

In Extenso

tourisme, hôtellerie et restauration

French Hotel Industry Performances

July



Membre de **Deloitte**.

A miserable July for the French hotel industry

The sunny spell so hoped for was not to be in July, as most hotels in France saw their occupancy rates drop last month. Although remaining moderate, these declines cast a further shadow over the rather difficult context experienced since the beginning of the year. This is particularly the case in regional France, where hoteliers continue to hope for a return to normal and lie in wait for the first signs of market recovery.

Just like the weather, July's hotel performances throughout most of France were downcast. Occupancy continued to lose steam, with most categories recording declines. Although these drops were modest, they are part of a continual worrying trend.

Paris, however, did not do so badly, managing to offset slight decreases in demand with (often) significantly higher average rates. On the Côte d'Azur and in several cities, lower occupancy was partially balanced by better average rates than in 2011. Nevertheless in most other destinations, declining occupancy had a direct impact on rooms revenue.

For corporate hotels, the fact that the 14th of July fell on a Saturday, enabled them to "lengthen" one of the weeks traditionally favourable for business trips. Yet, the recession hasn't gone away, and still weighs heavily on company budgets. Moreover, the dismal weather conditions in Northern France during July did not favour short city leisure breaks, and hotels weren't able to benefit from the shift of coastal / rural visitors towards urban destinations – at least not sufficiently to reverse the underlying bearish trend. Rouen and Le Havre were the exception to this, posting both higher occupancy and average rates, which confirms the growth in tourism for these cities observed over the past few years.

And the luxury segment wasn't spared either in July – neither in Paris nor on the Côte d'Azur. Occupancy and average rates dropped here for the first time in months. This was largely linked to Ramadan, beginning in the second half of July and thus affecting earlier the travelling plans of high-spending Middle Eastern visitors. That said, luxury hotels in both Paris and the Côte d'Azur should manage to restore performances in August, thanks to a busier second half of the month.

Monthly performance

July	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2012	79,6%	78,7%	74,0%	71,4%	76,7%
Var. /n-1	-0,8%	-2,2%	-2,1%	1,9%	-0,7%
ADR 2012	478 €	196 €	99 €	64 €	42 €
Var. /n-1	-3,9%	4,1%	5,4%	1,8%	0,8%
RevPAR 2012	380 €	155 €	73 €	45 €	32 €
Var. /n-1	-4,7%	1,7%	3,2%	3,7%	0,0%

Year To Date performance

Jan. to July	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2012	64,5%	67,0%	65,4%	64,3%	66,9%
Var. /n-1	-0,6%	-1,2%	-1,9%	-1,2%	-3,2%
ADR 2012	394 €	184 €	99 €	66 €	40 €
Var. /n-1	1,6%	3,1%	2,4%	1,0%	1,7%
RevPAR 2012	254 €	123 €	65 €	42 €	27 €
Var. /n-1	1,0%	1,8%	0,4%	-0,2%	-1,6%

Definitions

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

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Performances Paris

July 2012



Paris-City

Monthly performance

July	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris - Luxury	89,1%	-0,2%	578 €	-1,2%	515 €	-1,4%
Paris - Boutique Hotels	86,4%	0,9%	315 €	4,8%	272 €	5,7%
Paris - Upscale	84,0%	-3,1%	207 €	8,2%	174 €	4,9%
Paris - Luxury & Upscale	85,0%	-2,4%	276 €	5,0%	235 €	2,6%
Paris - Superior midscale	88,5%	-1,1%	155 €	8,4%	137 €	7,3%
Paris - Standard midscale	84,0%	-1,7%	110 €	11,5%	93 €	9,6%
Paris - Midscale	85,5%	-1,3%	126 €	11,9%	108 €	10,4%
Paris - Budget	87,3%	-1,1%	80 €	8,8%	70 €	7,6%

Year To Date performance

Jan. to July	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris - Luxury	79,4%	1,2%	518 €	1,6%	411 €	2,8%
Paris - Boutique Hotels	76,9%	0,3%	299 €	0,9%	230 €	1,2%
Paris - Upscale	79,2%	0,9%	200 €	3,4%	159 €	4,3%
Paris - Haut de gamme & Gd luxe	79,1%	0,9%	257 €	2,6%	203 €	3,5%
Paris - Superior midscale	84,9%	0,4%	157 €	6,2%	134 €	6,6%
Paris - Standard midscale	81,0%	-1,2%	110 €	5,6%	89 €	4,3%
Paris - Midscale	82,2%	-0,6%	126 €	6,7%	103 €	6,0%
Paris - Budget	84,5%	-0,6%	83 €	4,7%	70 €	4,1%

Paris suburbs (excluding Paris) – Luxury and upscale

Monthly performance

July	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris	85,0%	-2,4%	276 €	5,0%	235 €	2,6%
La Défense	n.d.	-	n.d.	-	n.d.	-
Roissy CdG	80,7%	-1,3%	99 €	-2,9%	80 €	-4,2%
IDF (hors Paris et pôles)	81,2%	-1,0%	286 €	3,3%	232 €	2,3%

Year To Date performance

Jan. to July	OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Paris	79,1%	0,9%	257 €	2,6%	203 €	3,5%
La Défense	n.d.	-	n.d.	-	n.d.	-
Roissy CdG	72,5%	0,6%	112 €	-0,5%	82 €	0,0%
IDF (hors Paris et pôles)	76,1%	-2,0%	234 €	5,8%	178 €	3,6%

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Performance Regions

July 2012



Regions

Regions (excl. French Riviera)

Monthly performance

July	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2012	69,3%	63,5%	67,3%	67,4%	76,2%
Var. /n-1	-4,3%	-5,8%	-3,0%	0,4%	-0,9%
ADR 2012	327 €	139 €	93 €	65 €	41 €
Var. /n-1	0,1%	1,6%	1,6%	0,6%	0,1%
RevPAR 2012	227 €	89 €	63 €	44 €	31 €
Var. /n-1	-4,2%	-4,2%	-1,5%	1,0%	-0,8%

Year To Date performance

Jan. to July	Luxury	Upscale	Midscale	Budget	Super Budget
OR 2012	55,1%	56,2%	59,2%	60,5%	65,0%
Var. /n-1	-4,9%	-3,4%	-3,1%	-2,2%	-3,5%
ADR 2012	257 €	133 €	91 €	65 €	39 €
Var. /n-1	-0,5%	0,4%	0,4%	0,1%	1,4%
RevPAR 2012	141 €	75 €	54 €	39 €	25 €
Var. /n-1	-5,5%	-3,0%	-2,8%	-2,1%	-2,2%

French Riviera

Monthly performance

July	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2012	78,5%	83,0%	89,9%	n.d.	n.d.
Var. /n-1	-1,2%	-0,6%	-0,6%	-	-
ADR 2012	614 €	226 €	111 €	n.d.	n.d.
Var. /n-1	-5,8%	2,0%	3,2%	-	-
RevPAR 2012	482 €	188 €	100 €	n.d.	n.d.
Var. /n-1	-6,9%	1,4%	2,5%	-	-

Year To Date performance

Jan. to July	Luxury	Upscale *	Midscale	Budget	Super Budget
OR 2012	57,1%	57,7%	65,7%	n.d.	n.d.
Var. /n-1	-0,2%	-1,0%	-0,8%	-	-
ADR 2012	453 €	195 €	99 €	n.d.	n.d.
Var. /n-1	3,5%	5,7%	4,1%	-	-
RevPAR 2012	259 €	112 €	65 €	n.d.	n.d.
Var. /n-1	3,3%	4,7%	3,2%	-	-

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

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Performances Suburbs

July 2012



Paris suburbs (excluding Paris)

Midscale market	Monthly performance							
	July	departments						Average suburbs
		77	78	91	92	93	94	
OR 2012	61,7%	74,4%	76,6%	82,2%	75,7%	79,0%	77,8%	77,9%
Var. /n-1	-3,2%	-0,8%	2,8%	1,3%	5,9%	-9,6%	-6,3%	-1,0%
ADR 2012	103 €	90 €	74 €	92 €	63 €	76 €	83 €	84 €
Var. /n-1	9,4%	14,1%	3,0%	16,7%	1,4%	13,0%	-0,1%	9,2%
RevPAR 2012	63 €	67 €	57 €	76 €	48 €	60 €	64 €	65 €
Var. /n-1	5,9%	13,2%	5,9%	18,3%	7,4%	2,1%	-6,3%	8,1%
Midscale market	Year To Date performance							
	Jan. to July	departments						Average suburbs
		77	78	91	92	93	94	
OR 2012	51,4%	63,6%	64,7%	70,3%	64,2%	78,0%	70,4%	68,1%
Var. /n-1	-1,7%	-3,5%	-1,2%	1,4%	0,5%	0,3%	-2,7%	-0,6%
ADR 2012	102 €	102 €	89 €	108 €	74 €	81 €	100 €	97 €
Var. /n-1	4,2%	0,8%	0,2%	2,0%	0,3%	0,6%	1,9%	1,3%
RevPAR 2012	52 €	65 €	58 €	76 €	47 €	63 €	71 €	66 €
Var. /n-1	2,4%	-2,7%	-1,0%	3,5%	0,9%	0,9%	-0,9%	0,7%
Budget market	Monthly performance							
	July	departments						Average suburbs
		77	78	91	92	93	94	
OR 2012	82,6%	67,5%	66,2%	78,8%	81,4%	69,5%	73,9%	76,5%
Var. /n-1	3,9%	1,7%	29,0%	9,5%	1,9%	-11,4%	11,9%	5,1%
ADR 2012	66 €	72 €	52 €	65 €	48 €	58 €	50 €	57 €
Var. /n-1	2,2%	1,9%	-12,9%	10,5%	-0,5%	8,1%	-0,1%	2,3%
RevPAR 2012	54 €	49 €	35 €	52 €	39 €	40 €	37 €	44 €
Var. /n-1	6,2%	3,7%	12,4%	21,1%	1,4%	-4,2%	11,8%	7,5%
Budget market	Year To Date performance							
	Jan. to July	departments						Average suburbs
		77	78	91	92	93	94	
OR 2012	70,3%	65,0%	63,5%	71,1%	72,5%	70,7%	65,2%	69,0%
Var. /n-1	3,5%	-2,7%	1,4%	-0,4%	0,8%	-4,9%	1,4%	0,4%
ADR 2012	63 €	82 €	63 €	74 €	57 €	66 €	60 €	64 €
Var. /n-1	0,3%	1,2%	-4,2%	2,4%	-0,6%	3,4%	3,8%	1,3%
RevPAR 2012	44 €	53 €	40 €	53 €	41 €	46 €	39 €	44 €
Var. /n-1	3,8%	-1,5%	-2,9%	2,0%	0,2%	-1,7%	5,2%	1,6%
Super Budget market	Monthly performance							
	July	departments						IDF (hors Paris)
		77	78	91	92	93	94	
OR 2012	73,6%	71,4%	71,1%	n.d.	79,9%	74,7%	77,7%	75,4%
Var. /n-1	9,1%	5,1%	7,8%	-	3,2%	-0,9%	-5,0%	3,1%
ADR 2012	44 €	42 €	39 €	n.d.	42 €	43 €	43 €	43 €
Var. /n-1	3,7%	2,0%	3,0%	-	5,7%	1,5%	3,5%	3,5%
RevPAR 2012	33 €	30 €	28 €	n.d.	34 €	32 €	33 €	32 €
Var. /n-1	13,1%	7,3%	11,0%	-	9,1%	0,6%	-1,7%	6,7%
Super Budget market	Year To Date performance							
	Jan. to July	departments						IDF (hors Paris)
		77	78	91	92	93	94	
OR 2012	69,2%	69,7%	70,0%	n.d.	80,5%	77,0%	76,9%	74,5%
Var. /n-1	6,3%	-4,2%	-1,1%	-	1,6%	-3,3%	-2,8%	-0,5%
ADR 2012	41 €	42 €	39 €	n.d.	43 €	44 €	43 €	43 €
Var. /n-1	0,7%	2,2%	2,1%	-	5,6%	1,5%	3,5%	2,9%
RevPAR 2012	29 €	30 €	28 €	n.d.	35 €	34 €	33 €	32 €
Var. /n-1	7,1%	-2,1%	1,0%	-	7,2%	-1,9%	0,6%	2,4%

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Performances North-East

July 2012



North-east & Cities

	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Luxury Upscale												
North-east	61,1%	-1,7%	126 €	1,5%	77 €	-0,3%	63,3%	-4,4%	38 €	1,5%	24 €	-2,9%
Dijon	74,7%	-3,1%	124 €	1,7%	93 €	-1,5%	58,9%	-5,4%	133 €	7,9%	78 €	2,1%
Lille	41,4%	-3,5%	105 €	-2,0%	44 €	-5,4%	50,6%	0,7%	119 €	-2,2%	60 €	-1,5%
Metz	insufficient supply						insufficient supply					
Nancy	insufficient supply						insufficient supply					
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	67,5%	0,9%	106 €	7,8%	71 €	8,8%	58,5%	-4,3%	121 €	3,0%	71 €	-1,5%
Midscale												
North-east	64,8%	-3,2%	87 €	2,8%	56 €	-0,5%	56,2%	-3,5%	88 €	0,5%	49 €	-3,0%
Dijon	75,0%	-4,3%	92 €	3,9%	69 €	-0,6%	63,6%	1,3%	85 €	2,2%	54 €	3,6%
Lille	52,5%	-10,6%	79 €	6,0%	41 €	-5,2%	59,3%	-8,0%	88 €	-1,6%	52 €	-9,4%
Metz	in progress						in progress					
Nancy	59,2%	-4,3%	77 €	4,6%	45 €	0,1%	54,7%	-3,0%	82 €	0,6%	45 €	-2,5%
Reims	62,9%	-12,2%	92 €	1,1%	58 €	-11,2%	60,5%	-7,5%	93 €	-1,3%	56 €	-8,7%
Strasbourg	70,1%	6,0%	82 €	0,8%	57 €	6,8%	59,9%	3,2%	92 €	0,5%	55 €	3,7%
Budget												
North-east	68,8%	2,7%	60 €	0,0%	41 €	2,7%	61,2%	-2,2%	63 €	0,2%	39 €	-2,0%
Dijon	79,8%	8,9%	64 €	-1,2%	51 €	7,6%	69,9%	12,1%	64 €	-1,3%	45 €	10,7%
Lille	54,3%	-1,4%	71 €	12,9%	39 €	11,4%	66,1%	-3,3%	73 €	1,8%	48 €	-1,5%
Metz	68,1%	-3,5%	61 €	-2,8%	41 €	-6,2%	63,4%	-4,5%	66 €	-1,6%	42 €	-6,0%
Nancy	53,5%	8,2%	56 €	-0,1%	30 €	8,1%	52,8%	-2,8%	62 €	0,3%	33 €	-2,5%
Reims	54,3%	-23,6%	65 €	7,4%	35 €	-18,0%	58,0%	-10,3%	64 €	1,4%	37 €	-9,0%
Strasbourg	74,1%	14,2%	53 €	-8,1%	39 €	4,9%	65,8%	1,5%	62 €	-1,7%	41 €	-0,3%
Super Budget												
North-east	72,7%	-0,6%	38 €	-0,2%	28 €	-0,8%	63,3%	-4,4%	38 €	1,5%	24 €	-2,9%
Dijon	85,9%	0,2%	39 €	-1,6%	33 €	-1,3%	72,7%	-5,2%	40 €	1,8%	29 €	-3,5%
Lille	60,0%	-8,3%	38 €	1,4%	23 €	-7,0%	67,4%	-3,9%	40 €	1,9%	27 €	-2,0%
Metz	75,4%	-8,2%	39 €	5,4%	29 €	-3,2%	68,8%	-8,2%	39 €	4,8%	27 €	-3,8%
Nancy	66,8%	13,3%	39 €	1,3%	26 €	14,8%	67,1%	8,3%	38 €	0,4%	26 €	8,7%
Reims	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Strasbourg	62,7%	-5,4%	40 €	3,1%	25 €	-2,5%	58,2%	-7,7%	39 €	0,8%	23 €	-7,0%

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

July 2012



North-West & Cities

	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Luxury Upscale												
North-West	64,7%	-10,3%	216 €	-2,4%	140 €	-12,5%	53,4%	-7,9%	192 €	1,8%	102 €	-6,2%
Amiens			insufficient supply				insufficient supply					
Angers			insufficient supply				insufficient supply					
Le Havre			insufficient supply				insufficient supply					
Nantes			insufficient supply				insufficient supply					
Rennes			insufficient supply				insufficient supply					
Rouen			insufficient supply				insufficient supply					
Midscale												
North-West	64,9%	-3,3%	96 €	-0,1%	62 €	-3,4%	57,5%	-3,7%	90 €	-0,7%	51 €	-4,3%
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	58,4%	2,6%	85 €	1,8%	50 €	4,4%	60,6%	0,2%	87 €	-2,8%	53 €	-2,5%
Nantes	55,7%	4,8%	80 €	-1,9%	45 €	2,8%	56,7%	-6,1%	88 €	-3,4%	50 €	-9,3%
Rennes	51,3%	-7,9%	80 €	1,0%	41 €	-7,0%	54,9%	-9,8%	87 €	0,2%	48 €	-9,6%
Rouen	72,3%	15,5%	93 €	2,0%	67 €	17,8%	60,6%	1,4%	92 €	-1,9%	56 €	-0,5%
Budget												
North-West	61,4%	-1,1%	64 €	2,8%	39 €	1,6%	58,8%	-2,3%	65 €	1,9%	38 €	-0,4%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	57,2%	8,2%	61 €	3,5%	35 €	12,1%	60,4%	2,6%	68 €	2,2%	41 €	4,9%
Le Havre	58,8%	12,5%	64 €	7,5%	38 €	21,0%	61,2%	9,7%	64 €	6,2%	39 €	16,5%
Nantes	52,8%	1,7%	63 €	4,1%	33 €	5,8%	59,0%	-6,1%	68 €	2,2%	40 €	-4,0%
Rennes	53,8%	-7,0%	66 €	17,6%	35 €	9,4%	61,5%	-2,2%	66 €	3,5%	40 €	1,2%
Rouen	62,1%	2,6%	61 €	2,1%	38 €	4,7%	58,8%	-4,5%	62 €	-0,1%	36 €	-4,6%
Super Budget												
North-West	75,6%	2,6%	41 €	0,7%	31 €	3,4%	64,7%	-2,2%	39 €	1,5%	25 €	-0,7%
Amiens	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Angers	71,1%	1,4%	37 €	-0,1%	26 €	1,3%	70,2%	-1,1%	38 €	2,6%	26 €	1,4%
Le Havre	79,2%	1,6%	40 €	1,0%	31 €	2,6%	70,6%	-3,9%	40 €	2,9%	28 €	-1,2%
Nantes	69,3%	6,9%	42 €	0,2%	29 €	7,2%	65,3%	-5,3%	42 €	1,0%	28 €	-4,3%
Rennes	54,3%	4,8%	39 €	0,4%	21 €	5,2%	58,8%	-1,3%	40 €	1,9%	24 €	0,6%
Rouen	72,1%	0,4%	41 €	0,8%	29 €	1,2%	67,3%	-3,4%	41 €	1,3%	27 €	-2,2%

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

July 2012



South-East (excl. French Riviera) & Cities

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
South-East	71,5%	-4,6%	184 €	-0,3%	131 €	-4,9%	59,5%	-2,5%	154 €	-0,9%	92 €	-3,4%
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	90,2%	0,2%	217 €	10,5%	195 €	10,7%	62,0%	-0,9%	149 €	5,8%	92 €	4,8%
Grenoble	insufficient supply						insufficient supply					
Lyon	62,5%	2,5%	113 €	-0,5%	70 €	2,0%	63,1%	-3,6%	121 €	-4,3%	76 €	-7,7%
Marseille	74,5%	0,1%	137 €	1,4%	102 €	1,5%	59,9%	0,2%	140 €	2,4%	84 €	2,7%
Montpellier	71,8%	5,3%	141 €	-7,3%	102 €	-2,4%	57,6%	-3,6%	136 €	-4,4%	78 €	-7,9%
St Etienne	insufficient supply						insufficient supply					
Midscale	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-East	71,5%	-4,3%	98 €	1,6%	70 €	-2,7%	62,8%	-2,9%	93 €	0,3%	59 €
Aix en Provence	83,9%	2,7%	93 €	-0,4%	78 €	2,3%	65,2%	1,5%	89 €	-1,5%	58 €	0,0%
Avignon	95,0%	-0,8%	132 €	5,5%	125 €	4,7%	71,6%	5,0%	100 €	7,5%	72 €	12,9%
Grenoble	52,2%	-6,4%	104 €	1,8%	54 €	-4,6%	54,3%	-7,0%	104 €	-0,4%	57 €	-7,4%
Lyon	56,9%	-1,4%	89 €	4,6%	51 €	3,1%	60,1%	-7,2%	96 €	-3,5%	57 €	-10,4%
Marseille	76,5%	-2,6%	93 €	1,3%	71 €	-1,4%	64,7%	-5,6%	100 €	3,0%	64 €	-2,8%
Montpellier	77,7%	-4,1%	94 €	-0,4%	73 €	-4,5%	65,8%	-3,3%	92 €	-3,0%	60 €	-6,2%
St Etienne	in progress						in progress					
Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-East	70,7%	-2,7%	68 €	0,3%	48 €	-2,4%	61,9%	-3,5%	67 €	0,5%	41 €
Aix en Provence	84,7%	4,5%	71 €	-4,8%	60 €	-0,5%	64,6%	-0,5%	71 €	0,0%	46 €	-0,5%
Avignon	91,5%	-1,7%	95 €	7,1%	87 €	5,3%	65,9%	0,1%	68 €	2,3%	45 €	2,5%
Grenoble	60,8%	-11,0%	59 €	-5,5%	36 €	-15,9%	59,7%	-6,7%	64 €	-1,1%	38 €	-7,7%
Lyon	60,0%	3,5%	64 €	0,2%	38 €	3,7%	63,3%	-5,6%	73 €	-1,2%	46 €	-6,7%
Marseille	74,5%	-5,9%	65 €	0,3%	49 €	-5,7%	64,9%	-4,3%	71 €	0,6%	46 €	-3,7%
Montpellier	79,4%	-6,7%	72 €	-0,2%	57 €	-6,9%	69,8%	-3,4%	71 €	3,0%	49 €	-0,5%
St Etienne	in progress						in progress					
Super Budget	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
	South-East	79,5%	-5,1%	43 €	0,3%	34 €	-4,9%	65,9%	-5,1%	39 €	1,5%	26 €
Aix en Provence	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-	n.d.	-
Avignon	93,0%	-2,5%	44 €	0,4%	41 €	-2,1%	71,5%	-1,7%	37 €	2,3%	26 €	0,5%
Grenoble	60,2%	-17,8%	38 €	-6,5%	23 €	-23,1%	63,0%	-10,8%	40 €	-2,7%	25 €	-13,2%
Lyon	69,9%	-4,2%	38 €	1,2%	27 €	-3,1%	66,5%	-7,3%	40 €	1,2%	26 €	-6,1%
Marseille	76,2%	-4,5%	43 €	0,8%	33 €	-3,8%	70,2%	-0,3%	42 €	1,8%	29 €	1,6%
Montpellier	92,0%	-3,5%	45 €	3,4%	41 €	-0,3%	74,3%	-6,1%	40 €	4,3%	29 €	-2,1%
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 French Riviera

July 2012



French Riviera

July	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
French Riviera - Luxury	78,5%	-1,2%	614 €	-5,8%	482 €	-6,9%	57,1%	-0,2%	453 €	3,5%	259 €	3,3%
French Riviera - Boutique Hotels**	77,5%	-4,5%	178 €	-2,1%	138 €	-6,5%	57,6%	-2,6%	159 €	-1,4%	92 €	-4,0%
French Riviera - Upscale	83,7%	-0,1%	232 €	2,3%	194 €	2,2%	57,7%	-0,8%	199 €	6,5%	115 €	5,6%
Average Upscale & Luxury	81,4%	-0,8%	359 €	-3,1%	292 €	-3,9%	57,5%	-0,7%	286 €	5,0%	164 €	4,3%
Average Midscale	89,9%	-0,6%	111 €	3,2%	100 €	2,5%	65,7%	-0,8%	99 €	4,1%	65 €	3,2%

French Riviera Cities

July	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Cannes - Luxury	78,4%	-2,0%	579 €	-14,4%	454 €	-16,1%	52,7%	-7,0%	465 €	2,1%	245 €	-5,0%
Cannes - Boutique Hotels	72,8%	-4,5%	201 €	-6,9%	146 €	-11,2%	48,8%	-7,7%	190 €	4,9%	92 €	-3,2%
Cannes - Upscale	80,7%	-2,9%	189 €	-3,9%	153 €	-6,7%	49,9%	-3,3%	186 €	5,3%	93 €	1,8%
Cannes - Upscale & Luxury	79,1%	-2,6%	378 €	-11,7%	299 €	-14,0%	51,3%	-5,4%	332 €	3,6%	170 €	-2,1%
Cannes - Midscale	80,0%	-4,9%	101 €	4,5%	80 €	-0,6%	51,6%	-10,3%	112 €	3,8%	58 €	-6,8%

July	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Nice - Upscale & Luxury	91,3%	0,8%	246 €	5,9%	224 €	6,8%	66,3%	-0,1%	192 €	7,6%	127 €	7,5%
Nice - Midscale	93,4%	0,2%	117 €	5,6%	109 €	5,8%	71,3%	0,3%	100 €	5,9%	71 €	6,2%

July	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Monaco - Luxury	70,6%	-2,8%	652 €	5,8%	460 €	2,9%	58,1%	11,6%	461 €	6,0%	268 €	18,2%
Monaco - Upscale	79,3%	-0,7%	348 €	5,0%	276 €	4,3%	58,9%	1,1%	272 €	5,2%	160 €	6,4%
Monaco - Upscale & Luxury	75,9%	-1,3%	457 €	4,4%	347 €	3,0%	58,6%	4,9%	344 €	6,4%	201 €	11,6%

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

** Boutique Hotels: sample excludes Luxury hotels

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Performances South West

July 2012



South-West & Cities

	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Luxury Upscale												
South-West	61,7%	-5,2%	261 €	7,3%	161 €	1,8%	53,3%	-1,6%	195 €	1,7%	104 €	0,0%
Bordeaux	59,3%	-0,7%	188 €	-1,9%	112 €	-2,6%	50,3%	9,6%	194 €	-3,3%	97 €	6,0%
Toulouse	55,3%	-5,6%	114 €	1,6%	63 €	-4,1%	59,2%	-5,2%	121 €	-0,1%	71 €	-5,3%
Midscale												
South-West	66,2%	1,2%	89 €	2,8%	59 €	4,0%	59,3%	-2,1%	91 €	2,2%	54 €	0,0%
Bordeaux	64,3%	2,6%	79 €	3,9%	51 €	6,6%	59,5%	1,1%	86 €	-0,4%	51 €	0,7%
Toulouse	62,2%	0,6%	91 €	5,2%	57 €	5,9%	63,2%	-3,4%	98 €	2,4%	62 €	-1,1%
Budget												
South-West	67,6%	4,6%	69 €	-0,7%	47 €	3,8%	59,3%	1,6%	65 €	-3,0%	38 €	-1,5%
Bordeaux	63,8%	4,7%	64 €	1,8%	41 €	6,6%	61,8%	-1,6%	69 €	-1,5%	42 €	-3,0%
Toulouse	54,7%	-4,0%	64 €	7,5%	35 €	3,1%	60,7%	2,0%	65 €	-2,6%	40 €	-0,7%
Super Budget												
South-West	78,9%	1,1%	42 €	-0,4%	33 €	0,8%	67,7%	-1,5%	40 €	0,8%	27 €	-0,7%
Bordeaux	83,3%	9,6%	38 €	-2,2%	32 €	7,2%	71,3%	3,4%	37 €	-1,7%	26 €	1,7%
Toulouse	71,2%	-3,5%	39 €	0,3%	28 €	-3,2%	69,6%	-4,5%	40 €	1,7%	28 €	-2,8%

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 Main cities in Regions

July 2012



Main cities in Regions – Luxury, upscale and midscale

Luxury Upscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Avignon	90,2%	0,2%	217 €	10,5%	195 €	10,7%	62,0%	-0,9%	149 €	5,8%	92 €	4,8%
Bordeaux	59,3%	-0,7%	188 €	-1,9%	112 €	-2,6%	50,3%	9,6%	194 €	-3,3%	97 €	6,0%
Cannes	79,1%	-2,6%	378 €	-11,7%	299 €	-14,0%	51,3%	-5,4%	332 €	3,6%	170 €	-2,1%
Dijon	74,7%	-3,1%	124 €	1,7%	93 €	-1,5%	58,9%	-5,4%	133 €	7,9%	78 €	2,1%
Lille	41,4%	-3,5%	105 €	-2,0%	44 €	-5,4%	50,6%	0,7%	119 €	-2,2%	60 €	-1,5%
Lyon	62,5%	2,5%	113 €	-0,5%	70 €	2,0%	63,1%	-3,6%	121 €	-4,3%	76 €	-7,7%
Marseille	74,5%	0,1%	137 €	1,4%	102 €	1,5%	59,9%	0,2%	140 €	2,4%	84 €	2,7%
Monaco	75,9%	-1,3%	457 €	4,4%	347 €	3,0%	58,6%	4,3%	344 €	6,4%	201 €	11,6%
Montpellier	71,8%	5,3%	141 €	-7,3%	102 €	-2,4%	57,6%	-3,6%	136 €	-4,4%	78 €	-7,9%
Nice	91,3%	0,8%	246 €	5,9%	224 €	6,8%	66,3%	-0,1%	192 €	7,6%	127 €	7,5%
Strasbourg	67,5%	0,9%	106 €	7,8%	71 €	8,8%	58,5%	-4,3%	121 €	3,0%	71 €	-1,5%
Toulouse	55,3%	-5,6%	114 €	1,6%	63 €	-4,1%	59,2%	-5,2%	121 €	-0,1%	71 €	-5,3%

Midscale	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Aix en Provence	83,9%	2,7%	93 €	-0,4%	78 €	2,3%	65,2%	1,5%	89 €	-1,5%	58 €	0,0%
Avignon	95,0%	-0,8%	132 €	5,5%	125 €	4,7%	71,6%	5,0%	100 €	7,5%	72 €	12,9%
Bordeaux	64,3%	2,6%	79 €	3,9%	51 €	6,6%	59,5%	1,1%	86 €	-0,4%	51 €	0,7%
Cannes	80,0%	-4,9%	101 €	4,5%	80 €	-0,6%	51,6%	-10,3%	112 €	3,8%	58 €	-6,8%
Dijon	75,0%	-4,3%	92 €	3,9%	69 €	-0,6%	63,6%	1,3%	85 €	2,2%	54 €	3,6%
Grenoble	52,2%	-6,4%	104 €	1,8%	54 €	-4,6%	54,3%	-7,0%	104 €	-0,4%	57 €	-7,4%
Le Havre	58,4%	2,6%	85 €	1,8%	50 €	4,4%	60,6%	0,2%	87 €	-2,8%	53 €	-2,5%
Lille	52,5%	-10,6%	79 €	6,0%	41 €	-5,2%	59,3%	-8,0%	88 €	-1,6%	52 €	-9,4%
Lyon	56,9%	-1,4%	89 €	4,6%	51 €	3,1%	60,1%	-7,2%	96 €	-3,5%	57 €	-10,4%
Marseille	76,5%	-2,6%	93 €	1,3%	71 €	-1,4%	64,7%	-5,6%	100 €	3,0%	64 €	-2,8%
Montpellier	77,7%	-4,1%	94 €	-0,4%	73 €	-4,5%	65,8%	-3,3%	92 €	-3,0%	60 €	-6,2%
Nancy	59,2%	-4,3%	77 €	4,6%	45 €	0,1%	54,7%	-3,0%	82 €	0,6%	45 €	-2,5%
Nantes	55,7%	4,8%	80 €	-1,9%	45 €	2,8%	56,7%	-6,1%	88 €	-3,4%	50 €	-9,3%
Nice	93,4%	0,2%	117 €	5,6%	109 €	5,8%	71,3%	0,3%	100 €	5,9%	71 €	6,2%
Reims	62,9%	-12,2%	92 €	1,1%	58 €	-11,2%	60,5%	-7,5%	93 €	-1,3%	56 €	-8,7%
Rennes	51,3%	-7,9%	80 €	1,0%	41 €	-7,0%	54,9%	-9,8%	87 €	0,2%	48 €	-9,6%
Rouen	72,3%	15,5%	93 €	2,0%	67 €	17,8%	60,6%	1,4%	92 €	-1,9%	56 €	-0,5%
Strasbourg	70,1%	6,0%	82 €	0,8%	57 €	6,8%	59,9%	3,2%	92 €	0,5%	55 €	3,7%
Toulouse	62,2%	0,6%	91 €	5,2%	57 €	5,9%	63,2%	-3,4%	98 €	2,4%	62 €	-1,1%

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Performances Main cities in Regions

July 2012



Main cities in regions – Budget and Super Budget

Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Aix en Provence	84,7%	4,5%	71 €	-4,8%	60 €	-0,5%	64,6%	-0,5%	71 €	0,0%	46 €	-0,5%
Angers	57,2%	8,2%	61 €	3,5%	35 €	12,1%	60,4%	2,6%	68 €	2,2%	41 €	4,9%
Avignon	91,5%	-1,7%	95 €	7,1%	87 €	5,3%	65,9%	0,1%	68 €	2,3%	45 €	2,5%
Bordeaux	63,8%	4,7%	64 €	1,8%	41 €	6,6%	61,8%	-1,6%	69 €	-1,5%	42 €	-3,0%
Dijon	79,8%	8,9%	64 €	-1,2%	51 €	7,6%	69,9%	12,1%	64 €	-1,3%	45 €	10,7%
Grenoble	60,8%	-11,0%	59 €	-5,5%	36 €	-15,9%	59,7%	-6,7%	64 €	-1,1%	38 €	-7,7%
Le Havre	58,8%	12,5%	64 €	7,5%	38 €	21,0%	61,2%	9,7%	64 €	6,2%	39 €	16,5%
Lille	54,3%	-1,4%	71 €	12,9%	39 €	11,4%	66,1%	-3,3%	73 €	1,8%	48 €	-1,5%
Lyon	60,0%	3,5%	64 €	0,2%	38 €	3,7%	63,3%	-5,6%	73 €	-1,2%	46 €	-6,7%
Marseille	74,5%	-5,9%	65 €	0,3%	49 €	-5,7%	64,9%	-4,3%	71 €	0,6%	46 €	-3,7%
Metz	68,1%	-3,5%	61 €	-2,8%	41 €	-6,2%	63,4%	-4,5%	66 €	-1,6%	42 €	-6,0%
Montpellier	79,4%	-6,7%	72 €	-0,2%	57 €	-6,9%	69,8%	-3,4%	71 €	3,0%	49 €	-0,5%
Nancy	53,5%	8,2%	56 €	-0,1%	30 €	8,1%	52,8%	-2,8%	62 €	0,3%	33 €	-2,5%
Nantes	52,8%	1,7%	63 €	4,1%	33 €	5,8%	59,0%	-6,1%	68 €	2,2%	40 €	-4,0%
Reims	54,3%	-23,6%	65 €	7,4%	35 €	-18,0%	58,0%	-10,3%	64 €	1,4%	37 €	-9,0%
Rennes	53,8%	-7,0%	66 €	17,6%	35 €	9,4%	61,5%	-2,2%	66 €	3,5%	40 €	1,2%
Rouen	62,1%	2,6%	61 €	2,1%	38 €	4,7%	58,8%	-4,5%	62 €	-0,1%	36 €	-4,6%
Strasbourg	74,1%	14,2%	53 €	-8,1%	39 €	4,9%	65,8%	1,5%	62 €	-1,7%	41 €	-0,3%
Toulouse	54,7%	-4,0%	64 €	7,5%	35 €	3,1%	60,7%	2,0%	65 €	-2,6%	40 €	-0,7%

Super Budget	Monthly performance						Year To Date performance					
	OR		ADR		RevPAR		OR		ADR		RevPAR	
	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1	2012	Var /n-1
Angers	71,1%	1,4%	37 €	-0,1%	26 €	1,3%	70,2%	-1,1%	38 €	2,6%	26 €	1,4%
Avignon	93,0%	-2,5%	44 €	0,4%	41 €	-2,1%	71,5%	-1,7%	37 €	2,3%	26 €	0,5%
Bordeaux	83,3%	9,6%	38 €	-2,2%	32 €	7,2%	71,3%	3,4%	37 €	-1,7%	26 €	1,7%
Dijon	85,9%	0,2%	39 €	-1,6%	33 €	-1,3%	72,7%	-5,2%	40 €	1,8%	29 €	-3,5%
Grenoble	60,2%	-17,8%	38 €	-6,5%	23 €	-23,1%	63,0%	-10,8%	40 €	-2,7%	25 €	-13,2%
Le Havre	79,2%	1,6%	40 €	1,0%	31 €	2,6%	70,6%	-3,9%	40 €	2,9%	28 €	-1,2%
Lille	60,0%	-8,3%	38 €	1,4%	23 €	-7,0%	67,4%	-3,9%	40 €	1,9%	27 €	-2,0%
Lyon	69,9%	-4,2%	38 €	1,2%	27 €	-3,1%	66,5%	-7,3%	40 €	1,2%	26 €	-6,1%
Marseille	76,2%	-4,5%	43 €	0,8%	33 €	-3,8%	70,2%	-0,3%	42 €	1,8%	29 €	1,6%
Metz	75,4%	-8,2%	39 €	5,4%	29 €	-3,2%	68,8%	-8,2%	39 €	4,8%	27 €	-3,8%
Montpellier	92,0%	-3,5%	45 €	3,4%	41 €	-0,3%	74,3%	-6,1%	40 €	4,3%	29 €	-2,1%
Nancy	66,8%	13,3%	39 €	1,3%	26 €	14,8%	67,1%	8,3%	38 €	0,4%	26 €	8,7%
Nantes	69,3%	6,9%	42 €	0,2%	29 €	7,2%	65,3%	-5,3%	42 €	1,0%	28 €	-4,3%
Rennes	54,3%	4,8%	39 €	0,4%	21 €	5,2%	58,8%	-1,3%	40 €	1,9%	24 €	0,6%
Rouen	72,1%	0,4%	41 €	0,8%	29 €	1,2%	67,3%	-3,4%	41 €	1,3%	27 €	-2,2%
Strasbourg	62,7%	-5,4%	40 €	3,1%	25 €	-2,5%	58,2%	-7,7%	39 €	0,8%	23 €	-7,0%
Toulouse	71,2%	-3,5%	39 €	0,3%	28 €	-3,2%	69,6%	-4,5%	40 €	1,7%	28 €	-2,8%

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Informations

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, Hotels & Restaurants Desk

In Extenso is one of the leading advisors in Tourism, Hospitality and Restaurant 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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