
Press Kit 2017



CHÂTEAUX
& HÔTELS
COLLECTION®

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In 2017, the Collection strengthens its presence in Europe. We welcome new properties in capital cities or new beautiful regions beyond the borders of France. Austria, Belgium, Germany, Greece, Portugal, UK... not forgetting, of course, France and Italy: kindly allow us to guide you!

Near at hand or far away, each of the 585 member properties comes with the promise of an experience that is different every time and always unforgettable. Here the beauty of a residence, there the breathtaking vistas of a landscape, elsewhere the aromas of a master chef's cuisine. And, everywhere, travellers will be enthralled by the welcome afforded them by their hosts, by the character and history of their establishments that combine to transform each and every trip into a unique stay.



ALAIN DUCASSE
President of Châteaux & Hôtels Collection



LA COLLECTION 2017

CHÂTEAUX • HÔTELS • TABLES

585 UNIQUE EXPERIENCES



Since selecting its first address in Italy in 2007, the brand looks beyond the borders of France every year in order to offer its Collectionneurs new European destinations. Whether it be in Spain, the UK or Belgium, all the addresses selected by Châteaux & Hôtels Collection truly reflect the personality of their hosts and offer the very best hospitality. This year sees the addition to the Collection of **four new European destinations: Austria, Germany, Greece and Portugal.**

Thanks to its alliance with the German brand Romantik Hotels & Restaurants, Châteaux & Hôtels Collection can now propose **105 addresses in Germany and 13 in Austria.** From the Black Forest, to the mountains of Bavaria, Austrian Tyrol or the capital Vienna, Châteaux & Hôtels Collection can now guide its Collectionneurs in Eastern Europe thanks to a selection of properties imbued with warmth by their hosts which pay tribute to culinary pleasures.

To enable Collectionneurs to discover each new destination from all every angle of hospitality, **258 Tables de la Collection** were selected in 2017. Respect for products and the seasons, transparency, a taste for the genuine and authentic flavours, these are the values that are upheld by the chefs in the Châteaux & Hôtels Collection. From the culinary maestros of today to the great chefs of tomorrow, they all imbue their cuisine with passion, a passion which they are delighted to share with their guests.



CHARM

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

Charme [n.m - 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.





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 & Hôtels Collection and its partners, private sales and invitation-only previews throughout the year.





A COLLECTION

TO DISCOVER THANKS TO DEDICATED EDITIONS...

THE GUIDE 2017

The unique Châteaux & Hôtels Collection is showcased in its bilingual French-English Guide, with its unmistakable orange cover. The Guide is 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 lived in each of the properties in La Collection. For instance at the Château de Bourron near Paris, guests can “experience castle living in a 17th century dwelling, with moats and a sublime 42 hectare park”. In Deauville, in the restaurant L'Essentiel, the Chef Mi-Ra and Charles Tuillant suggest “trying a different take on French cuisine where Asian exoticism is paired with marketfresh produce”. 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. 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.

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".

Since 2016, 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.



TREAT YOURSELF OR OTHERS

WITH THE NEW LINE OF GIFT BOXES

Since charm is something to be shared, Châteaux & Hôtels Collection offers a serie 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 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
 - 80 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

SEMINARS, EVENTS AND BUSINESS MEALS

Whether it's for a works council meeting of 8 people, an exceptional wedding or a seminar in a green setting for 35 staff members, Châteaux & Hôtels Collection has carefully selected within its Collection addresses tailored to the needs of each type of event.

From its La Collection of eclectic venues brimming over with history, the brand has selected 320 charming hotels and Tables de la Collection that are perfectly tailored to the organisational needs of seminars or exceptional events. Each and every one of them offers a unique setting that awakens both the senses and the mind.

The guarantor of the success of the event, the Châteaux & Hôtels Collection Seminar Team lends an attentive ear to the needs and wishes of each company. Thanks to its intimate knowledge of each address, it can offer guidance and provide advice on the venue which is most well-suited to the project in hand.

In their respective properties these impassioned hoteliers and restaurateurs draw on their expertise to ensure the success of the event which will be unlike any other.



BUSINESS TRIPS

Thanks to its network of truly unique settings, Châteaux & Hôtels Collection is in a position to offer companies a full, competitive offering for business trips:

- **Evening stopovers** which offer an extra dash of charm to business trips thanks to a selection of charming hotels that won't break the bank.
- **Business rate** which gives a 10% reduction of the rack rate at the member properties of Châteaux & Hôtels Collection
- **Negotiated rates** which a set guaranteed rate in member hotels of La Collection close to the company.

BUSINESS GIFTS

Finally, thanks to its unique Collection unique, Châteaux & Hôtels Collection proposes a range of business gifts perfectly tailored to the expectations and requirements of each company:

- A line of **12 gift boxes** ranging in price from €98 to €700. This permits an adequate response to all needs in terms of business gifts, incentives, networking or loyalty programmes.
- For companies who prefer to offer the freedom to choose from amongst the addresses in La Collection, the brand offers **gift certificates**, accepted in all Châteaux & Hôtels Collection addresses in the euro zone.
- In order to create a unique experience which will reward a company's best teams, Châteaux & Hôtels Collection proposes **its range "Team Rewards"** that combines unique sites with exceptional activities.



A STRONG BRAND

TO DEFEND THE INDEPENDENCE OF HOTEL
AND RESTAURANT ENTREPRENEURS

THE MARKET LEADER OF CHARMING HOTELS AND GOURMET RESTAURANTS IN EUROPE

The brand championed by Alain Ducasse is the leader when it comes to charming hotels and gourmet restaurants in Europe. In 2017 it represents 585 independent hotels and restaurants in 16 countries in Europe.

Thanks to a strong presence in the regions and almost 1,300 rooms and suites in Paris, Châteaux & Hôtels Collection is the only brand in France to offer such diversity. In 2017, the brand increases its presence in Europe with 180 new European addresses of which 105 in Germany and 35 in Italy.

With 258 "Tables de la Collection" in its 2017 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.





STRATEGIC ALLIANCE WITH ROMANTIK HOTELS & RESTAURANTS

In June 2016, Châteaux & Hôtels Collection signed a strategic alliance with the German brand Romantik Hotels & Restaurants that will enable Châteaux & Hôtels Collection to offer 105 new addresses in Germany and 13 in Austria in its 2017 La Collection. The alliance between the two brands was a matter of course given the similarity between their DNA. The French and the German brands do, indeed, share the same values and the same vision of the art of receiving. For more than 40 years each one of them has selected properties that are full of character, brimming over with history and are run by owners who give their properties that extra dash of soul rendering each one unique. The member properties of Châteaux & Hôtels Collection and Romantik Hotels & Restaurants offer all the upscale hotel services: concierge, spa, tasting of wines from reputed vineyards and local products or those personal touches.

Exclusive décor and atmosphere are the essential criteria for both brands who select properties with, on average, fewer than 30 rooms. Fine dining is, of course, one of the attributes shared by these two Collections who make a virtue of gourmandise.

CHÂTEAUX & HÔTELS COLLECTION JOINS FORCES WITH AIRBNB AROUND A COMMON VISION OF TRAVEL

2016 ended with a world premiere: the setting up of a partnership with Airbnb. Châteaux & Hôtels Collection and Airbnb have a common vision of travel: it is the encounters with hosts that transform a stay into an experience.

Indeed, the addresses in La Collection are run by hosts who inject their personality into their properties; each one is unique in the image of the women and men who bring them to life.

Convinced of the quality and authenticity of the member properties of Châteaux & Hôtels Collection, Airbnb now welcomes on its platform the rooms of the La Collection properties which can henceforth be booked as easily as the 3 million ads for accommodation available around the world.

A STRONG BRAND

TO DEFEND 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. 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 2017.





MARKETING AT THE FOREFRONT OF THE ADDRESSES IN LA COLLECTION

A large sales team spread over 4 areas (Reservations, Tour Operators and Travel Agencies, MICE -Meetings, Incentives, Conferencing, Exhibitions) 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.

This sales team is on hand to assist members. Dynamic and fully committed to BtoB activities, the brand has turned itself into an essential force and will be represented at 14 trade fairs in France and further afield in 2017. This global sales team is strengthened by local back-up adapted to each address: the local sales teams carry out targeted sales prospecting in the region to showcase the special characteristics of each of the member properties.

To back these efforts, Châteaux & Hôtels Collection has made 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 tool, Châteaux & Hôtels Collection has strengthened its links with travel agencies, companies and its leisure partners in France and further afield, particularly in Northern Europe, the United States and Japan.

JOBHOSPITALITY: THE RECRUITMENT PLATFORM FOR THE HOTEL AND RESTAURANT SECTOR

In 2016 Châteaux & Hôtels Collection rolled out a new platform, JobHospitality, dedicated to recruitment for upscale independent hotels and restaurants. It offers advice to the owners and directors of member properties on the drawing up of their job offers, it posts them on the jobhospitality.com site and on dedicated platforms for the sector, and it then preselects the most suitable candidates for the job offer and position of the property. Several hundred job offers and more than 10,000 CVs are currently posted online on jobhospitality.com. Furthermore, Châteaux & Hôtels Collection has put together a training catalogue for staff in member properties. More than 50 days of training were staged in 2016.



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.

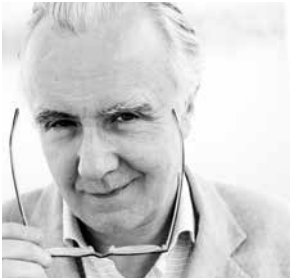
So as to share governance with its members, a Hotelier Committee with 32 members and a Restaurateur Committee with 26 members have been elected by the shareholders of Châteaux & Hôtels Collection. Aldric Duval and Jean-Philippe Renaudat, President and Vice-President of the Hotelier Committee and Laurent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





THE LEADERS

OF CHÂTEAUX & HÔTELS COLLECTION



Alain DUCASSE

President 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 pâtisserie with the participation of teachers.



- 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.
- april 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 recruitment platform, JobHospitality, and a training programme for members of Châteaux & Hôtels Collection.
- june 2016** Châteaux & Hôtels Collection signed a strategic alliance with the German brand Romantik Hotels & Restaurants.
- december 2016** Châteaux & Hôtels Collection signed a partnership with Airbnb.



CHÂTEAUX & HÔTELS COLLECTION ... AND KEY FIGURES

- **585** hotels
and restaurants around the world including:
 - **405** properties in France
 - 274 hotels and hotel restaurants in France
 - 25 guest houses
 - 106 restaurants, including 25 bistros/brasseries
not including hotel restaurants, in France
 - **180** properties in **15** other countries
including 105 in Germany and 35 in Italy.
 - **258** Tables de la Collection
 - 19 Tables d'Excellence
 - 93 Grandes Tables
 - 146 Bonnes Tables

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

Sales revenues of €600 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 €60 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 585 unique addresses. 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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