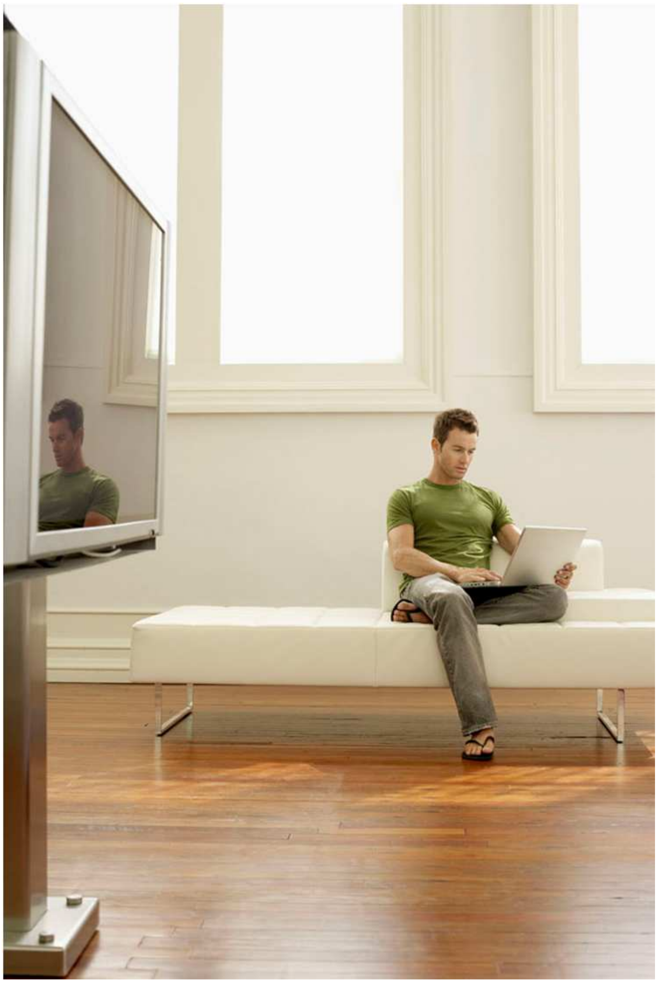
In Extenso
tourisme, culture & hôtellerie

French Hotel Industry Performance

March 2015



Membre de Deloitte.

Latest News

Consulting, valuations and transactions

In Extenso et PLANETH s'associent pour former : In Extenso tourisme, culture & hôtellerie

In Extenso Tourisme Hôtellerie et Restauration, member of the Deloitte Group, has joined forces with the culture and tourism consulting agency, **Planeth.** This external growth operation leads to the creation of a larger and better performing tourism, leisure and culture division : **In Extenso Tourisme, Culture & Hôtellerie.**

Recent references

Investor	Owner	Developer	Investor
Feasibility study for the development of a hotel/tourism residence	*Analysis of the extension project and repositioning strategy for un upscale hotel*	*Study of renovation and hotel reconversion perspectives, upscale sector*	*Business plan review for the construction of two, internationally-branded hotels*
Var	*Alsace*	*Ile-de-France*	*Roissy CdG*

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Articles and publications

Social? That's for consumers. For travel companies, social media means business.
This paper by Deloitte and Facebook shows the findings from a survey commissioned by Facebook on how consumers view social media as it relates to leisure travel. It looks at how travel companies and consumers are currently engaging with digital channels today. http://www2.deloitte.com/global/en/pages/consumer-business/articles/travel-companies-social-media.html

The marketing 4P are dead… Long live the 4P. Jean-Marc Liduena, Associate Monitor Deloitte http://www.blog.deloitte.fr/management/les-4p-du-marketing-sont-morts-longue-vie-aux-4p/

Tourism and hospitality trends 2015

Moving forward in complex environments

Complex markets and customer expectations, regulatory challenges, technical advancements… tourism and hospitality players have to increasingly learn how to cope in difficult markets. Within this context, how did 2014 turn out and what are the trends for 2015? The 13th edition of our annual study helps answer these questions.
Download study here: http://www2.deloitte.com/fr/fr/pages/consumer-business/articles/les-tendances-du-tourisme-et-de-l-hotellerie-2015.html

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A little better in March

The situation started to pick up a little for the French hotel industry in March. Although hotels did not record exceptional results, March did allow the first trimester to close on a positive note, particularly in Paris. This was especially the case for Budget and Midscale hotels, and to a certain extent, Upscale hotels, too.

Higher RevPAR was recorded in March further to January's decline and February's stabilisation. This progression was the result of higher occupancy and stable average rates.

Further to the significant drop over the first two months of the year, Midscale hotels recorded the highest increase (+8,3%), while more upscale categories saw any declines start to slow. The following months are vital for the Luxury segment if it is to make up for the miserable start to 2015.

The situation for Parisian hotels looked rosier, compared with a month of January that was impacted by the events at Charlie Hebdo and Porte de Vincennes and an uncertain February. All categories recorded significantly higher results, enabling the industry to finish the first trimester on a positive – or at worst, equal – note.

The same can also be said of regional France, where hotels in all categories posted growth in March, enabling a positive first trimester. Upscale hotels recorded the most significant growth. Luxury hotels witnessed timid growth in March, and as in Paris, this slight rebound failed to offset the declines recorded over the first two months of the year.

Monthly performance

March	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2014	54,3%	60,2%	59,7%	63,5%	61,1%
Var. /n-1	*0,5%*	*3,4%*	*5,0%*	*4,3%*	*-1,3%*
ADR 2014	345 €	160 €	99 €	64 €	40 €
Var. /n-1	*-4,6%*	*0,0%*	*3,1%*	*0,1%*	*1,4%*
RevPAR 2014	188 €	96 €	59 €	40 €	24 €
Var. /n-1	*-4,1%*	*3,4%*	*8,3%*	*4,4%*	*0,1%*

Year To Date performance

Jan. to March	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2014	49,2%	55,8%	54,7%	57,9%	57,3%
Var. /n-1	*-1,9%*	*3,6%*	*2,3%*	*2,3%*	*-1,4%*
ADR 2014	315 €	154 €	97 €	63 €	40 €
Var. /n-1	*-7,3%*	*-1,4%*	*1,3%*	*-0,8%*	*1,2%*
RevPAR 2014	155 €	86 €	53 €	36 €	23 €
Var. /n-1	*-9,1%*	*2,1%*	*3,5%*	*1,5%*	*-0,2%*

Definitions

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

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