



# PRESS KIT 2026

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# Editor's Note

Céline Vercollier, Group Chief Executive Officer of B&B HOTELS

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

**Providing accessible, high-standard and sustainable hospitality is the course I have set for B&B HOTELS.**

Today, our business model and entrepreneurial spirit in all the countries where we operate across all countries where we are present (nearly 940 hotels in 19 countries), while also expanding into new territories such as the United States and the United Kingdom – thanks to our capacity for innovation and constant adaptation.

**Our promise remains unchanged: simple, reliable, responsible hospitality – the kind of place guests want to return to.**



## 1. What is your vision of budget hospitality?

Budget hospitality doesn't mean doing less – it means doing better. At B&B HOTELS, we champion simple, exacting, and sustainable hospitality.

Our customers want something concrete, reliable, and grounded. A good bed, a generous breakfast, a warm welcome. These are the essentials we deliver every day in our hotels.

## 2. What makes B&B HOTELS stand out on the market?

Our model is based on local entrepreneurs, committed and close to the field. This allows us to offer a consistent experience across 19 countries, without losing the soul of each location.

With B&B HOME, we're going further by addressing new guest needs: longer stays, more responsible and more locally integrated.

### Our difference?

**A brand that is consistent, pragmatic and authentic.**

## 3. What are your ambitions for B&B HOTELS in the years ahead?

To continue strengthening our leadership in all our active markets. It's an ambitious goal, driven by solid growth in France, Germany, Spain and Italy.

This growth goes hand-in-hand with a deep transformation: more digital, more responsible, more inclusive.

**Céline VERCOLLIER**  
Group Chief Executive Officer, B&B HOTELS

# A Unique Model

What truly matters. No more. No less.

At B&B HOTELS, we focus on the essentials: a comfortable bed, a generous breakfast, a well-designed room, reliable Wi-Fi, a warm welcome – all at a fair price.



**939**

hotels

**19**

countries

**57**

openings in 2025

**83.5/100**

Customer satisfaction\*

\*TrustYou 2025



Since its creation in Brest in 1990, B&B HOTELS has grown while staying true to its mission: to deliver efficient, accessible hospitality that stands out without overpromising. As of 2026, B&B HOTELS has surpassed **900 hotels in 19 countries**, aiming to become **the European leader in next-generation budget hospitality**.

**Our philosophy: stick to the essentials in an industry full of empty promises.** That means raising standards while keeping costs down, offering a smooth, consistent guest experience across all hotels – in Europe, Brazil and the US.

Our difference also lies in a unique **entrepreneurial model**.

Our hotels are operated by local franchise entrepreneurs who embody the spirit of B&B HOTELS in their day-to-day: agile, rooted in the community, and **committed to their teams and guests**. Thanks to them, we deliver high standards of service and satisfaction throughout the customer journey.

We are **“real life” hotels**, designed for pragmatic and discerning travellers.



1 - B&B HOTEL Madrid Centro Fuencarral, *Spain*

2 - B&B HOTEL Grand Centre, *Belgium*

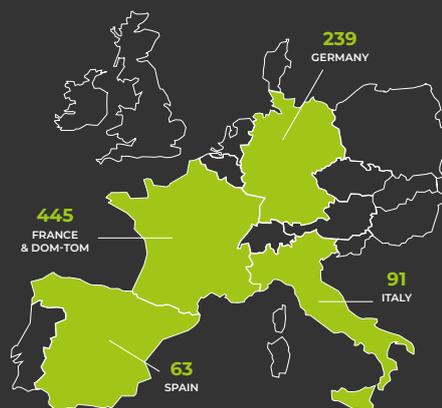
3 - B&B HOTEL Milano Central Station, *Italy*

**N°1**

IN FRANCE,  
GERMANY,  
ITALY AND SPAIN

in the budget hotel market  
(by number of rooms)\*

\*MKG Consulting



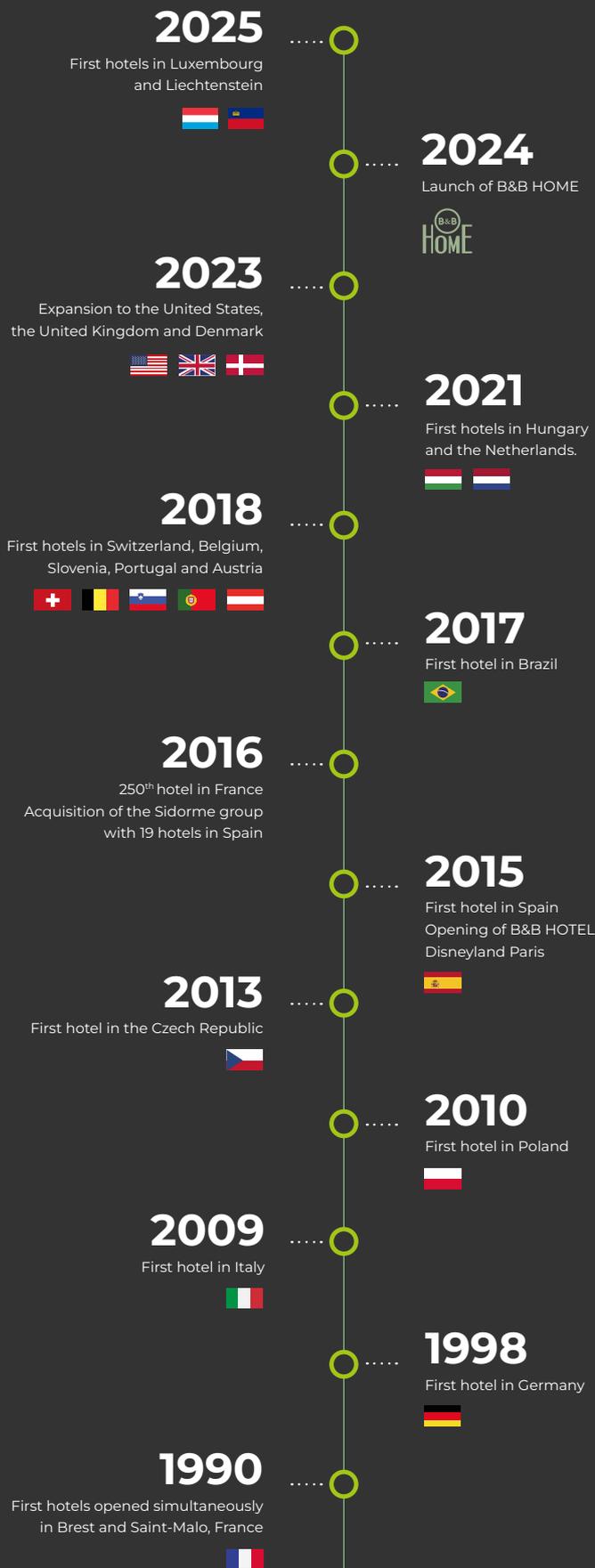
**1,570 bn €**

IN REVENUE  
recorded in 2025

**2.5x** HIGHER  
THAN in 2024.



## SUCCESS STORY



**+150**

openings  
in 3 years



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

# Customer Experience

## Satisfaction comes first

With a TrustYou score of **83.5/100 in 2025**, and a consistent upward trend, our success is built on a clear value proposition: meeting travellers' essential needs at the best possible price, without ever compromising on quality.

**Our commitment:** to deliver a reliable, consistent and comfortable experience, wherever the destination. This consistency is what makes B&B HOTELS an obvious choice for a short stay, a business trip, or a family stopover.

Our brand promise is built around **five essential pillars**, carefully chosen for their direct impact on customer satisfaction:

### COMFORT WITHOUT COMPROMISE

A good stay always starts with a good night's sleep. High-quality mattresses and pillows, thoughtfully designed rooms, peaceful atmospheres... comfort is our number one priority.

### A GENEROUS LOCAL BREAKFAST

Because it's often the last memory of a stay, we make breakfast a moment of pleasure. Local products, organic and vegan options, regional SME partnerships — quality, flavour and meaning on your plate.

### SPACES THAT ARE SIMPLE AND PRACTICAL

Our spaces are simple, practical and welcoming. Like our brand: efficient but never impersonal.

### A SEAMLESS DIGITAL EXPERIENCE

Ultra-fast Wi-Fi, online check-in, e-concierge services, and self-service kiosks... Giving each guest the freedom to manage their time as they like.

### WARM PERSONALISED WELCOME

Our trained, committed teams embody the B&B HOTELS promise every day. They bring the human touch that turns a stay into a great experience.

- 1 - B&B HOTEL Massieux-Genay, *France*,
- 2 - B&B HOTEL Milano Aosta, *Italy*,
- 3 - B&B HOTEL Lisboa Montijo, *Portugal*



By focusing on these fundamentals,  
B&B HOTELS positions itself as the smart, reliable  
choice for those who know what truly matters.

B&B HOTEL Dreux Nord, *France*

# CSR

## Turning commitment into action

At B&B HOTELS, responsibility is an integral part of our model. From day one, we've positioned ourselves as a simple, effective brand that acts daily to reduce its environmental and social impact.

In 2022, we became the first hotel chain certified for sustainability performance by SOCOTEC. Today, we're rolling out a sustainability management system across more than 90% of our hotels in Europe – including franchises. A rare, transparent, measurable approach aligned with the Paris Agreement.

Our environmental impact<sup>1</sup> is among the lowest in the industry: just 2.6 kg of CO<sub>2</sub> emitted per night sold. Since 2024, we have removed most single-use plastic items from our rooms<sup>2</sup>, and we're piloting solutions to eliminate plastic in common areas such as breakfast buffets and lobbies.

We prioritise renovation over new builds and have installed electric vehicle charging stations in over one-third of our hotels. Our decarbonisation roadmap, validated by the SBTi, is aligned with the Paris Agreement: –50% on scope 1 and 2 emissions by 2030, and –27% on indirect scope 3 emissions.

But our approach is also deeply human. With 45% of management positions held by women, an in-house academy and a network of local hoteliers rooted in their communities, we're building a collective and inclusive vision of hospitality.

<sup>1</sup> Scope 1 & 2

<sup>2</sup> Except for superior rooms in Spain and Italy.

**2.6 kg**

CO<sub>2</sub> equivalent per night sold

**45%**

of management positions are held by women



1 - Magali Carrio-Thebaux, Manager, B&B HOTELS Lille Centre Grand Palais, Lille Lillenum Eurasanté & Dunkerque Centre Gare, France

2- B&B HOTEL Guimarães, Portugal

«At B&B HOTELS, sustainability isn't a side project – it's our way of doing business. Our ambition is to make responsible travel accessible to all, without compromising on quality. What we're building is hospitality rooted in common sense – engaged, inclusive, and with real impact.»

**Sophie Donabedian**  
Chief Sustainability Officer, B&B HOTELS



# B&B HOME

Feel at home, even when you're away.

Designed for longer or more responsible stays, B&B HOME combines comfort, autonomy and a strong local connection. Each space becomes a true home away from home: private or shared kitchens, warm design, sustainable materials, second-hand furniture, a games corner and a library... everything encourages you to slow down and enjoy your time.



But B&B HOME is also about living in a neighbourhood, not just passing through. The spirit of the place lies in the details: handcrafted objects, local partnerships, a welcoming atmosphere. Far from being uniform, each property draws inspiration from its surroundings to offer a truly authentic experience.

What if the word "ecology" really did come from "oikos" – the Greek word for home? At B&B HOME, caring for yourself and the planet go hand in hand. It's a joyful, simple, and sustainable way of living, powered by hospitality that is both inclusive and contemporary.

1 - B&B HOME Brides-Les-Bains, France, 2 - B&B HOME Saint-Ouen, France, 3 - B&B HOME Paris Nord 18<sup>ème</sup>, France  
4 - B&B HOME Saint-Ouen, France, 5 - B&B HOME Fort-de-France Marina, France

