
Press kit 2016

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**CHÂTEAUX
& HÔTELS
COLLECTION®**



LA COLLECTION 2016

- 03 PRESIDENT'S MESSAGE**
- 04 "LA COLLECTION" 2016 : A SELECTION OF UNIQUE EXPERIENCES**
- 05 CHARM BY CHÂTEAUX & HÔTELS COLLECTION**
- 06 THE LOYALTY PROGRAMME "LES COLLECTIONNEURS"**

THE CHÂTEAUX & HÔTELS COLLECTION OFFERING

- 07 A COLLECTION TO DISCOVER THANKS TO DEDICATED EDITIONS...**
- 08 ... AND TO VISIT ON CHATEAUXHOTELS.CO.UK AND SOCIAL NETWORKS**
- 09 PLEASING OTHERS OR PLEASING YOURSELF WITH THE NEW LINE OF GIFT BOXES**
- 10 A DEDICATED OFFERING FOR PROFESSIONALS**

A STRONG BRAND TO DEFEND THE INDEPENDENCE OF HOTEL AND RESTAURANT ENTREPRENEURS

- 11 ONE AMBITION : TO BE THE BENCHMARK FOR WORLD TRAVELLERS OF CHARMING HOTELS AND GOURMET RESTAURANTS IN EUROPE**
- 12 A STRONG BRAND THAT CHAMPIONS THE INDEPENDENCE OF EACH MEMBER**
- 13 A BRAND CRAFTED BY AND FOR ITS MEMBERS**

KEY FACTS

- 14 THE LEADERS OF CHÂTEAUX & HÔTELS COLLECTION**
- 15 CHÂTEAUX & HÔTELS COLLECTION - KEY DATES**
- 16 ... AND KEY FIGURES**



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Our greatest ambition is to turn your stays in our properties into something exceptional. Whether hotels or restaurants, each one of our properties is unique and offers a truly unparalleled experience. That is the essence of our “Collection”: addresses off the beaten path where each visitor is really welcomed as unique.

This way of travelling combines eating well with sleeping well. Our craft as innkeepers is all about offering the most perfectly-tuned and contemporary expression of that philosophy



ALAIN DUCASSE
President of Châteaux & Hôtels Collection



LA COLLECTION 2016

CHÂTEAUX • HÔTELS • TABLES

A SELECTION OF UNIQUE EXPERIENCES



In 2016, Châteaux & Hôtels Collection offers Collectionneurs almost 500 destinations in France and Europe ranging from charming hotels to gourmet restaurants: a selection of unique experiences. Selected for their charm and individuality, 45 new addresses combining eating well with sleeping well have been added to the Collection.

For city break enthusiasts, Châteaux & Hôtels Collection now boasts two new addresses in Barcelona, a little gem in Rome in the heart of the historical centre and a property that has just opened its doors in Brussels. Guests looking for some time out are quite simply spoilt for choice: lush green English countryside, the charm of the Italian Dolomites, the vineyards of Emilie Romagne, the peace and quiet of the plain of Flanders or the North Sea in Belgium. For those who dream of more distant horizons whilst seeking the charm of our properties, Châteaux & Hôtels Collection extends an invitation to discover a guest house in a fine Lebanese building dating back to the 1920s. Or fly to the Seychelles and take refuge in a villa midway between the sea and a tropical garden.

La Collection 2016 likewise encompasses new destinations in France that include designer guest houses, welcoming Parisian hotels and family-run chateaux. These properties round off a selection of addresses that truly reflect the richness of all the regions in France.

Since travel would be nothing without the pleasures of fine dining, the 260 'Tables de la Collection' rank amongst the finest culinary addresses in the 2016 Collection. It is an element that is dear to Châteaux & Hôtels Collection: this community of Chefs - the gourmet maestros of today and the greats of tomorrow - are united by a love of their products. From fine dining to bistros, fabulous food can be enjoyed in Paris and across regional France, as well as in Belgium and Italy.



CHARM

BY CHÂTEAUX & HÔTELS COLLECTION: ONE MAN, ONE PLACE, ONE STORY

Charme [noun - Latin carmen, -inis, magic formula]:

A special, mysterious spell that is cast on someone by someone or something.

Châteaux & Hôtels Collection is all about curiosity in discovering new places, in unearthing them and collecting them like souvenirs to be shared with others. None of its member properties is like any other; each has its own special character.

Although each property in the Collection is unique, together they form a whole. Charm is what brings these properties together and it creates a unity in diversity. For Châteaux & Hôtels Collection charm is alive and thriving, it is tangible and can be found in each and every address. It is expressed in the sincerity of each property, the hospitality and the generosity of the owners, and the quality of the services and the products.

Châteaux & Hôtels Collection embodies "le charme, le vrai" (charm, genuine charm).





THE LOYALTY PROGRAMME: « LES COLLECTIONNEURS »

Châteaux & Hôtels Collection wishes to offer unique experiences to world travellers. Against this backdrop, the brand has launched its loyalty programme “Les Collectionneurs” to the public: a single programme that allows guests to make the most of the various offerings made by the Collection’s properties.

When booking directly with a hotel or restaurant or on chateauxhotels.co.uk, a percentage of the amount of the reservation is paid as a credit to the Collectionneur’s loyalty card: 3% for a hotel stay and 2% for a meal. These credits can then be used in the member hotels and restaurants of Châteaux & Hôtels Collection starting from the very next reservation. Each guest can become a Collectionneur by joining the complimentary programme in each of the 500 properties or on chateauxhotels.co.uk.

In addition to accumulating credits and because each Collectionneur is unique, the brand invites them to benefit from exclusive offers from Châteaux & HôtelsCollection and its partners, private sales and invitation-only previews throughout the year.





A COLLECTION

TO DISCOVER THANKS TO DEDICATED EDITIONS...

THE GUIDE 2016

The unique Châteaux & Hôtels Collection is showcased in its bilingual French-English Guide, with its unmistakable orange cover. For 2016, the Guide has been made slimline to make it more portable for travellers on all their journeys, and is supported as always by the website chateauxhotels.co.uk.

The Guide showcases the unique experiences to be had in each of the properties in La Collection. For instance at the Logis du Péré in Charente-Maritime, guests can “enjoy a massage in the orangery of this 14th century manor in a 3-hectare park”. In Arcachon, in the restaurant Le Patio, the Chef Thierry Renou suggests “Savouring the best of the region - oysters and duck - on the cool patio next to the pool”. Everyone can become a real Collectionneur of experiences.

A 3 to 5 symbol classification for each Châteaux & Hôtels Collection member hotel means readers can see at a glance the level of services proposed. The restaurants of The Tables de la Collection are classified with 1 to 3 symbols.

CHÂTEAUX & HÔTELS COLLECTION MAGAZINE

Since 2012, Châteaux & Hôtels Collection has offered lifestyle-lovers a quarterly bilingual publication - rendez-vous: Châteaux & Hôtels COLLECTION. Readers have been quick to notice the strong values of the brand, such as off-the-beaten-track getaways with a contemporary feel.

The bilingual French-English Châteaux & Hôtels Collection Guide is available free-of-charge in all member properties of the collection and can be ordered on chateauxhotels.co.uk.



...AND TO VISIT

ON CHATEAUXHOTELS.CO.UK AND SOCIAL NETWORKS

CHATEAUXHOTELS.CO.UK

Alongside the Guide, the website of Châteaux & Hôtels Collection, chateauxhotels.co.uk, invites travellers to source practical information, see a greater range of photographs and make their reservation at the best available rate. To ensure each break is unique, chateauxhotels.co.uk allows personal touches to be made to each guest room - adding, for example, a basket of fruit, a bottle of Champagne or an infant's cot.

For those in search of advice, chateauxhotels.co.uk offers inspirational ideas: gourmet stay, romantic weekend, wellness or spa package or alternatively the best deals of the week. Since summer 2015, thanks to the programme "Les Collectionneurs", chateauxhotels.co.uk has also offered feedback from Collection guests to its internet users - useful guides to help guests choose their next experience.

Because the desire to get away can arise at any time, the website is fully accessible on smartphones and tablets and reservations can be made in just 3 clicks.

CHÂTEAUX & HÔTELS COLLECTION ON SOCIAL NETWORKS

Since 2010, the brand has shared its latest news, secret addresses or special offers with fans on its Facebook page "Châteaux & Hôtels Collection".

Today, Châteaux & Hôtels Collection has increased its presence on social networks with its own Instagram account on which the brand shares the inspirational photos on the theme of travel and fine dining from its member properties - creating a real meeting place for discerning visitors.

See you on the Facebook "Châteaux & Hôtels Collection" page and on the Instagram account [Instagram @chateauxhotelscollection](https://www.instagram.com/chateauxhotelscollection).



TREAT YOURSELF OR OTHERS

WITH THE NEW LINE OF GIFT BOXES

Since charm is something to be shared, Châteaux & Hôtels Collection unveiled in December 2015 a new series of 12 gift boxes, including two dedicated to fine dining.

Presented in a beautiful, round, orange metal boxes, this new range is a true reflection of the modern and dynamic properties in the Châteaux & Hôtels Collection and includes: "Gourmet Promenade", "Vineyard Stroll" or "Our intimate properties", highly evocative names that inspire the dream of getting away from it all. Making a gift of a Châteaux & Hôtels Collection gift box opens a door to the discovery of unique addresses and the less well-trodden pathways that lead straight to happiness.

The new range of Châteaux & Hôtels Collection gift boxes:

- 12 gift boxes including 2 dedicated to fine dining
- 98€ to 700€ for a moment of pleasure or an unforgettable stay
- 40 destinations on average for each box
- validity for 18 months
- 1 unique site for ordering: chateauxhotels.co.uk
- a maximum of 72 hours between ordering the box online and receiving the gift. For last minute gifts, a voucher can be printed from chateauxhotels.co.uk whilst waiting for the gift box to arrive.

Châteaux & Hôtels Collection also offers gift certificates: an Invitation to Travel. With a value of €100, €150 or €200, they can be used for accommodation, breakfast or meals in all Châteaux & Hôtels Collection properties in the euro zone.



A DEDICATED OFFERING FOR PROFESSIONALS

Châteaux & Hôtels Collection has put together a complete offering for business travel - a network that enables professionals to stay in large towns and in more rural destinations.

A dedicated offer for business travellers: Overnight Stays enable them to continue to benefit from the charm and hospitality of Châteaux & Hôtels Collection properties during their business trips. To ensure that this offering suits the budget of all business travellers, the Overnight Stays of Châteaux & Hôtels Collection, consisting of dinner, one night in a single room and breakfast, are available from €85 from Monday to Thursday.

For companies Châteaux & Hôtels Collection has selected more than 240 properties from its 2016 Collection which can cater for business and private events. Whether in the heart of Paris, in large towns or in easily accessible, rural locations, this selection will delight business travellers on the lookout for a charming environment coupled with the very best facilities. The speciality of Châteaux & Hôtels Collection is small seminars (5 to 50 participants) as well as lunches, management board events or motivational and incentive seminars. The full selection can be accessed on the dedicated website séminaire. chateauxhotels.co.uk.

Finally, thanks to its gift box range, Châteaux & Hôtels Collection can offer optimum solutions tailored to corporate sales and marketing strategies: corporate gifts, incentives, networking and loyalty programmes.



ONE AMBITION:

TO BE THE BENCHMARK FOR WORLD TRAVELLERS OF CHARMING HOTELS AND GOURMET RESTAURANTS IN EUROPE

Underpinned by its mission “To Discover, Guide and Help Discover” the brand, championed by Alain Ducasse, aims to become the benchmark for world travellers of charming hotels and gourmet restaurants in Europe. In 2016, Châteaux & Hôtels Collection represents 481 independent hotels and restaurants in 14 countries, generating sales revenues of more than €570 million.

Thanks to a strong presence in the regions and almost 1,500 rooms and suites in Paris, Châteaux & Hôtels Collection is the only brand in France to offer such diversity. Although the majority of its members are in France, it has developed a strong presence in Italy, too, with 24 properties and every year the brand increases its presence in Europe. In 2016, it added 5 addresses in Belgium and 4 in Spain.

With 260 ‘Tables de la Collection’ in its 2016 Collection, Châteaux & Hôtels Collection also cultivates the generous values of fine dining and “eating well”. It seeks to promote and feature the cuisine of young chefs committed to transparency and using regional products.





A STRONG BRAND

THAT CHAMPIONS THE INDEPENDENCE OF EACH MEMBER

To achieve this ambition, Châteaux & Hôtels Collection focusses on building a strong brand. Since it is easily identifiable, enjoys the trust of the public and serves as a guide for professionals, the brand allows members to maintain their independence whilst ensuring the durability of their properties. An extensive, unique spectrum of tools and services is offered to members.

A large sales team spread over 4 areas (Reservations, Tour Operators and Travel Agencies, MICE -Meetings, Incentives, Conferencing, Exhibitions, Corporate and Business Clients) and an office in Milan to provide enhanced support for its Italian members all provide daily support for members' sales activities. This avoids them becoming dependent on the "pure player" websites that simply distribute room nights.

A force to be reckoned with in B2B, this sales team has already proved itself on the French, Japanese, Russian and Brazilian markets. With more than 350 seminars organised in 2015 and sales revenues of more than €2.2 million generated for members, Châteaux & Hôtels Collection has likewise reaffirmed its position on the MICE market. Every year more than a dozen international missions, workshops and participations in the major tourism trade shows reinforce the activities of this proactive sales unit.

To back these efforts, Châteaux & Hôtels Collection will make a new reservation system available to its members in the first half of 2016. For the development of this new tool, the brand decided to draw on the expertise of a global leader in the sector: Sabre. This new system, which uses SynXis technology, offers a unique interface to manage distribution on the segments MICE, corporate, leisure, gift boxes and on chateauxhotels.co.uk. With this new tool, Châteaux & Hôtels Collection will strengthen its links during 2016 with travel agencies, companies and its leisure partners in France and further afield, particularly in Northern Europe, the United States and Japan.

Numerous services enhance the Châteaux & Hôtels Collection offering to its members including: a team of 14 experts dedicated to providing daily support for their properties, widely distributed original editions, the chateauxhotels.co.uk website and the clout of the second-largest French purchasing platform for independent hotels and restaurants to facilitate the joint purchase of high-value products like wines and spirits. The "Les Collectionneurs" loyalty programme is supported by all the addresses in the La Collection, both hotels and restaurants, and has a target to reach 100,000 members by the end of 2016.

During the course of 2016, the brand will also offer its members two new services: a recruitment platform and a training programme.



A BRAND CRAFTED BY AND FOR ITS MEMBERS

In 2014, Châteaux & Hôtels Collection opened itself to investment from its members and employees. This operation, which was completed on 5 November 2014, aimed to secure the proactive involvement of its members in the development of Châteaux & Hôtels Collection. A deliberately low minimum entry threshold of €1,500 was selected to enable all its members to become shareholders.

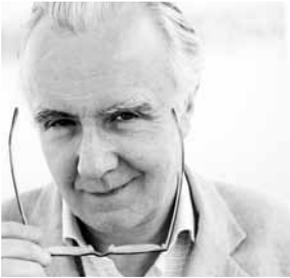
With 138 members and employees now shareholders of Châteaux & Hôtels Collection the brand has begun its move to a new model. Alain Ducasse, President of Châteaux & Hôtels Collection and owner of several member properties, continues to be the majority shareholder through Alain Ducasse Entreprise.

So as to share governance with its members, a Hotelier Committee with 32 members and a Restaurateur Committee with 26 members have been elected by the shareholders of Châteaux & Hôtels Collection. Aldric Duval and Jean-Philippe Renaudat, President and Vice-President of the Hotelier Committee and Laurent Trochain and Stéphane Lelièvre, President and Vice-President of the Restaurateur Committee, provide day-to-day backing for the senior executives of Châteaux & Hôtels Collection.





LES DIRIGEANTS DE CHÂTEAUX & HÔTELS COLLECTION



Alain DUCASSE

Président of Châteaux & Hôtels Collection

A native of Les Landes, Alain Ducasse has acquired unique savoir-faire which is mirrored in numerous activities in the contemporary worlds of fine living and fine dining. In February 1999, he took over as President of the voluntary association "Châteaux & Hôtels de France" which then became "Châteaux & Hôtels Collection" in 2008. He is himself an innkeeper of two properties in Provence: "La Bastide de Moustiers" and "L'Hostellerie de l'Abbaye de la Celle".



Xavier ALBERTI

CEO

With a diploma in political science and business law, Xavier Alberti began his career in 1994 with the Groupe Promodès and then Groupe Carrefour. In 2002, he joined the Groupe Kronenbourg where he took over as director for distributive purchasing within Elidis Boissons Services where he was a member of the Management Board up to March 2004. In June 2004, he created the C10 network of which he was CEO until 2011. He became the market leader with sales revenues under this brand of €1.2 billion. In January 2013 he joined Châteaux & Hôtels Collection as CEO. In January 2014 he became a reference shareholder of Châteaux & Hôtels Collection.



Aldric DUVAL

President of the Hotelier Committee

A graduate of the ISG Business School, Aldric Duval set up, in association with Wasteels, a travel and services agency for students in 1989: Illico Presto. After selling the agency, he continued his career in publishing and then distribution. In 1994 he created the Hôtel Tour d'Auvergne in the 9th arrondissement in Paris and embarked on his enduring commitment to the promotion and defence of independent hotels. He was behind the campaign "Pay what you want" which was launched in July 2014 and invited guests to pay what they thought was a fair price after spending the night at a hotel.



Laurent TROCHAIN

President of the Restaurateur Committee

With experience garnered in prestigious French and Belgian restaurants, Laurent Trochain is today the owner-chef of the Restaurant Numéro 3 in Tremblay sur Mauldre (Île-de-France). Convinced of the importance of an exchange amongst professionals, Laurent Trochain has always shown a commitment to associations in the HoReCa sector, particularly in training for young people whether in the kitchen or the dining room. Hence, he was involved in putting together the competition for hotel management schools, Cuisine en Joute, that covers the dining room, cuisine and patisserie with the participation of teachers.



CHÂTEAUX & HÔTELS COLLECTION KEY DATES...

1975

Birth of the association "Châteaux & Hôtels Indépendants", a regrouping of hoteliers who didn't feel comfortable with the merger of Relais de Campagne, Relais Gourmands and Châteaux-Hôtels

1998

Purchase of "Châteaux & Hôtels Indépendants" by Alain Ducasse. The brand then regrouped 474 members and was henceforth called "Châteaux et Hôtels de France"

2000

Introduction of a demanding quality charter

2005

Edition of the first *Carnet des Tables de la Collection*, a guide for lovers of fine dining

2007

The brand welcomed its first Italian property

2008

Châteaux & Hôtels de France became Châteaux & Hôtels Collection with a new visual identity

october
2008

Châteaux & Hôtels Collection is recognised by the Ministry of Tourism. The brand is authorised to award the Tourism Quality (TM) label to its member properties.

may
2011

Merger with Exclusive Hotels, the network leader on the market of urban "boutique hotels" in Europe

avril
2012

Launch of the consumer magazine Châteaux & Hôtels COLLECTION

september
2013

Opening of an office in Milan

2014

Opening of the capital of Châteaux & Hôtels Collection to its members
Launch of the loyalty programme "Les Collectionneurs"

2015

Châteaux & Hôtels Collection celebrates its 40th anniversary

2016

Launch of a training programme and a recruitment platform for members of Châteaux & Hôtels Collection.



CHÂTEAUX & HÔTELS COLLECTION ... AND KEY FIGURES

– **481** hotels (9,940 rooms)

and restaurants around the world including:

– **433** properties in France

- 296 hotels and hotel restaurants in France
- 27 guest houses
- 110 restaurants, including 31 bistros/brasseries not including hotel restaurants, in France

– **48** properties in 13 other countries including 24 in Italy

– **260** Tables de la Collection

- 21 Tables d'Excellence
- 101 Grandes Tables
- 138 Bonnes Tables

More than **6,800** hotel and restaurant professionals at work every day in the Châteaux & Hôtels Collection network

Sales revenues of **€570** million generated by Châteaux & Hôtels Collection properties including more than €25 million chalked up by the central reservations office of the brand

The central purchasing department of Châteaux & Hôtels Collection, the second largest of its kind in France, generates more than **€50** million purchasing volume from its suppliers. A figure that grows substantially every year.

ABOUT CHÂTEAUX & HÔTELS COLLECTION

Created in 1975, Châteaux & Hôtels Collection has the ambition to become the benchmark of charming hotels and gourmet restaurants in Europe for world travellers. In its Collection the brand offers just under 500 unique addresses, mainly in France and Italy. Presided over by Alain Ducasse since 1999, the brand unites independent, passionate and resolutely contemporary hoteliers and chefs who imbue their properties with the ingredients that transform a moment into an experience. chateauxhotels.co.uk

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