



PRESS
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B&B HOTEL Evian Publier

Editorial

Message from Fabrice Collet, CEO of B&B HOTELS

The success of B&B HOTELS is based on a strong concept:

Providing our customers with hotels that meet their needs at the best price - without compromising on core essentials.

Today, our business model and our entrepreneurial spirit are driving us to accelerate our development in all the countries where we are already present (700 hotels in 15 countries) while establishing ourselves in new territories - including the United States and the United Kingdom - thanks to our ability to innovate and adapt constantly.



Our ambition matches our results: becoming the leading value hotel chain, CSR committed, with 3,000 hotels by 2030, while positioning our customers at the centre of everything we do.

We are convinced that it is possible to combine the pleasure of travelling with the need to travel more sustainably.

Our core values have always guided us in that direction. In fact, our CSR commitment was awarded in 2022 with the certification of our Sustainability Management Systems by SOCOTEC, an independent certification body.

In a time of inflation, more than ever, our clients will rely on B&B HOTELS to continue to travel under favourable conditions adapted to their needs.

**Fabrice Collet,
CEO of B&B HOTELS**

B&B HOTELS GROUP

The second largest budget hotel brand in Europe*

Created in Brest in 1990, B&B HOTELS is the second-largest budget hotel group in Europe. It aims to offer a **high-quality experience at the best price**, focusing on carefully selected services ("best in class" bedding, generous breakfast buffet, modern design, free high-speed Wi-Fi).



700

hotels

15

countries

31.03.2013

97

new hotels
in 2022

31.12.2022

x3

hotels
in 10 years

B&B HOTELS has tripled its number of hotels over the last ten years and now has 700 hotels in 15 countries, in Europe and Brazil. Present in large capital cities as well as in small towns, B&B HOTELS meets the needs of a wide range of customers, travelling either for business or leisure activities.

Between 2019 and 2022, B&B HOTELS is driving growth in the Budget/Eco segment in its four largest markets: France, Germany, Italy and Spain.

In 2023, B&B HOTELS will enter 3 new markets: The United Kingdom, Denmark and the United States. By 2030, B&B HOTELS intends to have nearly 3,000 hotels in its network.

Since 2019 B&B HOTELS has been owned by the investment company Goldman Sachs.

- 1 - B&B HOTEL, *Madrid Centro Fuencarral*
- 2 - B&B HOTEL, *Gand Centre*
- 3 - B&B HOTEL, *Milano Central Station*

No. 2

IN FRANCE
AND SPAIN

in the budget hotel
market (in number of
rooms).*



No. 1

IN GERMANY
AND ITALY

in the budget hotel
market (in number of
rooms).*



€1bn

IN REVENUE

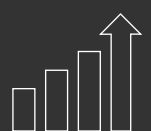
recorded in 2022

I.E. A **50%**

INCREASE

compared to 2019

(pre-covid reference year).*



*MKG Consulting

x3 hotels in 10 years

MARCH **2023**

700 hotels
Expansion into the USA,
UK and Denmark.



2022

97 new hotels.

2021

300th hotel in France.
First hotels in Hungary and
the Netherlands.



2019

500th hotel in Europe
in Palermo.

2018

First hotels in Switzerland, Belgium,
Slovenia, Portugal and Austria.



2017

400 hotels in Europe.
First hotel in Brazil.



2016

250th hotel in France.
Acquisition of the Sidorme Group
with 19 hotels in Spain.

2015

First hotel in Spain.
New B&B HOTEL in Disneyland Paris.



2013

First hotel in the Czech Republic.



2012

200th hotel in France.

2010

First hotel in Poland.



2009

First hotel in Italy.



1999

100 hotels.

1998

First hotel in Germany.



1990

First hotels in France
(Brest and Saint-Malo).



B&B HOTEL Bois d'Arcy,
Saint-Quentin-en-Yvelines



Business model

A unique model to provide high-quality services at the best price

B&B HOTELS' value proposition is to invest in the key elements of customer satisfaction to provide the best price. Its mission is to work every day to focus on core essentials to better meet today's traveller's expectations.

To achieve this, B&B HOTELS does not compromise on comfort, quality and service.

COMFORTABLE

BED

Double beds with high-quality mattresses and pillows to ensure a comfortable sleep.

GENEROUS

BREAKFAST

Varied and generous breakfast buffets with local products provided by committed SMEs.

MODERN

DESIGN

All hotels have receptions with a contemporary design, and rooms designed to be functional without compromising on comfort, for an affordable stay in a modern setting.

DIGITAL

EXPERIENCE

Seamless experience: Free high-speed Wifi & Connected TV. A 100% digital journey: online check-in, self-check-in, e-conciergerie.



- B&B HOTELS' business model was designed to **optimise costs** and therefore prices while offering a high-quality experience beyond the standards of the budget / economy segment. It provides customers with the best value.
- **Entrepreneurship** is at the heart of the B&B HOTELS' strategy. Their hotels are mainly operated

by independent mandate managers that optimise their operating costs and provide superior service quality.

- B&B HOTELS is growing through **takeovers as well as greenfield sites** and adapting its offer to each location, to meet targeted needs in any place, while remaining committed to its business model.

B&B HOTELS is therefore committed to providing a unique value proposition: whatever the destination, B&B HOTELS is always the ideal choice that guarantees the best offer while meeting travelers' core expectations.

Its ever-increasing customer satisfaction (82.2 at the end of March 2023*) is proof that travellers appreciate this unique proposal in the hospitality industry.

*TrustYou

Sustainable travel accessible to everyone

Corporate Social Responsibility lies at the heart of B&B Hotels' continued success.

B&B HOTELS is the first sustainability-certified hotel chain. In 2022 its headquarters and hotels in France, Germany, Italy and Spain were certified by an independent certification body.

B&B HOTELS strives for authentic, concrete and collective sustainability action and has been working on multiple local initiatives for years.

B&B HOTELS has developed third-party-certified Sustainability Management Systems which ensure continuous improvement and transparency through periodic progress assessments and outsourced publications.



women in management positions.

By 2023 our rooms will be **free of single-use plastics**.

Generous and local breakfast with **organic and vegan products**.

By the end of 2023, all eligible hotels will be **equipped with EV chargers**.

We guarantee the lowest carbon footprint in the hotel industry

2.11 kg

CO₂
(per room, per day).



B&B HOTELS - SUSTAINABILITY CERTIFIED BY SOCOTEC

1 - B&B HOTEL, *Milano Aosta*, 2 - B&B HOTEL, *München-Moosach*, 3 - B&B HOTEL, *Paris 17 Batignolles*, 4 - B&B HOTEL, *Berlin-Charlottenburg*, 5 - B&B HOTEL, *Brescia*



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