

Paris/ Regions (excl. Riviera)

June 2007

June: Euphoria on the Parisian hotel market

In June, the RevPAR of Parisian hotels skyrocketed, with exceptional increases for upscale hotels (27.3%) and 3-star hotels (21.2% for standard 3-star hotels and 15.8% for superior 3-star hotels). Regional France displays equally good performances, with rises in RevPAR of 9% for all categories.

In Paris, the first semester finishes off positively, with an excellent performance in June. The increases in ADR of this month are the best ones of the semester, with growth ranging from 27.3% for the upscale to 11.4% for 2-star hotels. All categories follow this trend and many of them register record ADRs.

Even though occupancy rates are rising, the increase remains limited since performances are already at alltime highs. Hotel demand, which is traditionally very important in this period, was strongly enforced this year by the "International Aeronautics and Space Show", where visitor numbers increased by 12% compared to the previous edition in 2005.

This strong demand directly impacted daily rates throughout all categories. The most significant growth in ADR was realized among upscale hotels (20.5%). The midscale hotel market also posted an upward trend that ranges from 6.9% for 2-star hotels to 14.3% for standard 3-star hotels. The principal leverage of the growth in June was therefore the ADR.

The first semester was an "excellent vintage" for the Parisian hotel market whose room revenues are strongly progressing. Indeed, the downturn of May lasted only for a very short period.

Strong performances explain recent interest of major hotel chains for development in Paris. Since the beginning of this year, especially 4-star hotel projects are being realized: Madarin Oriental Paris, Renaissance Paris Wagram, Shangri La Paris and Holiday Inn Notre Dame.

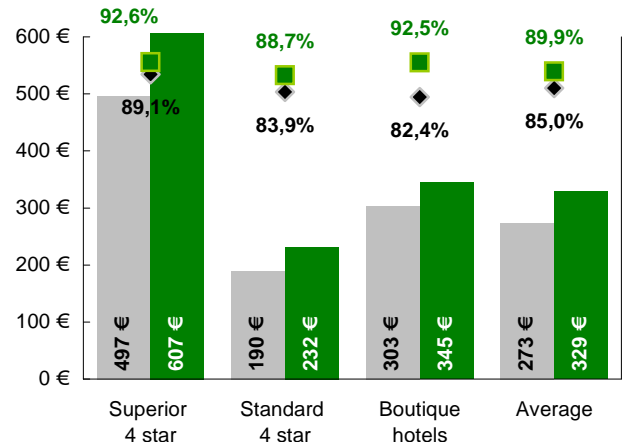
In Regional France the augmentations are slightly weaker than in Paris, yet they are not less satisfying. The growth is relatively homogeneous between the different categories which all publish some 9% increase in room revenue.

If occupancy rates are to rise slightly, the ADR is the principal growth factor of the RevPAR for this month. The 2-star and the 4-star hotel display an increase of approximately 6% in average room revenue while the 3-star hotels state an 8% increase.

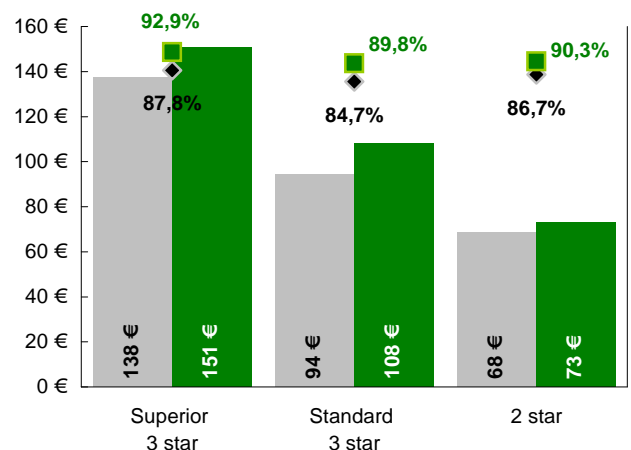
At the end of this first semester, the hotel markets in regional France register a fine growth. After an exceptionally good start, the months of April and May have nevertheless caused a slight slowdown of the semester's growth.

Monthly indicators

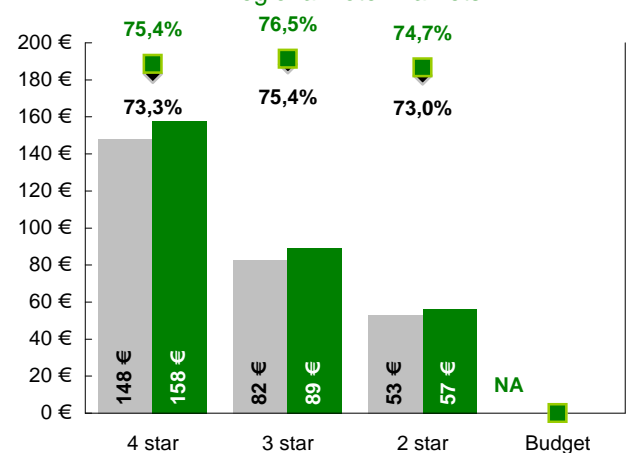
Upscale hotel markets - Paris



Midscale hotel markets - Paris



Regional hotel markets



ADR 2006 ADR 2007
 OR 2006 OR 2007

ADR = Average Daily Rate
OR = Occupancy Rate

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Paris/ Regions (excl. Riviera) - Detailed performances (1/2)

June 2007

Upscale hotel markets - Paris

June	Superior 4 star	Standard 4 star	Boutique hotels	Average
OR 2006	89,1%	83,9%	82,4%	85,0%
OR 2007	92,6%	88,7%	92,5%	89,9%
Var.	+4,0%	+5,8%	+12,2%	+5,7%
ADR 2006	497 €	190 €	303 €	273 €
ADR 2007	607 €	232 €	345 €	329 €
Var.	+22,3%	+22,0%	+13,6%	+20,5%
RevPAR 2006	442 €	159 €	250 €	232 €
RevPAR 2007	563 €	205 €	319 €	296 €
Var.	+27,2%	+29,1%	+27,5%	+27,3%

YTD June	Superior 4 star	Standard 4 star	Boutique hotels	Average
OR 2006	74,3%	73,5%	68,3%	73,4%
OR 2007	79,5%	76,8%	77,8%	77,5%
Var.	+7,0%	+4,5%	+13,9%	+5,6%
ADR 2006	429 €	176 €	281 €	244 €
ADR 2007	477 €	187 €	297 €	263 €
Var.	+11,2%	+6,2%	+5,6%	+8,1%
RevPAR 2006	319 €	130 €	192 €	179 €
RevPAR 2007	379 €	144 €	231 €	204 €
Var.	+19,0%	+11,1%	+20,3%	+14,2%

Midscale hotel markets - Paris

June	Superior 3 star	Standard 3 star	2 star
OR 2006	87,8%	84,7%	86,7%
OR 2007	92,9%	89,8%	90,3%
Var.	+5,7%	+6,0%	+4,2%
ADR 2006	138 €	94 €	68 €
ADR 2007	151 €	108 €	73 €
Var.	+9,6%	+14,3%	+6,9%
RevPAR 2006	121 €	80 €	59 €
RevPAR 2007	140 €	97 €	66 €
Var.	+15,8%	+21,2%	+11,4%

YTD June	Superior 3 star	Standard 3 star	2 star
OR 2006	78,7%	74,4%	76,2%
OR 2007	81,5%	79,8%	81,0%
Var.	+3,6%	+7,2%	+6,3%
ADR 2006	128 €	88 €	65 €
ADR 2007	135 €	94 €	67 €
Var.	+4,7%	+6,9%	+3,2%
RevPAR 2006	101 €	66 €	50 €
RevPAR 2007	110 €	75 €	54 €
Var.	+8,5%	+14,6%	+9,7%

Notes: OR = Occupancy Rate RevPAR = Revenue per Available Room
 ADR = Average Daily Rate (Room revenue only)
 ADR and RevPAR are expressed in Euros, excluding VAT
 Samples are constant over the 2 year period

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Paris/ Regions (excl. Riviera) - Detailed performances (2/2)

June 2007

Regional hotel markets

June	4 star	3 star	2 star	Budget
OR 2006	73,3%	75,4%	73,0%	n.a.
OR 2007	75,4%	76,5%	74,7%	n.a.
Var.	+2,9%	+1,5%	+2,3%	n.a.
ADR 2006	148 €	82 €	53 €	n.a.
ADR 2007	158 €	89 €	57 €	n.a.
Var.	+6,5%	+8,1%	+6,2%	n.a.
RevPAR 2006	109 €	62 €	39 €	n.a.
RevPAR 2007	119 €	68 €	42 €	n.a.
Var.	+9,6%	+9,8%	+8,7%	n.a.

YTD June	4 star	3 star	2 star	Budget
OR 2006	57,9%	61,0%	60,7%	n.a.
OR 2007	60,7%	62,4%	60,3%	n.a.
Var.	+4,9%	+2,3%	-0,7%	n.a.
ADR 2006	137 €	79 €	52 €	n.a.
ADR 2007	144 €	83 €	54 €	n.a.
Var.	+5,1%	+4,6%	+4,7%	n.a.
RevPAR 2006	79 €	48 €	31 €	n.a.
RevPAR 2007	87 €	52 €	33 €	n.a.
Var.	+10,2%	+7,1%	+4,0%	n.a.

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