

In Extenso

tourisme, culture & hôtellerie

French Hotel Industry Performance

April 2015



Membre de **Deloitte**.

Notre actualité Tourisme, Culture & Hôtellerie

Conseil, Evaluation et Transaction

In Extenso
tourisme, culture & hôtellerie

Le marché français des résidences de tourisme urbaines
2015 - 9^{ème} édition



Membre de Deloitte

Annual study: The French Urban Residence Market

The 9th edition of In Extenso TCH's annual study on French urban residences offers a comprehensive analysis of the market:

- Profile of supply and evolutions over five years
- Breakdown of supply in France
- Key players in the market, brand characteristics
- General trading levels + focus on main markets

STUDY AVAILABLE FROM 15 JUNE 2015, PRICED 800 € EXC. VAT

For further information and ordering, please contact:

Samuel Couteleau (02 51 80 18 29 / samuel.couteleau@inextenso.fr)

Recent references

Client	Description
PCCI – Banque Mondiale	Development plan for coastal tourism products and destinations, Benin
Ville de Biarritz	Assistance in seeking a hotel group to operate the Hôtel du Palais
Developer	Impact study of the various legal structures for a restructuring project, Morocco
Conseil Départemental (44)	Programming of the renovation of the Musée Dobrée, Nantes
Family Office	Analysis of the potential for reconvertng an office building into a hotel Paris 10

CONSULTING AND VALUATION

[PHILIPPE GAUGUIER](#), ASSOCIATE MRICS

[OLIVIER PETIT](#), ASSOCIATE

CULTURE AND TOURISME

[DOMINIQUE LECEA](#), DIRECTOR

[ANNE RAVARD](#), DEPUTY DIRECTOR

Transaxio Hôtel sales instructions

Scope	Description
Freehold, Vaucluse	3* branded hotel-restaurant, > 100 renovated rooms, meeting rooms
Off-plan (VEFA), Haute-Normandie	3* branded hotel project, c. 70 rooms, bar, parking

TRANSAXIO HÔTEL

[GUY BOULO](#), DIRECTOR

Articles

[Non-monetary recognition in the hotel sector, a key issue for the hotel industry](#)

Philippe Burger, Associate Consulting, Human Capital, Deloitte

[Leading in a volatile and uncertain climate: the keys to a new leadership style](#)

Jean-Marc Liduena, Associate Monitor Deloitte

[A 360° view of the quest](#)

Scott A. Rosenberger, US Consulting THL leader, Deloitte

See all our news on www.inextenso-tch.com and www.transaxio.fr

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

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

In Extenso Tourism, Culture & Hospitality - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

April: school holidays play their part

April's results were generally somewhat gloomy. However, a closer look reveals a contrasting hotel landscape. After the brief lull in March, the Capital began to slide again. On the other hand, regional cities benefited from the school holidays, allowing them to record relatively good trading results in April.

Hotel trading performance levels were far from brilliant in April. Luxury and Super-budget hotels recorded a drop in rooms revenue, particularly in the Luxury segment where RevPAR fell by 8%. The rest of the market fared slightly better, although Budget and Midscale hotels tended to see stagnating RevPAR.

However, April finished with mixed results. As explained by Olivier Petit – Associate, In Extenso Tourism, Culture and Hospitality – the best and the worst rubbed shoulders. In large cities, both double-digit growth and steep declines in trading went side by side, which can be explained by the school holidays. Last year, school holidays for Ile-de-France and Bordeaux educational authorities mainly took place in April. This year, they also stretched into May, meaning that business was more dynamic in April for these client-generating zones. Large cities, in particular (Lille, Lyon, Marseille, Nantes, etc.), mainly benefited. The link between the economy of Paris and main regional urban centres remains strong – less so the case for secondary cities, more anchored in the local economy. Here, the school holidays had a more negative effect, although the good weather during some weeks in April did benefit a number of tourist destinations (mostly on the coast).

Although Parisian guests boosted regional hotel activity, its own market suffered in April. With the exception of the standard Upscale category, all segments recorded a general decline in RevPAR. Since the start of the year, the Parisian hotel industry appears to be weathering a storm, with March the only month to offer a lull. With this breathing period now over, people are becoming increasingly concerned, particularly given the number of bank holiday weekends in May.

Monthly performance

April	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	62,5%	68,3%	65,4%	69,2%	64,8%
Var. /n-1	-3,0%	-0,4%	-1,4%	-0,2%	-3,1%
ADR 2015	330 €	167 €	98 €	63 €	40 €
Var. /n-1	-5,1%	1,2%	1,0%	-0,6%	1,4%
RevPAR 2015	207 €	114 €	64 €	44 €	26 €
Var. /n-1	-8,0%	0,8%	-0,5%	-0,8%	-1,7%

Year To Date performance

Jan. to April	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2015	52,7%	59,0%	57,4%	60,7%	59,2%
Var. /n-1	-2,5%	2,4%	1,2%	1,5%	-1,8%
ADR 2015	320 €	158 €	97 €	63 €	40 €
Var. /n-1	-6,6%	-0,6%	1,2%	-0,7%	1,3%
RevPAR 2015	169 €	93 €	56 €	38 €	23 €
Var. /n-1	-9,0%	1,8%	2,3%	0,8%	-0,6%

Definitions

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

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

FOR FURTHER INFORMATION, PLEASE CONTACT FLORENT DANIEL (+33 (0)2 51 80 18 84 OR florent.daniel@inextenso.fr)
In Extenso Tourism, Culture & Hospitality - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France