

THE ESSENTIAL FOR A GOOD STAY

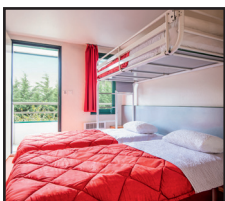


Premiere Classe is for people who do not want to choose between affordable prices and a **COMFORTABLE NIGHT**.
The brand promises **THE ESSENTIALS** but meets the expectations and satisfaction of its customers.
It is the choice of the wise consumer, the clever customer looking for the good deal but who does not compromise on the essentials.

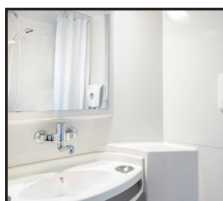
ABOUT THE BRAND

- **POSITIONING:** Budget
- **TARGET AUDIENCE:** Low/moderate income workers, families, seniors, young people/students
- **SELLING LINE:** The essential for a good stay
- **KEY WORDS:** Clever choice, essentials, good night
- **EXPERIENCE CONTRACT:** The guarantee of a good night's sleep at the lowest price on the market
- **BRAND UNIQUENESS:** The only budget brand to offer a private bathroom, free wifi and rooms for up to 3 people
- **OWNER VALUE PROPOSITION:** A historic and ultra-standardized brand, moderate investments at the start, very low operating costs thereafter. And a massive brand awareness in France.

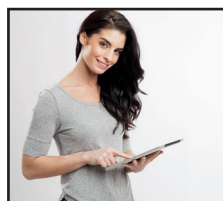
EXPERIENCE MARKERS



• 1, 2 OR 3 PERSONS AT A UNIQUE PRICE



• PRIVATE BATHROOM



• FREE WIFI



• A GENEROUS ALL-YOU-CAN-EAT BREAKFAST BUFFET



• A 24/7 SNACK OFFER



• A 24/7 SELF-CHECK-IN

NETWORK



CUSTOMER VERBATIMS

BEST
MARK!
5/5

PREMIÈRE CLASSE MARNE-LA-VALLÉE/TORCY, @JEAN, AUG 2019

Lovely welcome, friendly staff, very decent room, very good value for money. Great breakfast, with a good coffee or fruit juice. I recommend this nice and quiet hotel. Thanks again for the welcome from the staff and the super-friendly owner ;)

PREMIÈRE CLASSE CLERMONT-FERRAND, @ALEXANDRA, NOV 2019

Very good hotel. Clean and very comfortable bedding. Impeccable bathroom. Breakfast very decent. All for a more than reasonable price. I recommend.

CENTRAL CONTRIBUTION

61% is the average central contribution

rate to the hotel turnover brought by the solutions and central reservation channels developed by Louvre Hotels Group*

*French hospitality market 2018

CENTRAL CONTRIBUTION DISTRIBUTION



PRODUCT CRITERIA

COSTS*



- Construction cost per key: 38K€
- Renovation cost per key: 5,6K€
- Common spaces: FF&E 170€/m²
- Room FF&E: 2,7K€/room

*Costs may vary depending on location, hotel type and size

ROOMS:

- Minimum 60 rooms
- Size: minimum 14m²
- Standard design

MUST-HAVE:

- Breakfast area
- Private bathroom
- Free wifi
- Vending machines

LOCATION:

- Urban and peri-urban areas
- Business districts
- Transport hubs

STANDARDS:

- 1-star standards
- TV
- Storage space

BRAND PERFORMANCE

62%

BRAND AWARENESS*

3,4/5

CUSTOMER SATISFACTION**

OPERATIONAL PERFORMANCES



REVPAR:
31.4€



OR:
70%



ADR:
44.9€

(Source : Packstat Jan-Dec 2019, montant TTC)

ANNUAL MARKETING PLAN

