

Paris Inn presents its new brand: Book Inn France

The Parisian hotel management company *Paris Inn* extends its activities outside the French Capital and launches its new brand: *Book Inn France*

***Paris Inn, Paris
(25th October 2010)***

The Parisian specialist of independent hotel-management Paris Inn is now offering its expertise and services to independent hotel operators located throughout France, via its new venture: Book Inn France.

Market expert and leader in the independent Paris hotel management, the Paris Inn Group oversees a network of charming hotels featuring for the most part 3- or 4-star ratings and ideally located in the heart of Paris. At present, Paris Inn is expanding his operation to the national market, through the forthcoming opening of new high-quality addresses in Perpignan Toulouse.

Building upon a solid experience of an owner, operator and hotel investor, the company has within a few years' time been able to develop broad know-how and local notoriety. It is now undertaking a new challenge with Book Inn France: proposing its services to independent hotel owners in France's most dynamic cities.

This hotel consortium first got off the ground in 2000 when the Albar family, in the Paris hotel trade for four generations, teamed up with hotel transaction expert Jean-Bernard Falco. Dedicated entirely to the independent hotel segment, Paris Inn is based on an original concept that associates hospitality management with marketing strategy on behalf of independent hotel operators. The added value input into the range of services proposed comes from knowledge sharing and resource pooling, as well as from access to an innovative set of management methods and tools.

The company has actually adopted a Yield-Revenue Management system, implemented an online electronic distribution strategy as well as a Web portal devoted to marketing and online booking.

Through reliance on its range of expertise and notoriety in the Paris market, Paris Inn is today expanding its activities and proposing its services in the most dynamic provincial cities with a business/tourism customer base resembling that of the capital. Perpignan and Toulouse are the first destinations available outside Paris; several projects nearing completion will soon enrich Book Inn France's accommodation offer with further cities.

Under the label Book Inn France, the new commercial entity will include all the services offered to hotel owners, from the exploitation to the marketing of their property on www.BookInnFrance.com, the distribution Website available in 5 languages. Paris Inn remains fully involved in strategy & hotel development matters, such as investments, sales, management mandates, building, renovation or move up-market.

By relying on its solid support and proven track record in the Paris market, Paris Inn is now expanding its offer throughout the country and setting its sights on an ambitious objective: to become a key player in the French independent hotel market covering the medium to upper end segment.

About Book Inn France:

Company specialized in the management and marketing of independent hotels, Book Inn France runs in September 2010, a hotel stock of 23 hotels with charm and character in Paris and other major cities in France. Each of these 2, 3 or 4 star hotels benefits from a prime location in the heart of the capital, and offers human scaled quality accommodation. More information on the website www.bookinnfrance.com

BOOK INN FRANCE®

FINE INDEPENDENT HOTELS SINCE 1923

Press Release

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