%	176 €	20,8%	52,4%	21,1%	207 €	-3,4%	109 €	17,0%
Bordeaux	76,7%	24,6%	242 €	-8,5%	186 €	14,0%	56,7%	11,9%	208 €	-6,7%	118 €	4,4%
Cannes	67,4%	-7,4%	594 €	17,6%	400 €	8,8%	50,3%	5,5%	317 €	3,3%	160 €	9,0%
Dijon	70,6%	6,3%	140 €	1,7%	99 €	8,1%	51,6%	2,4%	125 €	-1,2%	64 €	1,2%
Lille	69,4%	29,6%	131 €	2,9%	91 €	33,4%	61,7%	16,5%	127 €	-2,9%	78 €	13,2%
Lyon	71,7%	10,5%	146 €	-1,9%	105 €	8,3%	66,6%	5,5%	143 €	-1,7%	95 €	3,7%
Marseille	69,2%	2,5%	158 €	2,2%	109 €	4,7%	60,2%	6,8%	129 €	-2,1%	78 €	4,6%
Monaco	77,4%	5,1%	520 €	2,0%	403 €	7,2%	61,0%	1,9%	306 €	1,3%	187 €	3,2%
Montpellier	74,3%	11,3%	148 €	6,7%	110 €	18,7%	58,6%	2,8%	136 €	5,0%	80 €	7,9%
Nice	83,0%	2,6%	249 €	-0,6%	207 €	2,1%	63,4%	4,9%	173 €	-1,7%	110 €	3,1%
Strasbourg	71,9%	2,8%	118 €	-11,6%	85 €	-9,2%	57,9%	3,5%	114 €	-5,8%	66 €	-2,5%
Toulouse	75,6%	7,4%	118 €	-1,5%	89 €	5,8%	70,3%	2,1%	119 €	0,4%	84 €	2,5%

Midscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1	2016	Var /n-1
Aix en Provence	72,1%	-0,3%	79 €	-0,6%	57 €	-0,9%	56,5%	1,3%	79 €	1,6%	45 €	2,9%
Avignon	80,5%	-7,1%	107 €	0,7%	86 €	-6,4%	56,6%	-8,4%	92 €	1,2%	52 €	-7,3%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	77,4%	8,3%	98 €	11,5%	76 €	20,8%	60,1%	1,2%	92 €	4,4%	55 €	5,7%
Cannes	69,9%	-0,8%	135 €	-0,6%	95 €	-1,4%	46,6%	0,5%	107 €	0,2%	50 €	0,7%
Dijon	58,8%	-19,5%	98 €	5,5%	58 €	-15,1%	48,9%	-13,1%	93 €	3,6%	45 €	-10,0%
Grenoble	52,8%	16,4%	91 €	0,4%	48 €	16,9%	53,4%	7,6%	92 €	-2,2%	49 €	5,3%
Le Havre	66,7%	1,4%	86 €	-5,2%	57 €	-3,9%	54,1%	-10,1%	90 €	2,1%	49 €	-8,3%
Lille	75,8%	22,7%	93 €	8,7%	71 €	33,3%	64,7%	8,5%	94 €	3,4%	61 €	12,1%
Lyon	65,0%	12,7%	98 €	9,7%	63 €	23,6%	61,1%	0,7%	98 €	0,2%	60 €	0,9%
Marseille	76,4%	-0,8%	101 €	5,1%	77 €	4,3%	63,2%	-1,9%	92 €	0,5%	58 €	-1,4%
Montpellier	75,2%	5,1%	95 €	7,7%	71 €	13,1%	62,3%	3,9%	89 €	2,9%	55 €	6,9%
Nancy	68,8%	-5,9%	95 €	9,9%	65 €	3,4%	63,4%	-3,8%	92 €	6,0%	59 €	2,0%
Nantes	72,1%	24,8%	92 €	4,5%	66 €	30,4%	64,2%	10,6%	89 €	0,9%	57 €	11,6%
Niort	55,6%	27,4%	79 €	1,8%	44 €	29,8%	49,6%	7,8%	82 €	0,3%	41 €	8,1%
Nice	78,3%	-2,1%	136 €	-0,7%	106 €	-2,7%	57,4%	-6,6%	100 €	-1,3%	57 €	-7,7%
Pau	55,2%	5,2%	80 €	-1,1%	44 €	4,1%	50,1%	0,3%	77 €	-2,1%	38 €	-1,8%
Reims	73,6%	-0,3%	110 €	-2,4%	81 €	-2,6%	63,2%	8,6%	104 €	-0,6%	66 €	7,9%
Rennes	58,2%	14,9%	82 €	-4,5%	48 €	9,7%	54,0%	5,3%	91 €	-0,8%	49 €	4,5%
Rouen	65,5%	5,5%	95 €	5,4%	63 €	11,2%	53,3%	-5,7%	95 €	4,4%	50 €	-1,6%
Saint Etienne	48,6%	33,8%	85 €	3,1%	41 €	37,9%	44,6%	9,1%	84 €	0,8%	38 €	10,0%
Strasbourg	73,1%	6,3%	95 €	-4,3%	69 €	1,7%	57,3%	2,0%	92 €	-2,9%	53 €	-1,0%
Toulouse	64,1%	13,7%	97 €	5,0%	62 €	19,4%	57,7%	4,1%	96 €	-0,7%	55 €	3,4%

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Performances Main cities in Regions

May 2016



Main cities in regions – Budget and Super Budget

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /m-1	2016	Var /m-1	2016	Var /m-1	2016	Var /m-1	2016	Var /m-1	2016	Var /m-1
Aix en Provence	67,5%	5,0%	63 €	-2,4%	42 €	2,5%	56,5%	7,6%	61 €	-2,2%	34 €	5,3%
Angers	64,0%	7,1%	62 €	3,0%	40 €	10,3%	56,3%	-1,3%	66 €	0,1%	37 €	-1,1%
Avignon	67,3%	-1,6%	65 €	2,1%	44 €	0,6%	53,3%	-1,6%	61 €	-0,5%	33 €	-2,1%
Bayonne-Anglet-Biarritz	64,4%	9,8%	61 €	1,7%	39 €	11,7%	53,0%	-1,1%	55 €	1,4%	29 €	0,2%
Bordeaux	76,6%	13,8%	66 €	4,3%	51 €	18,7%	64,6%	4,2%	66 €	0,3%	42 €	4,6%
Dijon	72,4%	-10,5%	62 €	6,3%	45 €	-4,8%	62,7%	-3,0%	59 €	1,3%	37 €	-1,7%
Grenoble	52,6%	6,7%	61 €	1,7%	32 €	8,5%	53,3%	4,2%	60 €	-3,0%	32 €	1,1%
Le Havre	53,8%	-0,2%	61 €	3,7%	33 €	3,5%	46,5%	-2,8%	59 €	2,6%	27 €	-0,3%
Lille	79,7%	11,3%	73 €	10,6%	58 €	23,1%	69,6%	5,5%	71 €	2,8%	50 €	8,5%
Lyon	70,0%	9,3%	74 €	10,7%	52 €	20,9%	65,8%	2,5%	73 €	-0,5%	48 €	2,0%
Marseille	73,1%	-1,8%	67 €	-1,0%	49 €	-2,7%	61,0%	-1,5%	62 €	-5,3%	38 €	-6,7%
Metz	69,2%	-11,0%	61 €	8,6%	42 €	-3,3%	60,3%	-0,6%	61 €	3,7%	37 €	3,0%
Montpellier	71,8%	-0,6%	74 €	4,9%	53 €	4,3%	61,9%	-0,7%	70 €	1,5%	43 €	0,8%
Nancy	72,7%	1,6%	67 €	11,5%	49 €	13,3%	68,5%	4,2%	64 €	4,7%	44 €	9,1%
Nantes	68,8%	28,1%	68 €	4,3%	47 €	33,6%	63,4%	11,7%	66 €	0,7%	42 €	12,5%
Niort	53,3%	15,7%	54 €	-2,9%	29 €	12,4%	49,3%	2,5%	57 €	-2,3%	28 €	0,1%
Pau	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Rennes	69,5%	13,9%	63 €	2,6%	44 €	16,9%	65,0%	7,6%	65 €	-1,4%	42 €	6,1%
Rouen	71,4%	16,6%	62 €	4,4%	44 €	21,7%	59,7%	7,1%	63 €	1,3%	38 €	8,5%
Saint Etienne	52,6%	38,6%	65 €	-3,0%	34 €	34,4%	48,9%	2,6%	65 €	-7,1%	32 €	-4,7%
Strasbourg	76,7%	3,2%	66 €	2,0%	51 €	5,3%	61,5%	0,9%	64 €	0,5%	39 €	1,5%
Toulouse	66,8%	12,6%	68 €	4,9%	45 €	18,1%	62,4%	5,9%	67 €	-0,8%	42 €	5,1%

Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2016	Var /m-1	2016	Var /m-1	2016	Var /m-1	2016	Var /m-1	2016	Var /m-1	2016	Var /m-1
	Angers	61,7%	10,8%	40 €	1,2%	24 €	12,1%	56,4%	5,7%	41 €	0,5%	23 €
Avignon	60,5%	-2,1%	35 €	3,2%	21 €	1,0%	52,1%	-10,4%	34 €	2,6%	18 €	-8,1%
Bayonne-Anglet-Biarritz	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Bordeaux	74,6%	4,1%	41 €	4,9%	31 €	9,2%	62,6%	-1,2%	40 €	2,0%	25 €	0,7%
Cannes	74,1%	-6,1%	51 €	0,7%	38 €	-5,4%	55,7%	-7,0%	46 €	0,0%	26 €	-7,0%
Dijon	73,4%	5,7%	39 €	2,0%	29 €	7,8%	60,5%	-0,2%	38 €	0,8%	23 €	0,6%
Grenoble	45,5%	-6,2%	37 €	-0,7%	17 €	-6,9%	48,3%	-11,9%	38 €	1,7%	19 €	-10,4%
Le Havre	62,0%	-2,2%	39 €	1,1%	24 €	-1,2%	56,3%	-4,1%	38 €	0,7%	22 €	-3,4%
Lille	71,1%	9,6%	43 €	6,0%	31 €	16,2%	64,7%	4,8%	42 €	1,2%	27 €	6,1%
Lyon	66,9%	11,2%	42 €	4,6%	28 €	16,3%	65,0%	-3,0%	42 €	-2,4%	27 €	-5,3%
Marseille	66,8%	-9,4%	45 €	2,7%	30 €	-7,0%	56,6%	-4,6%	44 €	1,7%	25 €	-3,0%
Metz	69,9%	6,1%	38 €	-0,4%	26 €	5,8%	59,4%	-2,3%	38 €	0,1%	22 €	-2,3%
Montpellier	59,8%	-14,2%	38 €	0,7%	23 €	-13,5%	56,3%	-7,6%	37 €	1,9%	21 €	-5,8%
Nancy	66,4%	5,1%	39 €	2,5%	26 €	7,7%	56,5%	-5,1%	39 €	2,9%	22 €	-2,3%
Nantes	70,9%	11,1%	45 €	3,0%	32 €	14,5%	65,9%	2,6%	44 €	1,8%	29 €	4,4%
Niort	67,2%	14,9%	35 €	-1,4%	23 €	13,2%	57,7%	1,7%	36 €	0,9%	21 €	2,6%
Pau	51,3%	-2,9%	34 €	2,7%	17 €	-0,3%	47,6%	-5,0%	34 €	4,5%	16 €	-0,8%
Rennes	63,7%	14,9%	40 €	2,8%	26 €	18,1%	60,7%	4,1%	40 €	1,6%	25 €	5,8%
Rouen	61,2%	2,6%	42 €	5,2%	26 €	8,0%	61,0%	-1,0%	42 €	2,1%	26 €	1,0%
Saint Etienne	62,1%	12,4%	40 €	1,3%	25 €	13,9%	62,0%	4,7%	40 €	-0,5%	25 €	4,3%
Strasbourg	71,4%	15,7%	40 €	0,9%	29 €	16,8%	58,2%	3,5%	40 €	0,7%	23 €	4,3%
Toulouse	75,1%	9,2%	43 €	8,0%	32 €	18,0%	69,3%	1,9%	42 €	3,7%	29 €	5,6%

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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.

General segmentation

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.

Segmentation of Parisian hotels

Luxury and Palace hotels: Classified 5 star, a third of whom carry the Palace distinction, Luxury hotels offer minimum rates of 450 to 500 € inc. VAT (flexible rates, excluding promotional offers). These establishments tend to be located in the 1st, 8th and 16th districts of Paris. Characterised by a high proportion of suites, they propose exceptional product and service quality.

Upscale hotels: Mostly classified 4 star, Upscale hotels represent just under 20% of Parisian supply. Upscale hotels propose rates (flexible) starting at 280 to 300 € inc. VAT, depending on location. They can be divided into two groups:

- **Boutique hotels:** As with their Midscale counterparts, Boutique hotels offer a limited rooms capacity (around 60 rooms on average) and differentiate themselves through their individual design. Operated independently or under a non-standardised brand name, they offer a higher level of comfort and service and larger guest rooms than Midscale Boutique hotels.
- **Standard hotels:** Mostly operated by international chains, standard Upscale hotels have a high capacity in common (over 200 rooms, on average). They offer a full range of services (F&B, meeting rooms or conference centre, wellness / spa, etc.).

Midscale hotels: Classified 3 or 4 star, Midscale hotels represent almost 40% of Parisian hotel room capacity. Rooms rates do not tend to surpass 250 to 280 € exc. VAT (flexible rates, excluding promotional offers), depending on location. Midscale hotels can be divided into two subgroups:

- **Boutique hotels:** primarily small, independent hotels (around 40 rooms, on average) offering an individual product and design, which can compensate for the more limited size of guest rooms.
- **Standard hotels:** Operated by brands or independently-run, these hotels tend to be larger (80 rooms, on average) and offer a wider range of services and facilities (F&B, meeting rooms). Rooms are often standardised.

Budget hotels: Predominantly 3 star, Budget hotels represent a third of Parisian hotel room capacity. Whether branded or operated independently, these hotels generally offer fewer services, and rates that do not tend to exceed 130 to 150 € inc. VAT (flexible rates, excluding special offers).

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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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