



OPEN **YOUR OWN** B&B HOTEL



# WELCOME TO B&B HOTELS

**WE ARE**  
the fastest-  
growing  
value-for-money  
hotel chain  
in Europe,  
CSR-committed.

**770+**  
hotels

**68k+**  
keys

**17**  
countries

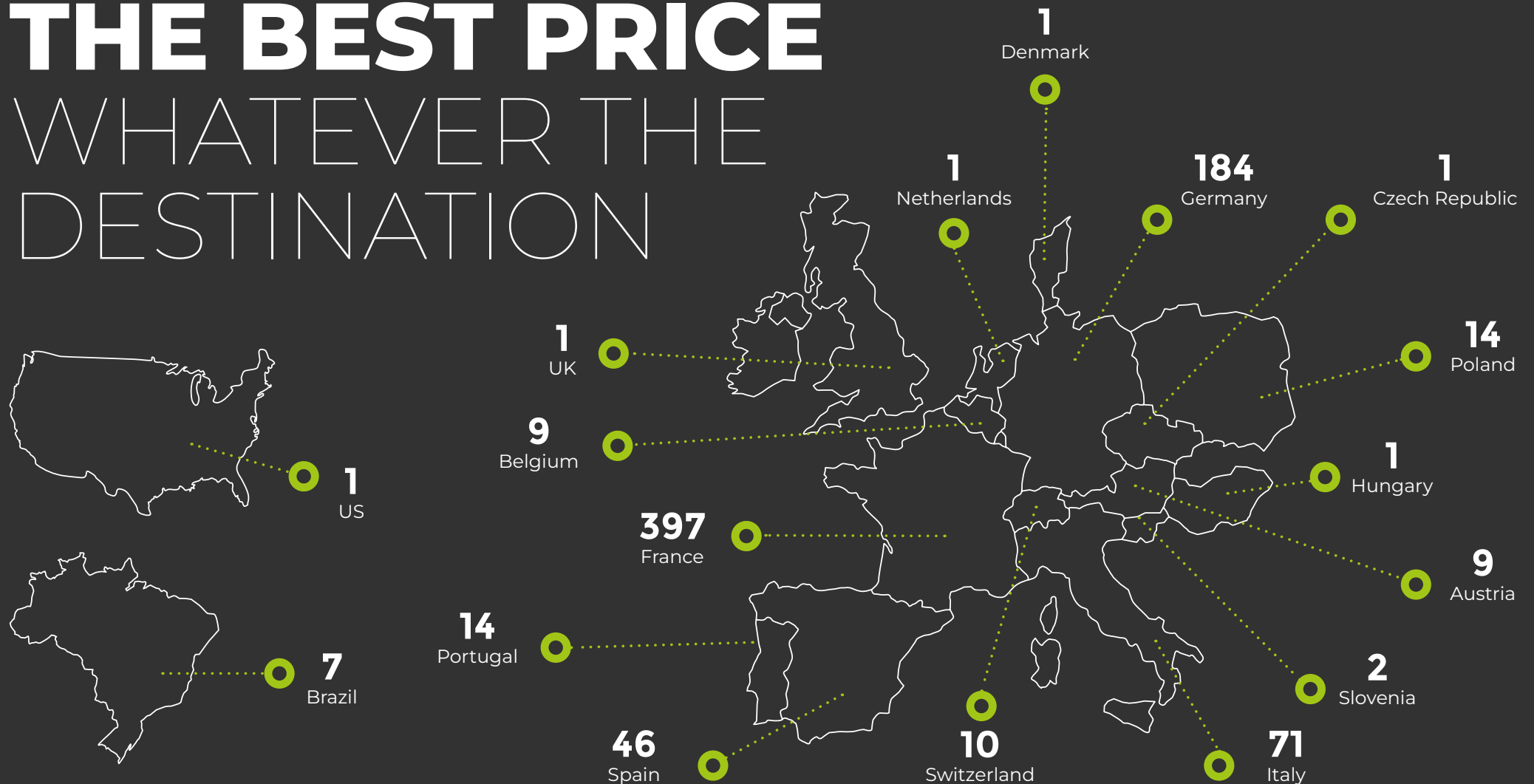
**No. 2**  
on European  
budget/eco  
market

**+14%**  
revenue  
CAGR  
(2012-22)

**82/100**  
customer  
satisfaction

# GUARANTEEING THE BEST PRICE

## WHATEVER THE DESTINATION





# MEETING TRAVELERS' EXPECTATIONS

## VALUE FOR MONEY

“Only pay for what you use”.

Optimised pricing for carefully selected services: our prices are calculated to be very fair and we make no compromise on what is most important for a pleasant stay: a comfortable bed, a generous breakfast, a robust wifi and a modern design.



B&B HOTEL Sassuolo, Italy

## SUSTAINABLE TRAVEL ACCESSIBLE TO EVERYONE

More sustainable does not necessarily equal more expensive. CSR commitment is a debt.

- 38% of customers seek information about CSR efforts before booking, 54% filter their choice of hotels based on certification.
- B&B HOTELS is the only CSR certified hotel chain to date.



B&B HOTEL Heidelberg, Germany

# KNOWING OUR GUESTS...





# ... BUILDING OUR MODEL AROUND THEM...

## COMFORTABLE BED

Our double beds are 160 cm wide and they are equipped with mattresses and pillows of superior quality, to ensure a comfortable sleep.

## GENEROUS BREAKFAST

Our breakfast buffet is generous and varied, and the products come from our partners, local and committed producers, to start the day off well.

## DIGITAL EXPERIENCE

We guarantee a flawless connectivity, a very high speed wifi for all our guests' needs, as well as a 100% digital journey at their discretion: online check-in, self check-in, e-concierge.

## MODERN DESIGN

Our hotels have a contemporary design and rooms furnished to be functional yet comfortable, for a pleasant stay.

## WARM WELCOME

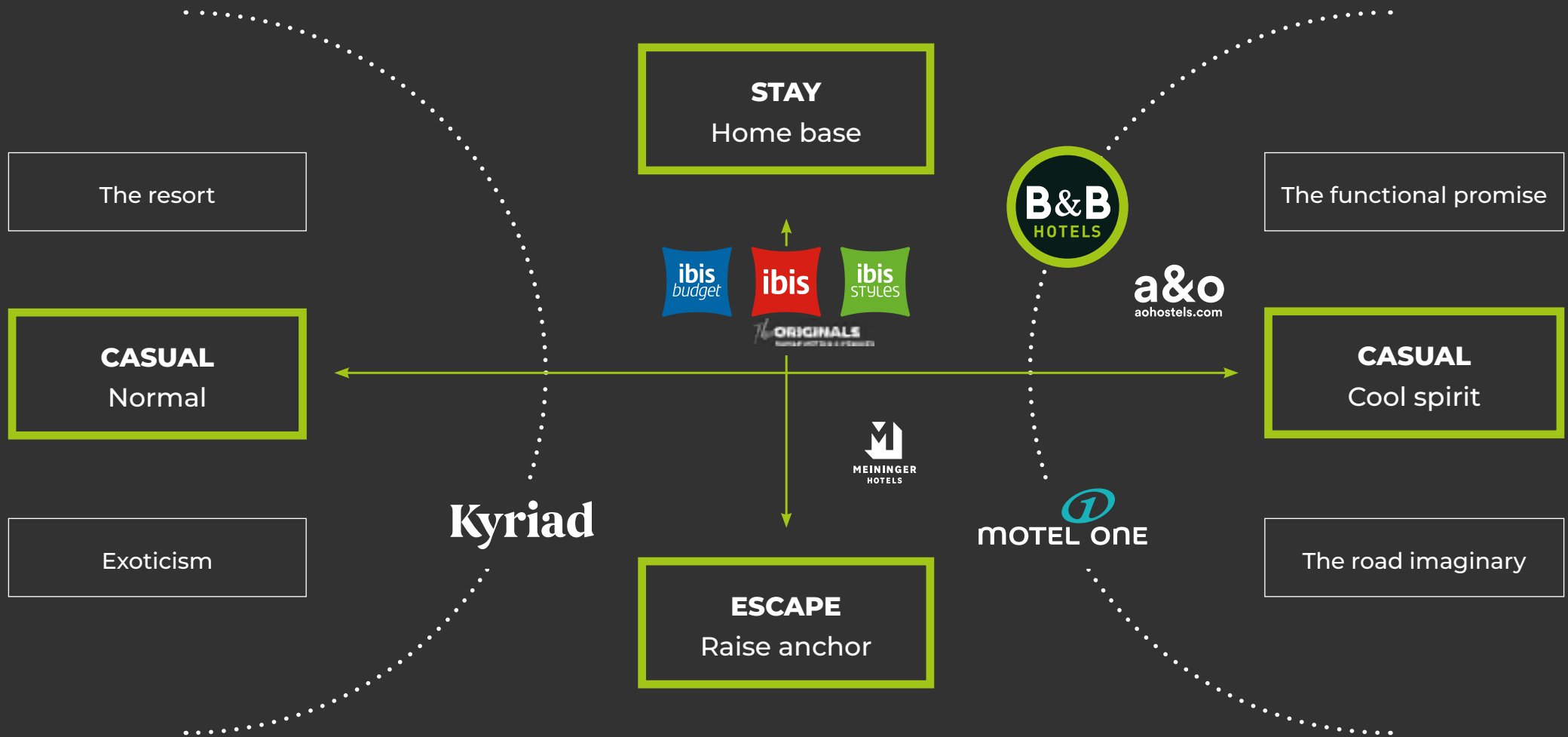
Our hotel managers and their teams welcome our guests with simplicity and authenticity, in a warm setting and they are always attentive to all their needs.

**WE ARE**  
**affordable**  
for clients  
looking for  
a simple  
product

**WE ARE**  
**value-for-**  
**money,**  
offering  
a qualitative  
product for  
the best price

**WE ARE**  
**ideally**  
**positioned**  
for  
downtrading  
clients

... **TO SET OURSELVES**  
APART FROM  
THE COMPETITION.

COMPETITION **MIX**



# SUPPORTING FRANCHISE PROJECTS EVERY STEP OF THE WAY

Our team stays engaged during the entire process, providing significant advantages and services to franchisees and owners.

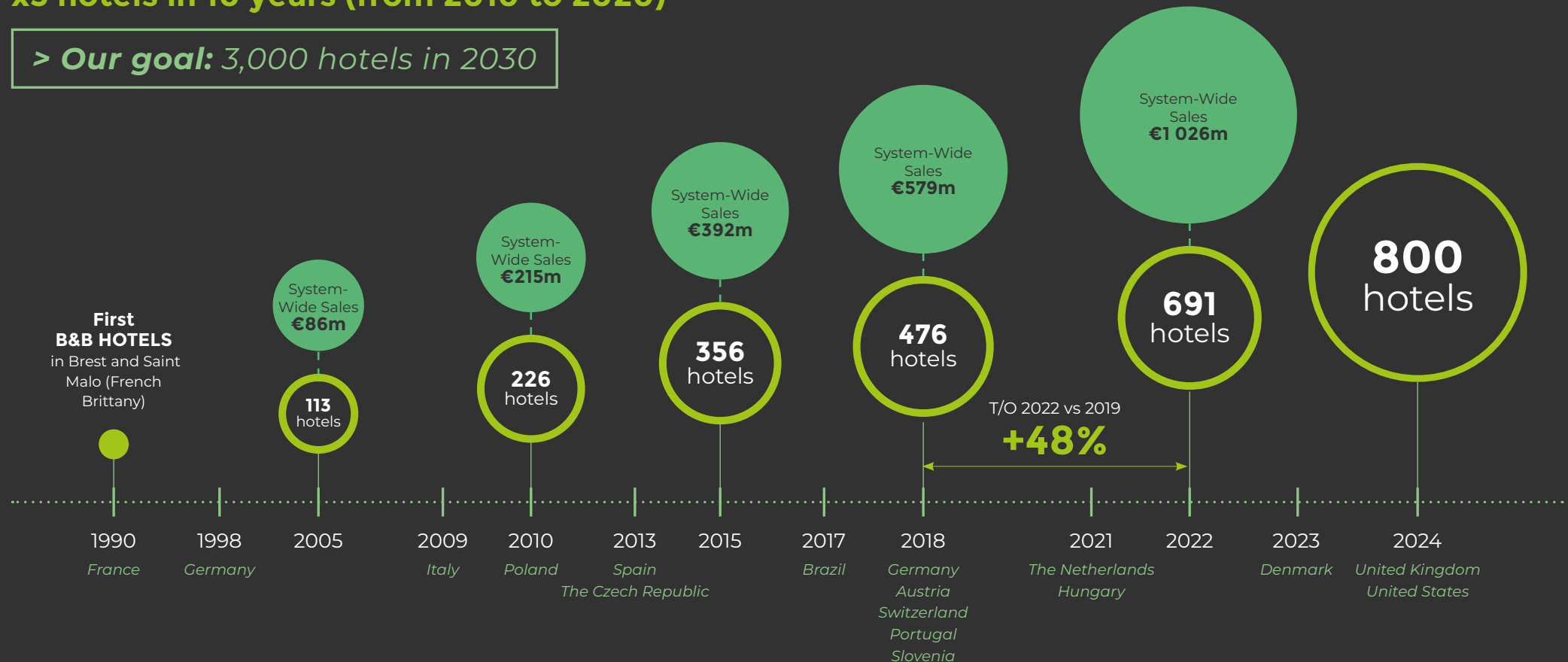
This ongoing assistance, which goes beyond the property's inauguration, guarantees your future B&B HOTEL will perform on par with our established properties.



# STEADILY GROWING WITH **HIGH AMBITIONS**

**x3 hotels in 10 years (from 2010 to 2020)**

**> Our goal: 3,000 hotels in 2030**

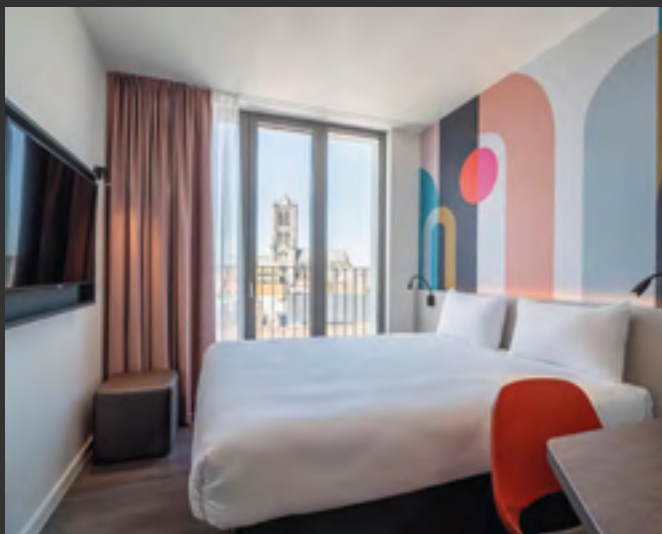




# B&B HOTEL

**Geneva Airport**  
Switzerland

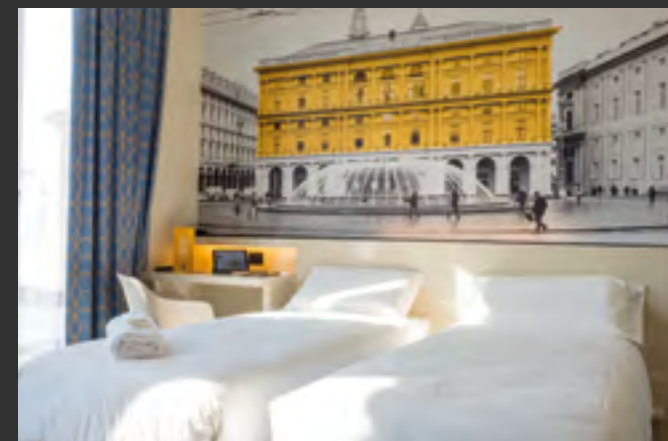
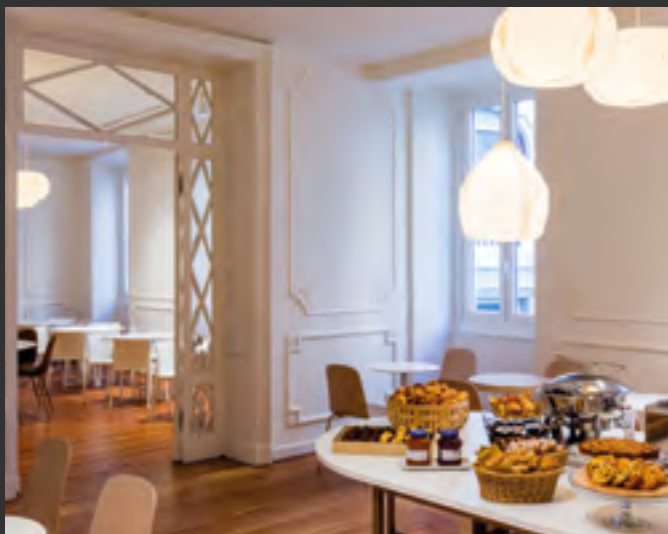




# B&B HOTEL

**Ghent Centrum**  
*Belgium*





# B&B HOTEL

Genoa  
Italy





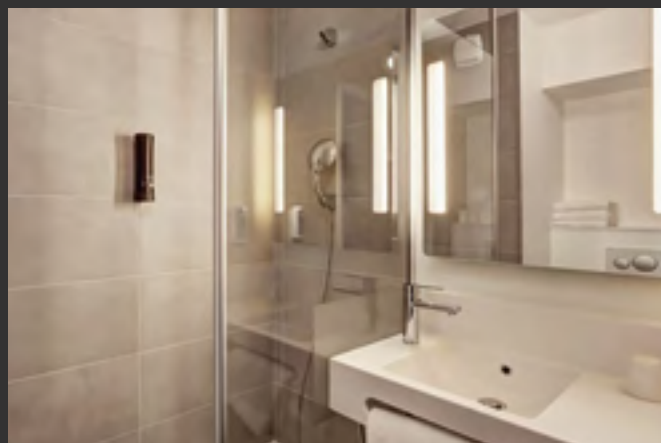
# B&B HOTEL

**Lisbon Montijo**  
*Portugal*





[CLICK HERE TO TAKE A VIRTUAL TOUR OF ONE OF OUR HOTELS IN FRANCE](#)



# B&B HOTEL

**Evian Publier**  
*France*





# B&B HOTEL

**Bochum City**  
Germany

A modern hotel lounge interior with a curved wall covered in light-colored square tiles. Several large, spherical, light-colored pendant lights hang from the ceiling. The space is furnished with small square tables, green chairs, and a long white sofa. In the foreground, there are large, curved, light-colored modular sofas and some brown beanbag chairs. The floor is made of light-colored tiles. The overall atmosphere is bright and contemporary.

# PROVIDING THE HIGHEST VALUE ON CORE ESSENTIALS FOR THE BEST PRICE



**Locally-sourced and high-quality mattresses and bedding for a superior sleeping experience**

**90 cm-wide twin beds and 160 cm-wide double beds**



## **COMFORTABLE BED**

Our double beds are 160 cm wide and they are equipped with mattresses and pillows of superior quality to ensure a comfortable sleep.

## Locally-sourced products at unbeatable prices

e.g. €8.50 in France

**Our buffets are directly connected to the kitchen for efficient refills and cost-saving operations**

**Always including vegan or organic options**

## GENEROUS BREAKFAST

Our breakfast buffet is generous and varied, and the products come from our partners, local and committed producers to start the day off well.



## DIGITAL EXPERIENCE

We guarantee a flawless connectivity, a very high speed wifi for all our guests' needs, as well as a 100% digital journey at their discretion: online check-in, self check-in, e-concierge.

**Time-saving  
self-check-in  
terminals  
encompassing  
all the services  
guests need**

**Seamlessly accessible  
24/7 e-concierge service,  
providing vital hotel  
details, local insights,  
and latest news and magazines**

[CLICK HERE TO ACCESS OUR E-CONCIERGE SERVICE](#)



**Functional design applied to every detail, such as our high bed stands that facilitate daily operations**



## **MODERN** DESIGN

Our hotels have a contemporary design and rooms furnished to be functional yet comfortable.



**Hotels designed to provide all the necessary comfort at a cost-effective development price**



## WARM WELCOME

Our hotel managers and their teams welcome our guests with simplicity and authenticity, in a warm setting and they are always attentive to all their needs.

**Our teams  
always provide  
tailored and  
authentic service**

**“Opting for B&B HOTELS as  
our franchise was undoubtedly  
the perfect match.**

The brand’s esteemed reputation in Europe boosted our occupancy rates. Even after two years, our conviction hasn’t wavered.”



**Grégoire and Gaëlle Portner,**  
Owners and Franchisees,  
B&B HOTEL St Nazaire Centre - France



# BRINGING CUSTOMERS BACK



The B&me Loyalty Programme aims to incentivise guests to return to B&B HOTELS, increasing the number of second bookings.

- Free
- Simple
- Digital
- International
- Personalised



# BUILDING A **VALUES-DRIVEN** BUSINESS

# Our values

**At B&B HOTELS, we are deeply aware of our responsibility towards our employees, our customers, our partners, and our planet.**

That's why what we promise, we deliver:

- Always providing the best value and quality to our customers,
- Fostering a positive work environment in which our people can flourish, and
- Moving our ESG/CSR initiatives forward and implementing price-conscious travel solutions.

**At B&B HOTELS, we love meeting new people and giving all our warmest welcome, with humanity and kindness, as one humankind.**

We like getting to know all of our people – and by our people, we mean employees, customers, and partners. We invest in lasting relationships and give each our utmost attention. We know we are nothing without all of our people. Being acutely aware of their contributions to our business' success we continuously show our sincere appreciation.

**SMART  
SIMPLICITY**  
WE MAKE IT  
SIMPLE

**At B&B HOTELS, we aim to make life as pleasant, easy, and flexible as possible for everyone. Because that's how we think life should be lived.**

That's why we're constantly creating solutions that are simple, smart, and tailored to meet individual needs. This means we're always able to offer our customers a hospitality experience packed with great value at affordable rates while simplifying our co-workers' day-to-day.

**INTEGRITY**  
WE TAKE  
RESPONSIBILITY

**IMPROVEMENT**  
WE GROW TOGETHER

**At B&B HOTELS, we are entrepreneurs and passionate doers, we constantly work to grow and improve.**

Passion drives our efforts to exceed customer expectations in everything we do, and we are always committed to high standards. For us, challenges are opportunities we take on wholeheartedly, blazing trails with innovative solutions to satisfy new market needs. And because we love to co-create, we move forward hand in hand with all our people, co-workers, customers, and partners, to shape the future of hospitality – together.

**EMPATHY**  
WE CARE  
FOR PEOPLE

**INCLUSION**  
WE CELEBRATE  
DIVERSITY

**At B&B HOTELS, we embrace our differences because they're what make us strong, enriching us both individually and as a group.**

That's why we welcome everyone as they are. Because we believe it is the best way to build a highly creative culture needed to answer to the fast-paced changes in our world and markets.



# Sustainability strategy

Our sustainability strategy is based on three pillars: people, environment and sustainable innovation. Our approach aligns with our double materiality assessment, the key challenges facing our industry and is based on strong values and governance.

[CLICK HERE TO LEARN MORE ABOUT OUR COMMITMENTS AND CSR](#)

## Sustainable Travel Accessible to Everyone

### PILLAR #1

#### Empower everyone

We fuel and nurture our talent pool and connect with communities to play our part in society.

### PILLAR #2

#### Adapt to our environment

We operate within planetary boundaries to increase our business resilience.

### PILLAR #3

#### Continuously innovate together

We continuously revisit our business model to capture new opportunities.

**PILLAR #1****Empower  
everyone**

Welcoming people means welcoming potential. We nurture the talents of our employees through education, development programmes, inclusion, diversity and mobility. We extend this to our communities through various initiatives.

**43%**

women in  
management  
positions

**8,500**

hours of online  
and offline training  
completed by  
B&B HOTELS staff

**27**

youths from  
underserved areas  
joined the first  
class of the  
B&B Academy





## PILLAR #2



## Adapt to our environment

The earth system hosts our hotels. Becoming better guests requires making many smart and sustainable changes, both globally and locally, with consistency to respect planetary boundaries.



# 78%

renewable  
electricity

B&B HOTEL Heidelberg,  
Germany



# 0

unnecessary single  
use plastics in rooms

B&B HOTELS  
Lille Lillénium Eurasanté,  
France



# 1 kg CO<sub>2</sub>e

per room available\*  
one of the lowest  
in the industry

B&B HOTELS Lille Lillénium Eurasanté, Poland

\*Scope 1 & 2 market based.

## PILLAR #3

## Continuously innovate together

Sustainable is not a destination,  
it's about opening new paths.  
Leaving the old ways behind,  
we innovate by reimagining how  
we travel, charting a course toward  
a more hospitable future.

# 1<sup>st</sup>

B&B HOME  
hotel opened  
fresque



B&B HOME Saint-Ouen, Paris

# 172

hotels

equipped with  
EV chargers



B&B HOTELS  
Warszawa-Okęcie,  
Poland

# 670

sustainability-  
certified hotels





# DELIVERING RESULTS

## GROUP SATISFACTION SCORE

**82/100**

**TRUSTYOU™**

## CAPTURED MARKET GROWTH

Between

**25%**

and

**50%**

## DIRECT BOOKING

**67%**

## CSR

**-50%**

absolute CO<sub>2</sub>  
emissions  
between 2019  
and 2030\*

\*Scope 1 & 2

# Achieving world-class guest satisfaction ✓

We invest in the elements that are most important to our guests, allowing us to keep operating costs low and offer outstanding value for money.

## TRUSTYOU™

### CUSTOMER SATISFACTION B&B HOTELS



Group-wide

**82/100**



In France

**79.3/100**



In Germany

**82.4/100**



In Italy

**86.7/100**



In Spain

**83.4/100**

**+1.2 points**  
vs compset

**+1.4 points**  
vs compset

**+11.7 points**  
vs compset

**+1.2 point**  
vs compset

### ATTRIBUTES B&B HOTELS IS RECOGNIZED FOR:

**‘Good value-  
for-money’**

**‘Simple,  
easy’**

**‘Comfortable  
rooms’**



# Driving revenue through direct bookings



OTAs

**33%**

Direct digital

**23%**

%  
**Revenue**

**67%**

Direct



Direct offline

**44%**

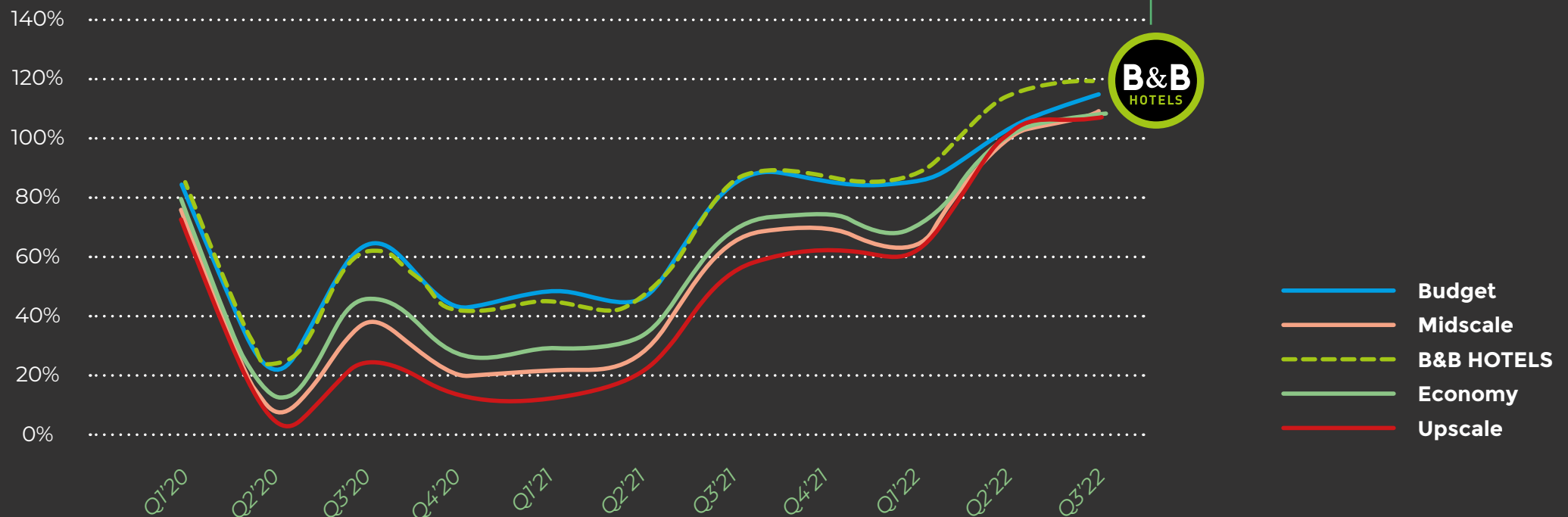
# — Attracting a broad range of customers ✓





# Achieving record resilience during the pandemic ✓

B&B HOTELS was the most resilient hotel chain during the Covid-19 crisis, with 120% RevPar recovery vs FY19. This resilience is in part due to the fact 90% of our guests are domestic travellers and our 50-50 split of business- leisure travellers.



# Leading the budget & eco hotel market



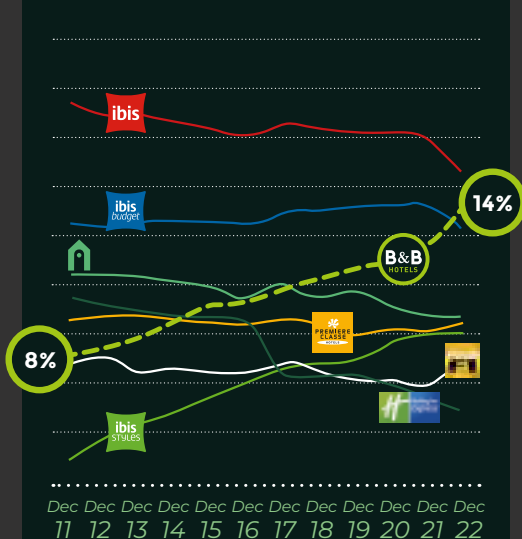
Steadily gaining market share and capturing most of the market growth

No. 2

## FRANCE - MARKET SHARE



Evolution of market share for main brands - Budget + Economy segments (% of rooms)



in # rooms ('000)	2011	2019	YDT2023	YDT23 vs. 19
B&B HOTELS	14.0	22.5	29.7	+7.2
Other Eco. Chains	177.9	187.5	194.9	+7.4
Total Eco. Chains	191.9	210.0	224.6	+14.6

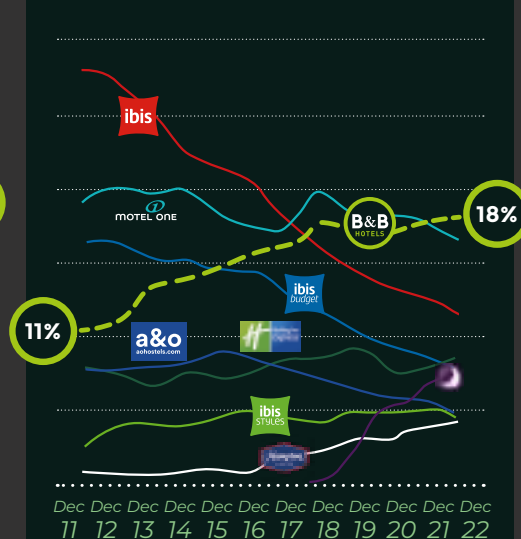
capturing  
**50%**  
of growth

No. 1

## GERMANY - MARKET SHARE



Evolution of market share for main brands - Budget + Economy segments (% of rooms)



in # rooms ('000)	2011	2019	YDT2023	YDT23 vs. 19
B&B HOTELS	4.1	13.4	17.6	+4.2
Other Eco. Chains	35.8	66.8	79.5	+12.7
Total Eco. Chains	39.9	80.2	97.1	+16.9

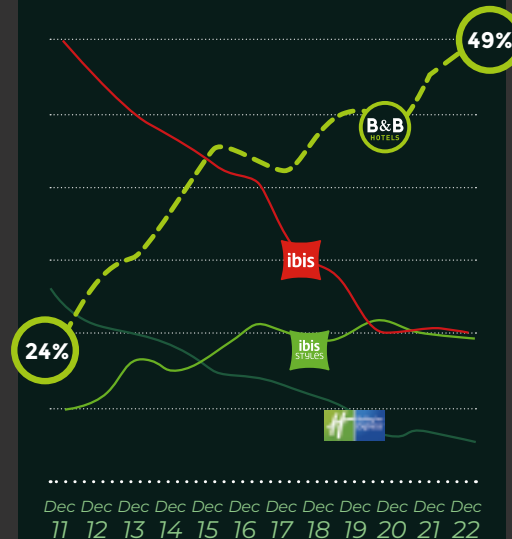
capturing  
**25%**  
of growth

No. 1

## ITALY - MARKET SHARE



Evolution of market share for main brands - Budget + Economy segments (% of rooms)



in # rooms ('000)	2011	2019	YDT2023	YDT23 vs. 19
B&B HOTELS	0.7	3.4	5.5	+2.1
Other Eco. Chains	3.3	4.6	5.8	+1.2
Total Eco. Chains	4.0	8.0	11.3	+3.3

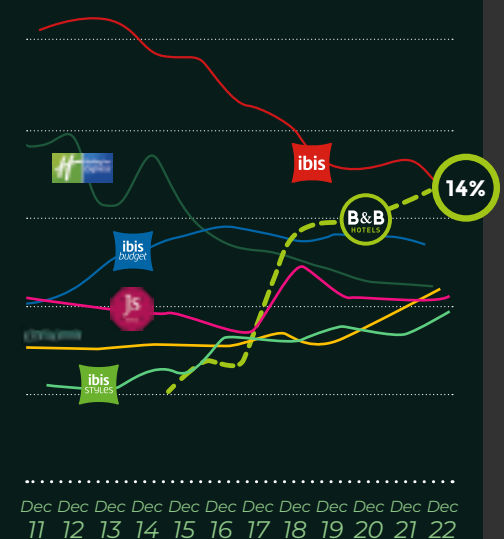
capturing  
**65%**  
of growth

No. 1

## SPAIN - MARKET SHARE



Evolution of market share for main brands - Budget + Economy segments (% of rooms)



in # rooms ('000)	2011	2019	YDT2023	YDT23 vs. 19
B&B HOTELS	-	2.7	4.0	+1.3
Other Eco. Chains	18.9	21.5	24.0	+2.5
Total Eco. Chains	18.9	24.2	28.0	+3.8

capturing  
**35%**  
of growth



# Crafting a pioneering eco-designed hotel: our B&B HOTEL in Guimarães, Portugal ✓



Our pioneering hotel in Guimarães, Portugal, was designed with sustainability in mind to minimise environmental harm. Based on a circular economy philosophy, it is the Iberian Peninsula's first eco-designed hotel.

[CLICK HERE TO FIND OUT WHY THIS HOTEL IS SO UNIQUE](#)

## 60%

**CO<sub>2</sub> savings**

The hotel's hybrid wood and concrete composition significantly reduced the hotel's carbon footprint

## 50%

**reusable building materials**

Half of the hotel's building materials will be reusable at the end of their life cycle



**Our B&B HOTEL  
in Guimarães, Portugal:  
focus on the lobby**

**Walls  
and ceilings  
made of  
299 kg  
of recycled  
fishing nets**

**1,424 kg  
of recycled  
post-  
industrial  
plastic**



Our B&B HOTEL  
in Guimarães, Portugal:  
focus on the rooms

Construction  
using only  $\frac{1}{3}$   
of the concrete  
typically used  
in similar  
structures

Construction  
was **50% faster**  
compared to  
traditional building  
methods



# UNLOCKING SUCCESS: HOW B&B HOTELS EMPOWERS FRANCHISEES



## Acquire extensive operational expertise

B&B HOTELS boasts extensive operational expertise, **with hands-on management experience of over 700 properties.** We pass on these valuable insights to our new franchise partners, paving their way to a successful venture.



## Tap into our established customer base

B&B HOTELS franchisees can benefit from direct cost savings by tapping into our large and reliable customer base. We take pride in our substantial community of customers, whose trust and preference enabled us to secure 67% of our bookings directly in 2022. This not only strengthens our bond with customers but also reduces franchisees' dependence on Online Travel Agencies and associated commissions.







## Secure unmatched property development expertise

Our design and technical teams are equipped with unique skills in hotel development, holding **an impressive track record of opening more than 100 B&B HOTELS annually.** As a franchisee, you can leverage our smart hotel expertise to build or renovate your property in the most cost-effective and profitable manner, whatever the environment of your hotel.



## Generate higher revenue

Hotels repositioned under the B&B HOTELS brand in Europe have experienced a revenue increase **directly after the first year of operations.**





# SETTING UP YOUR FRANCHISE :

## STEPS TO SUCCESS

**CONSTRUCTION****TRANSFORMATION**

## Q&A

**Do I need to be a hotelier to become a B&B HOTELS franchisee?**

- You're not alone in this endeavour. Our dedicated team is always available to provide the necessary tools and guidance to ensure your success.

**Does B&B HOTELS help me to set up my franchise?**

- Location Selection.
- Establishment Conception: We assist you in designing and configuring your hotel to ensure optimal financial performance and operational efficiency.
- Design and Material Selection.

**Does B&B HOTELS provide ongoing support for franchisees?**

- Dedicated point of contact.
- Initial training.
- Operations recommendations.
- Marketing assistance.
- Ongoing operational support.

**Does B&B HOTELS assist franchisees with revenue and day-to-day management?**

- Advice and strategies for effective revenue management.
- Guidance for day-to-day operations.

**Will I benefit from B&B HOTELS' brand image and reputation?**

- Join a well-regarded and recognised brand in the hospitality industry.
- Benefit from our established brand image and reputation
- Increase customers' trust and confidence in your establishment



FOR ADDITIONAL INFORMATION

CLICK HERE TO REACH OUT TO YOUR LOCAL  
B&B HOTELS DEVELOPMENT MANAGER

Or contact us here

**[grp-franchise@hotelbb.com](mailto:grp-franchise@hotelbb.com)**

**FRANCHISE** WITH US



Check out our eco-designed website  
**[www.bbhotels-group.com](http://www.bbhotels-group.com)**

Rated B on EcoIndex