In Extenso
tourisme, culture & hôtellerie

French Hotel Industry Performance

February 2016

Membre de Deloitte.

Our news

Consulting, Valuations and Transactions

In Extenso Tourism Culture & Hospitality, member of Deloitte, groups 25 full-time consultants providing tailor-made advice at all stages of your strategic reflection or project, whether in France or abroad. See a comprehensive description of our service offer at www.inextenso-tch.com

Recent references

Investors	Syndicat Mixte	Owner	Owner
Due diligence for the acquisition of two upscale hotels	*Familistère de Godin Project management assistance for the creation of a hotel*	*Valuation and repositioning analysis for the sale of a holiday centre*	*Sales instruction – freehold of two branded, 2 and 3 star hotels > 70 rooms bar, parking*
Paris	*Aisne*	*Haute-Savoie*	*Côtes d'Armor*
In Extenso	In Extenso	In Extenso	Transaxio hôtel / In Extenso

Owner	Developer	SEDA	Ile de la Réunion
Sales instruction – freehold of a 5 star hotel with restaurant, pool and meeting rooms	*Investor and operator search – hotel-restaurant, > 100 rooms, spa, wellness area, meeting rooms*	*Feasibility analysis of the "Moulin de tous vents" tourism project within the framework of the reorganisation of the industrial zone of Gauchy in the Aisne*	*Update of the island's hotel and tourism development strategy*
Hauts de Seine	*Haute Normandie*		*La Réunion*
Transaxio hôtel / In Extenso	Transaxio hôtel / In Extenso	In Extenso	In Extenso

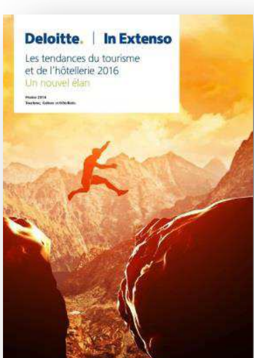
Contacts

Consulting and Valuation
Philippe Gauguier, Associate MRICS
Olivier Petit, Associate

Transaxio Hôtel
Guy Boulo, Director

Culture and Tourism
Dominique Lecea, Director
Anne Ravard, Deputy Director

Articles and publications



2016 tourism and hospitality trends – A new lease of life

The Paris terrorist attacks in June and November doubtless had an impact in 2015, yet other phenomena should also be considered when analysing the year's results: the maturing of new hotel and apart-hotel supply, the repercussions of the school calendar, the political situation in competitor destinations, etc. Given this, the year turned out very differently from one region or hotel category to another, as our 2016 study shows.

Download here: https://www2.deloitte.com/fr/fr/pages/consumer-business/articles/les-tendances-du-tourisme-et-de-l-hotellerie-2016.html

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

For further information, please contact Sacha Fournier (sacha.fournier@inextenso.fr)
In Extenso Tourism, Culture & Hospitality - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France

Paris must wait for recovery

In a similar vein to 2015 and January 2016, the Côte d'Azur and Regional France confirmed or even improved on January's good results. Conversely, Paris and major Ile-de-France zones continued to record significantly lower performances, and the return to normality will have to wait.

The time taken to recover from November 2015's terrorist attacks, and more generally, the security risk present in the minds of French and international clients, varies from one area to another.

As was the case throughout France, Regional hotels experienced a drop in demand in November and December of last year, further to the Paris attacks. However, the repercussions seem to have been digested from January 2016 onwards, as confirmed by February's results. Luxury hotels benefited from this, recording very good performances on the Côte d'Azur and in regional France, with RevPAR up by +21,8% and +9,4%, respectively, at the end of February. Rooms revenue was driven upwards by a significant increase in occupancy.

However, Paris and major zones in Ile-de-France continued to suffer and have not yet recovered. RevPAR was down by 13% to almost 20%, depending on the category and zone. Hotel bookings, theoretically, are not confirming a return to normal levels of activity until the second trimester of this year. Furthermore, the recent events in Brussels are reminding international visitors of the security risk in this part of Europe. However, the fight against terrorism seems to be paying off, leading us to hope for better days ahead.

Note to our readers - reminder

Numerous branded and independent hotels joined our benchmark in 2015, and we would like to thank them for the trust they have placed in us. As well as incorporating these new participants, we have recently revised a number of our samples in order to:

Integrate recently-opened hotels that have now become established on their respective markets.

Better present Parisian performances by refining the segmentation of supply, so that participants can more easily identify their own market.

The statistical data presented in this document is evidently still based on constant samples.

For questions concerning our benchmarks or to speak with one of our consultants, please contact Sacha Fournier or Grégory Fortems:

By mail: sacha.fournier@inextenso.fr or gregory.fortems@inextenso.fr

By phone: 01 72 29 68 15

Monthly performance

February	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2016	46,1%	52,2%	52,6%	56,2%	57,8%
Var. /n-1	*11,9%*	*0,7%*	*-3,9%*	*-3,1%*	*-2,0%*
ADR 2016	287 €	156 €	97 €	62 €	39 €
Var. /n-1	*-6,7%*	*-2,8%*	*-0,9%*	*0,2%*	*0,0%*
RevPAR 2016	132 €	81 €	51 €	35 €	23 €
Var. /n-1	*4,4%*	*-2,1%*	*-4,8%*	*-2,9%*	*-2,0%*

Year To Date performance

Jan. to February	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2016	45,8%	52,3%	51,4%	54,1%	54,0%
Var. /n-1	*13,9%*	*-0,9%*	*-3,1%*	*-1,1%*	*-2,2%*
ADR 2016	290 €	161 €	99 €	62 €	39 €
Var. /n-1	*-8,2%*	*-2,9%*	*-2,2%*	*-1,1%*	*0,0%*
RevPAR 2016	133 €	84 €	51 €	34 €	21 €
Var. /n-1	*4,6%*	*-3,8%*	*-5,2%*	*-2,2%*	*-2,2%*

Definitions

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

FOR FURTHER INFORMATION, PLEASE CONTACT SACHA FOURNIER (sacha.fournier@inextenso.fr)
In Extenso Tourism, Culture & Hospitality - 7 rue Ernest Renan - 92136 Issy Les Moulineaux - France