



PRESS RELEASE 2016

FÉDÉRATION
INTERNATIONALE
DES LOGIS

The first network for
independent hoteliers in Europe



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FOREWORD FROM THE PRESIDENT



The 1001 Logis Delights

Feel the pleasure of discovering charming locales... A longing to be enchanted by out of the ordinary places... to go for hikes, motorcycle jaunts or relax as a couple... Logis does everything possible to satisfy every want!

This year, discover the new offerings from **Insolites by Logis**: bubble tents, caravans and cabins, these novel accommodations will ensure a total change of scenery while providing you with all of the services guaranteed by Logis.

For longer stays **Maisons by Logis** offers apartments, villas, welcoming and friendly lodges. A home away from home... with hotel services included!

Through our ever more efficient **new website**, Logis ensures a fair booking experience for the hotelier and the customer. We also encourage you to share your favorite experiences and all the best deals on social media networks.



Krystel Blondeau
CEO

Thierry Amirault
President

Keeping an eye on « PlaisiroLogis 2017 »



"The aim is make Logis **THE European leader for customised, top-quality accommodation** by 2017" announced Thierry Amirault, President of FIL, at the General Assembly in December 2014



JANUARY 2016: OPENING NEW TYPES OF ACCOMMODATION

Expanding our offer will allow us to adapt to the market and to **new consumer demands**. **Maison by Logis** offers villas, apartments, lodges, etc. for longer stays with family or friends, in total freedom. **Insolite by Logis** incorporates cabins, bubble tents, caravans, etc. for serendipitous sojourns that are wonderfully timeless and full of surprises.

IN 2016: THE FIRST FAIR PROFESSIONAL RESERVATION SYSTEM

A **new** multi-platform **portal**, offering value and guaranteeing a more **direct client-host relationship**, based on a fair and reasonable commission.



The reservation centre's commission is the cheapest of the market (0–8%) along with other **marketing tools** (Logis reservation 2%, restaurant 0%, stopover 0%, gift voucher 0%). Two main tools: an internet platform (multi-platform website, econcierge, new services, offers, etc.) **and a central sales force creating added value** (new partners, new targets, new niches, new agreements, themed conferences and business customers). **The call centre is and will remain 100% based in France.**

COMING IN 2017: A NEW QUALITY BENCHMARK FOR A NEW BRAND ATTITUDE

Different and unique in the accommodation world, Logis has developed a simplified way of assessing the properties using the Logis brand. Each property has to adhere to 50 set standards and this criteria is assessed by Logis personnel as well as **customer feedback** to ensure that ratings are always up to date and simple to understand.





LOGIS : WHO ARE WE?

1



A few words of history...

Logis, each one distinct, all united around a shared commitment

Logis d'Exception (Singular Logis)

Fine dining at Les Tables Distinguées

Maison by Logis & Insolite by Logis

Logis and theme stays

A few words of history...



Logis' history began 63 years ago in the heart of the French Auvergne region.

In 1948, three men from different backgrounds came together to establish the first Hotel Logis d'Auvergne. All three shared the same goal: to fight against rural desertification.

Raymond Pagès

Industrialist and President of the Puy-en-Velay Tourist Board

Vincent Planque

Rapporteur-General for the first Five-Year Plan for the Modernization of Tourism

Francis Thoy

CEO of Crédit Hôtelier



A CONSTANTLY DEVELOPING BRAND AND IMAGE

The founding trio was quickly joined by Edgar Pisani, Préfet de Haute-Loire et Henry Ingrand, Commissaire Général au Tourisme.

The **Fédération Nationale des Logis de France** came into being in **November 1949**. Quick success ensued and the brand continued to develop across France to become nationally established in less than 20 years.

In **April 2007**, the Fédération Nationale des Logis de France became the **Fédération Internationale des Logis** and in **2008**, **Logis de France became Logis**.



Logis, each distinct, all united around a shared commitment



Priority is given to quality and service:
By joining the network, the owners guarantee they
comply with the **Logis Quality Chart**.



The **skills, knowledge** and **sustainable development** criteria have been reinforced.



All Logis properties are different and are proud of their uniqueness. **They all share the same spirit**, particularly enjoyed by **customers looking for relaxation**, well-being and adventure.

- 1 **A personalized welcome**
attentive and spontaneous – that creates rapport and builds long-term loyalty
- 2 **Accommodations**
combining quality, comfort and modern facilities in an environment that is authentic, family friendly or out of the ordinary for all types of stays.
- 3 **Cuisine that is based on local products,**
Sampling the best local produce enhanced by the chef's artistry
- 4 **Destination specific**
To enrich the guests' visit, hosts will offer personal advice on nearby sights and places to explore.



La Fédération Internationale des Logis is licensed by the
Ministère du Tourisme

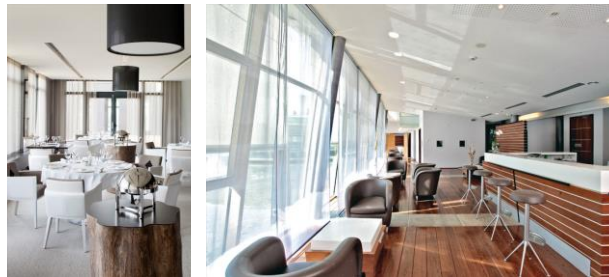
Logis, each distinct, all united around a shared commitment



Logis accommodation and restaurant classification systems

The accommodation classifications are represented by 'fireplaces' and 'Logis d'Exception' (Logis' luxury offering).

The 'fireplace' and 'Logis d'Exception' classification is specific to Logis. It is based on a highly precise approach that defines the **criteria**: the quality of the welcome, comfort, facilities, services, decoration, tourist advice, environmental friendliness, etc.



1 FIREPLACE :

Excellent value for money in a property with authentic charm and guaranteed comfort.



2 FIREPLACES :

High-quality hotels offering additional facilities, all for the best price.



3 FIREPLACES :

Premier properties, featuring a comprehensive range of facilities to make your stay a perfect one.



LOGIS D'EXCEPTION :

Properties that stand out through the very high quality of their facilities and location.

Logis d'Exception



The Logis d'Exception are at the top-end of the Logis range. Singular hotels that are rated above three fireplaces, Logis d'Exception properties are designed to seduce the discerning guest.



The aim is to promote hotels that embody the **epitome of Logis values** with flawless quality that embrace the Logis ethos of celebrating uniqueness, as well as properties with personality, a warm welcome and friendly hosts.

Logis d'Exception properties stand out by being able to **provide guests with an experience** where surprise, difference and charm are combined to turn every minute into an exceptional moment and pleasure, **The Logis d'Exception portfolio now boasts 26 establishments** across France, Spain and Germany.

To find out more about Logis d'Exception : logis-exception.com



Logis, each distinct, all united around a shared commitment



The restaurants are identified by 'cooking pots' and 'Table Distinguée' (fine dining)



Every Logis restaurant is subject to specific identification by the number of 'pots', which allows diners to instantly select the desired category.

In addition to the classification, **all Logis restaurants have excellent local suppliers** and actively promote their local partner and producers. Each restaurant celebrates its local knowledgeable suppliers and craftspeople by offering **outstanding quality and culinary finesse delivered by passionate chefs.**



1 POT :

With generous servings, cooking that highlights traditional, regional recipes, served within a warm-hearted and friendly setting.



2 POTS:

A comfortable restaurant and attentive service, to help you discover **gourmet cooking encouraging you to discover our regions.**



3 POTS:

An elegant restaurant offering a dining experience that values the culinary arts, high-quality products and excellent service.



TABLE DISTINGUÉE (FINE DINING) :

Selected by culinary experts, **an acknowledged gourmet venue that elevates the dining experience to the highest level of excellence**, offering facilities, service and hospitality to ensure a unique experience.

'My Terroir Selections': Little treats to discover

Whether on the menu or a la carte, every Logis restaurant offers its own 'Terroir Selection': these highlight **local products** (cheese, seafood, etc.), regional beverages and always **authentically developed recipes.**



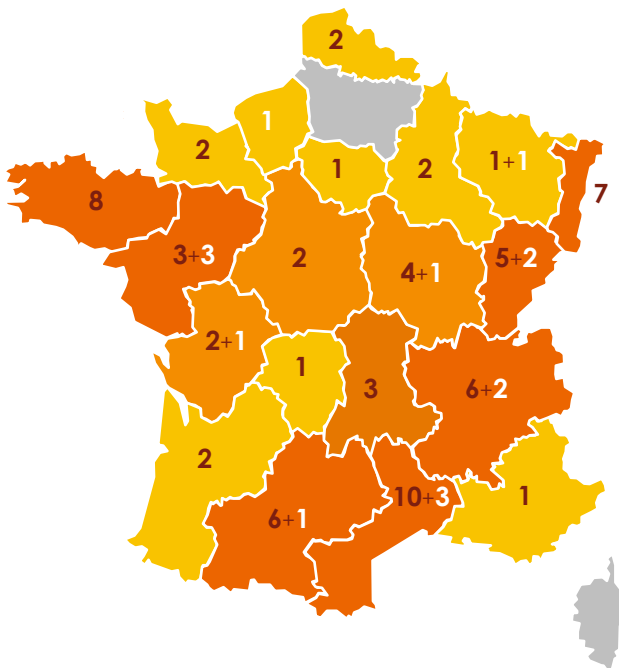
88 Chefs declared 'Table Distinguée' and 'Espoir' in 2015

The epitome of Logis gastronomy



Under the patronage of **Gilles Goujon**, Logis d'Exception **triple Michelin starred chef and Best Craftsman of France**, this bold initiative of the Fédération des Logis, partnered with a **team of food journalists**. They toured France and Europe for several months to anonymously evaluate the culinary excellence of Logis chefs and thus elect **71 'Table Distinguée' (fine dining) and 17 'Espoir' (promising talent) restaurants of note**

Table Distinguée



Gilles Goujon



This unique method of selection guarantees the **highest quality cuisine** as - unique to the industry – regular visits ensure that the restaurants maintain their status.

- < 3 Table Distinguée or Espoir
- 3-5 Table Distinguée or Espoir
- > 5 Table Distinguée or Espoir
- X+Y X Table Distinguée and Y Espoir



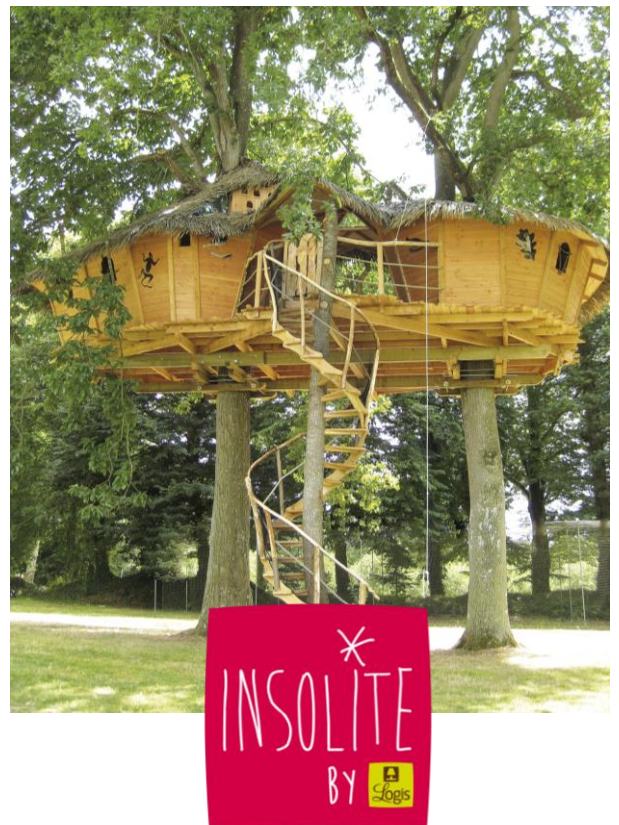
Logis expands into other types of accommodation: Maison by Logis and Insolite by Logis



The evolution of the hospitality industry, which is very dynamic and multifaceted, together with new consumer expectations, in their quest for novel experiences and stays in alternative accommodations, are issues to which Logis has wanted to respond.

From January 2016, the Fédération Internationale des Logis, which aims to set a new standard in Europe for high-quality and personalized boutique accommodations, reinforces and diversifies its hotel offerings with 2 new brands: « **Maison by Logis** » comprising villas, apartments and lodges and « **Insolite by Logis** » comprising cabins, bubble tents, caravans, yurts, etc.

Every member must provide hotel services (such as reception, cleaning, breakfast), respect the Logis quality charter and be a professional registered with the trade registry.



For these reasons Logis wanted to expand its offerings and open up to other forms of accommodation so that they respond to multi-attribute queries by consumers as well as gaining in appeal and increasing the marketing power of the logishotels.com website. The offerings will therefore be visible on the home page by a search for a destination or a type of accommodation.

Logis theme packages



For truly customised trips, Logis has created, **17 'Feeling like' pictograms** shown on the website logishotels.com and on the mobile website m.logishotels.com to help browsers select the Logis property that will fulfill all their needs!



FEELING LIKE CHARM & CHARACTER:

The irresistible charm of an authentic setting, a retreat with character or unique architecture.



FEELING LIKE WATER & SEA:

Hotels on the seafront, lakes or rivers to swim, fish in or sail on...



FEELING LIKE WELL-BEING & SPA:

Hotels that will pamper you and help you feel relaxed.



FEELING LIKE SENSATIONS :

Thrill seekers will find activities to make their hearts beat faster!



FEELING LIKE GOURMET FOOD:

Table Distinguée (fine dining): The ideal venue for gourmets.



FEELING LIKE PEACE & NATURE :

Carefully preserved areas offering a haven of peace away from the hustle and bustle to enjoy the beauty of nature.



FEELING LIKE LEARNING:

Cookery lessons, wine tasting or fruit and vegetable picking: the art of combining business with pleasure,



FEELING LIKE EXCEPTION :

To enjoy the privilege of luxury hotels offering exceptional services,.



FEELING LIKE SNOW:

The white paradise for skiers and boarders,



FEELING LIKE SPORT:

Hiking, horse-riding or cycling, these hotels welcome all sports enthusiasts, whether beginners or experienced.



FEELING LIKE FAMILY :

Enjoy family life with spacious rooms, play areas and pools that everyone can enjoy together no matter what age.



FEELING UNEXPECTED:

Unique ideas and locations for surprising, adventurous or fun trips.



FEELING LIKE BACCHUS :

Discover the vineyards in different regions throughout France and Europe.



FEELING LIKE MOTORCYCLING:

In each motorcycling Logis, a biker hotelier provides made-to-measure services.



FEELING LIKE FISHING:

Hotels that are near to fabulous fishing spots.



FEELING LIKE HIKING:

Logis hoteliers have the region at their fingertips and can advise you on the best routes.



FEELING LIKE CYCLING:

Lovers of cycling and mountain biking will find a personalised welcome adapted to their needs.



LOGIS IN NUMBERS

2



Logis, an international network: numbers and goals



With **2,400 hotels** and **48,000 rooms**, la Fédération Internationale des Logis is the **Number One independent hotel network in Europe**.

Nine countries with a single brand and a single vision.

All Logis hoteliers are subject to the same rules, notably with regard to membership, classification and revocation. Each entity adheres to the charter and the classification criteria determined by Logis while preserving their own **identity, cuisine and regional roots**.



Logis, an international network: numbers and goals



The network continues to expand in France as well as internationally.

The aim is to grow substantially beyond France's borders into the rest of Europe, through capacity building.

Ambitious goals in southern Europe and Belgium

Spain, Italy and Belgium are the destinations where Logis will be reinforcing its presence in 2016. There should be **55, 35 and 53 hotels**, respectively, by the end of the year.

Germany and the Netherlands are also priority markets in Logis' development strategy with targets of **25 and 22 hotels, respectively.**



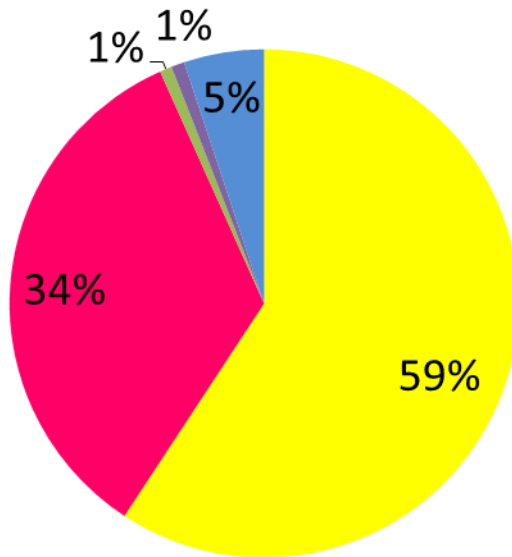
Growth targets in **Portugal** are more reserved; the intention is to reach **4 establishments** by the end of the year.

Logis in numbers

Turnover increased by 9 %

(on 31/12/2015)

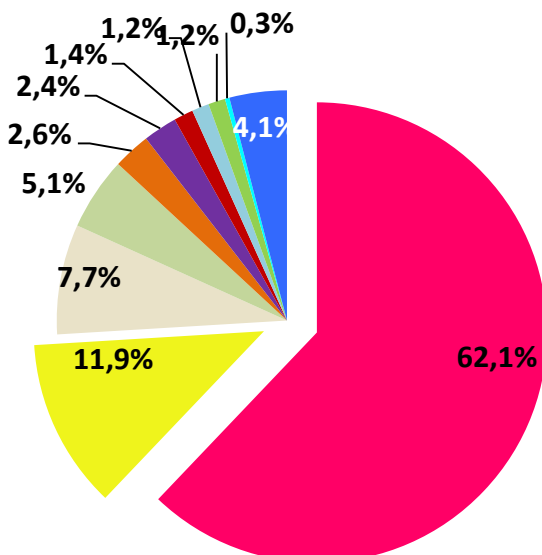
€ 121 977 700 in 2015



- Loyalty program
Sales: € 72 150 000
- Reservation centre
Sales: € 41 664 000
- Gift vouchers
Sales: € 933 000
- Loyalty vouchers
Sales: € 1 030 700
- Direct bookings to Hotels through the Logis website
Sales: € 6 200 000

Turnover and breakdown on 31/12/2014

■ France ■ Royaume-Uni ■ Belgique
 ■ Allemagne ■ Suisse ■ Pays-Bas
 ■ Etats-Unis ■ Italie ■ Espagne



Breakdown of reservation centre sales, telephone and internet:

Internet reservation: 96 % / by phone: 4 %

Breakdown of internet sales:

Online: 90 % / On request: 10 %

Breakdown of consumer reservation centre sales:

French clients (62 %) / foreign (38 %)

Average stay: 1,62 days

Average reservation price : € 138,67



MARKETING TOOLS FOR THE GENERAL PUBLIC AND BUSINESS TRAVELERS



The Logis guides

Marketing tools for the General Public

Marketing tools for Business Travelers

The 2016 Logis guides



THE 2016 INTERNATIONAL LOGIS GUIDE



500,000 copies are issued and translated into six languages, the International Logis Guide Book lists the 2,400 hotels and Logis d'Exception properties in France and Europe (Germany, Belgium, Spain, Andorra, Italy, Grand Duchy of Luxemburg, The Netherlands and Portugal).

The 2016 edition devotes a chapter to the new types of accommodations at the end of the guide with a dedicated layout design.



Find the
15 « Maisons by Logis » and the **13 « Insolites by Logis »**
in the 2016 guide (nearly 200 new sites).



HOW TO OBTAIN THE LOGIS GUIDE?

- Through logishotels.com website (€5 S&H)
- At Tourist Information Centers throughout France and at the Fédération Internationale des Logis
- At Logis departmental associations
- At every Logis establishment

THE 2016 LOGIS D'EXCEPTION GUIDE

50,000 copies are issued
Comes out at the end of January 2016
Translated into five languages
26 exceptional locations
in France, Spain
and Germany.



Marketing tools for the General Public



WEBSITE: logishotels.com

Redesigned in 2015

More than 6.6 million visits per year, an increase of 15% over 2014.

THE MOBILE SITE: m.logishotels.com

Totally redesigned interface that emphasises on photos with a **more efficient and simplified reservation process (+122% growth rate)**.

It is now possible to search and reserve a hotel directly by **geolocation**, on a map, by **point of interest**, or by selecting one of the **20 themes** (snow, sea, serendipitous...).

Launched in January 2015, the **Logis Table service enables you to reserve a table in the restaurant** on the logishotels.com website, while providing hoteliers a 'Reserve' button directly on their website. In 2015, 12,000 reservations were made, 25% of which were through the mobile site.

LOGISHOTELS.COM IN BRIEF

- TRANSLATED INTO SIX LANGUAGES: English, French, German, Spanish, Italian and Dutch
- MAPPING: locating facilities across Europe
- A MULTI-CRITERIA SEARCH for better targeting needs and desires
- EACH HOTEL is presented on four pages on the website with photos and comments

Ergonomic, logishotels.com provides a **quick search** for those who already know their **destination** and a **search by theme** that allows requirements to be entered and makes suggestions. **Special offers** for reduced price stays are regularly posted on the website, which also allows **routes** to be calculated, **weather** at the destination to be checked and establishments compared with the help of **consumer reviews**.

Marketing tools for the General Public



The O'Logis Loyalty Program

The Logis Loyalty program, named O'Logis, is available in **nine countries** and is open to **all business and leisure customers**, in **hotels or restaurants**, during the **week and on weekends**. Three years after its launch, the scheme now has over **125,000 O'Logis members** and reported over 72 million Euros in sales in 2015 and over **200 million Euros** since its launch in 2013.



1€ dépensé
dans un Logis
= 2 points cumulés
sur la carte

O'Logis Program benefits:

- Joining the O'Logis Program is free of charge
- The program is valid in all 2,400 hotel-restaurants of the Logis network, in France and Europe
- Points can be earned in **hotels** and **restaurants** both on **leisure** and **business trips**. By spending at least € 20 per person, the customer accumulates loyalty points to convert to **gift vouchers**, valid throughout the Logis network.
- The customer can collect points to earn up to **€ 120 in gift vouchers**
- By opening an account on **o-logis.com**, customers can check their points balance, see their last visits as well as print and **download loyalty vouchers**. They can also chose to **give vouchers as gifts** to friends and family.



Gift vouchers

The Fédération Internationale des Logis offers **Logis gift vouchers** that make for a unique gift: **a meal or a stay in one of the 2,400 Logis** in France and Europe.



Smartbox

40 000 units issued and **sold for €149.90**, this **giftbox offers over 100 stays** at carefully selected Logis (2 or 3 fireplaces and 2 or 3 pots as well as Table Distinguée-Fine Dining) **Inside the giftbox is dinner for two, one night's stay and breakfast.**

Marketing tools for Business Travelers



Business stopover package

Logis hotels offer **packages specially designed for business travelers** on the road, ensuring a high quality Logis welcome. The following pictograms allow you to easily identify hotels that provide business packages.

With a restaurant:
Single room, dinner and breakfast



Without a restaurant:
Single room and breakfast



The self booking tool - A dedicated reservation portal for businesses

Logis offers **direct access to the reservation centre for businesses, travel agencies and works councils.**

The benefits:

- **Instant online reservation** with a multi criteria search
- Access to **over 1,100 hotels** in France and Europe
- **Business volumes follow-up** by hotel reservations
- **Possible compensation for professionals**
- **Totally independent reservation management** in the dedicated SBT area

The « Special CE Rates »

Special rates all year on a **wide selection** of Logis establishments in France and Europe.

Green Seminars

One hundred Logis establishments **facilities and services that are guaranteed quality control.**



The required criteria:

- A **pleasant meeting room**, with a style and atmosphere adapted to each hotel
- **Reliable technology infrastructure**
- Regionally inspired gourmet cuisine
- **Quality hotel services**
- **Personalized welcome and a tailored organization**
- **Original and varied activities:** cooking classes, wine tastings, spa, mountain biking, kite-surfing, sand sailing, hang-gliding, thalassotherapy, etc.



For business customers, the International Logis Guide presents the **Green Seminar** Hotels with this pictogram and a **request for quotation** will be answered within 48 hours at seminairesauvert.eu.



LOGIS COMMUNICATES

3



Logis communicates



Since 2012, **PlaisiroLogis** highlights brand's ethos and aims.

The budget for 2016 is 1 million euros, 80% of which will be devoted to digital platforms (SEO, SEM...).



A new sponsorship campaign on the big television networks in primetime for **4 weeks in April and May 2016**.



Charity commitment as part of Pink October



In 2015, the Fédération Internationale des Logis made a commitment to support the Cancer League in its fight against breast cancer, as part of the **Pink October** awareness campaign. The opportunity for Logis to participate in a strong cause dear to our heart.

€ 10 000 were donated to the association, through the distribution of their brochures and bookings made through logishotels.com during the month of October.

Communication campaigns are carried out in social media to ensure the visibility of **Pink October** and raise the awareness of a maximum number of women.

A l'occasion d'Octobre rose,
Logis soutient
la Ligue contre le cancer

La Ligue propose une offre de services complémentaires aux soins médicaux

- soutien psychologique
- conseils en nutrition
- soins esthétiques
- activités physiques adaptées

À votre écoute 0 840 111 101

- écoute et soutien psychologique
- conseils pour emprunter et obtenir des assurances
- permanence juridique

Des aides pour pallier les difficultés liées à la maladie

- soutien financier
- aides à la vie quotidienne

La Ligue est le 1^{er} financeur associatif de la recherche contre le cancer. Elle est présente dans chaque département avec ses 13 500 bénévoles.

page offerte par

Logis

Contre le cancer du sein,
s'informer et faire un don :
www.ligue-cancer.net

CONTRE LE CANCER
LA LIGUE
1921
comités
pour la vie

In 2016, Logis joined the Cancer League in support of joint actions throughout France in order to raise awareness in women over the age of 50 about the need for screening for breast cancer.













APPENDIXES



APPENDIX 1

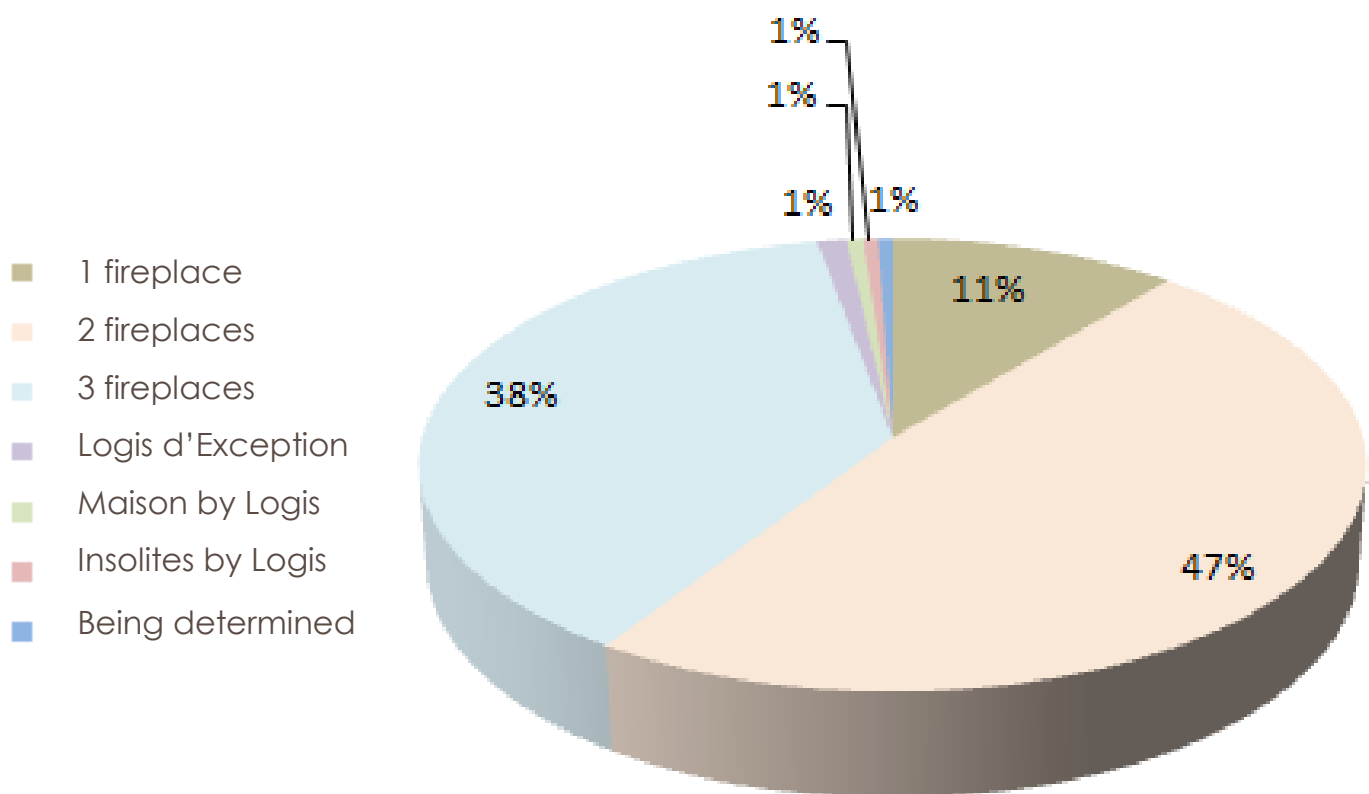
Classification of 2 390 Logis



	CC							TOTAL
		1		98	145	22		266
		6	4	118	593	254	1	976
		5	6	25	280	462	14	792
					11	51	8	70
Without restaurant		2	3	14	100	103	3	225
CC	53	1		2	2	3		61
TOTAL	53	15	13	257	1131	895	26	2390

APPENDIX 2

Distribution according to fireplaces of the Logis

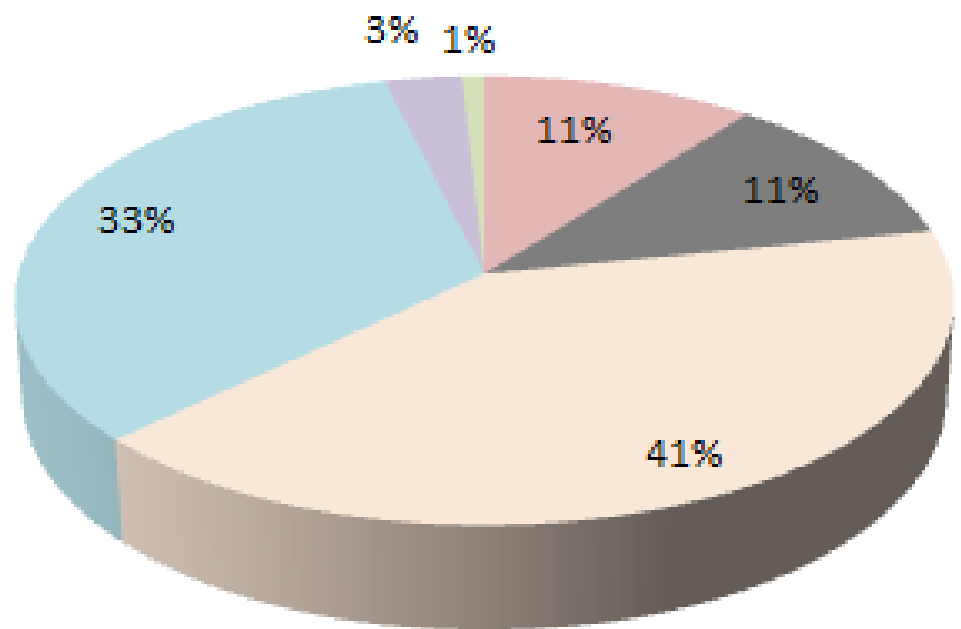


APPENDIX 3

Distribution according to pots of the Logis



- No restaurant
- 1 pot
- 2 pots
- 3 pots
- Table Distinguée
- Being determined





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