

PARIS, October 17th, 2011

Since 2004, an agreement for tourist visa between European union and China increased each year number of chinese outbound tourist in Europe, including the new Chinese elite who's attracted by shopping french luxury. Book Inn France choose to work for a better welcoming in a deepest respect of chinese hospitality codes to prepare his hotel to this new guest.

With an annual growth of outbound chinese travelers around 10% to 15% expected in Europe, France, Italy and Germany are the favorite destination for chinese travelers. France enjoys a prestige image of luxury in the chinese market, including through attractiveness of Paris and the french Riviera.

Atout France, the Agency for development of the tourism in France, estimates **1 million of chinese travelers arriving in France in 2015.**

« Nowadays, there is a need to reach out the emerging markets in order to be the first of greeting those new guests and sustain the Group long into the future, », says Jean-Bernard Falco, Director of Paris Inn Group
Leader in the market of independent Paris hotel operators, and expert in investment advice, Paris Inn Group oversees 23 hotels 3 and 4 stars in Paris and several provincial towns, full of them marketed under the brand named **Book Inn France.**

Since May 2011, Paris Inn group is working on a customized programm providing optimal comfort and hospitality to the Chinese guests.

Our guest segment is urban individual travelers, who used to stay in Parisian palaces, and comes from the biggest city of China like Beijing, Shanghai, Guangzhou, and Hong Kong.

Therefore, **6 Parisian hotels** decorated with design style and ideally located in the heart of Paris near touristic sites, have been chosen among 4 stars hotels of the group to be customized to this new demanding travelers:

- District of Madeleine / Opera :
 - [Hôtel Best Western Premier Opera Opal](#) 4****
 - [Hôtel Best Western Premier Opera Diamond](#) 4****
- District of Louvre :
 - [Hôtel Best Western Premier Louvre Saint Honoré](#) 4****
 - [Hôtel Best Western aux Ducs de Bourgogne](#) 4****
- District of Champs Elysees :
 - [Hotel Champs Elysees Mac Mahon](#) (opening soon- soon classified 4**** superior)
 - [Hôtel Best Western Premier Elysee Secret](#) (classified 4**** soon)

This welcome facilities has 3 components :

- Informations translated in Mandarin :
 - hotel booking engine portal and individual hotel website content;
 - room directory ;
 - newspapers and magazine ;
 - Paris city map.
- In-room adapted amenities :
 - Asian welcome platter with kettle, chinese tea and amenities (chinese noodles, soy milk...);
 - pair of slippers and hygiene kit with toothbrushes;
 - chinese TV channel (CCTV4, CNC World).
- A training for front desk staff about cultural and customs of the chinese guest :

Press release - Book Inn France

Book Inn France launches a customized program for Chinese guests

- introduction on chinese outbound market ;
- initiation to chinese hospitality rules and welcome requirement ;
- short-guide of basic conversation ;
- information and suggestion of selected shop, restaurants, shows in Paris

By adapting his standard of room amenities and hotel services to the chinese guest, Book Inn France continues to emphasize his main principle on the importance of providing to his guest a high quality and customized experience in every hotel of the group. For further informations, please visit our website www.bookinnfrance.com.



About Book Inn France Hotels :

the Paris Inn Group is an expert and leader in the market of independent Paris hotel operators. Intended to provide a tourism and business clientele with a hotel option dedicated to the human scale and high-quality services, the Book Inn France selection of hotels offers an array of charming establishments benefitting from ideal locations in Paris and across several of France's larger provincial cities.

Our hotels enjoy strategic locations and intend to provide a human scale and high-quality services.

For further informations, please visit our website : www.bookinnfrance.com ou suivez-nous sur [Twitter](#) & [Facebook](#)

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