



# ITB Hospitality Day 2010

## Budget Hotels

**Macy Marvel**  
**Lausanne Hospitality Consulting**  
**11 March 2010**



## Panellists

Sascha Gechter, Managing Director, Meininger Hotels

Haike Blaauw, Senior VP, Golden Tulip  
(replacing Pierre-Frédéric Roulot, CEO Louvre Hotels)

Michael Mücke, Head of Budget Brands, Accor Germany

Prabhat Pani, CEO Ginger Hotels (Tata Group)

Macy Marvel, professor Ecole hôtelière de Lausanne  
& moderator



## **Meininger portfolio (11 hotels, 1146 rooms, 4026 beds) & pipeline (6 hotels, 810 rooms, 2338 beds)**

| <b>Location</b>                  | <b>Opening date</b> | <b>Rooms</b> |
|----------------------------------|---------------------|--------------|
| <b>Berlin Meininger Strasse*</b> | <b>12-99</b>        | <b>51</b>    |
| <b>Berlin Hallesches Ufer</b>    | <b>01-03</b>        | <b>75</b>    |
| <b>Berlin Tempelhofer Ufer</b>   | <b>05-03</b>        | <b>19</b>    |
| <b>Munich</b>                    | <b>09-04</b>        | <b>95</b>    |
| <b>Cologne</b>                   | <b>05-06</b>        | <b>52</b>    |
| <b>London</b>                    | <b>10-06</b>        | <b>48</b>    |
| <b>Vienna</b>                    | <b>09-07</b>        | <b>68</b>    |
| <b>Berlin Prenzlauer Berg</b>    | <b>04-08</b>        | <b>90</b>    |
| <b>Hamburg</b>                   | <b>04-09</b>        | <b>116</b>   |
| <b>Berlin Central Station</b>    | <b>10-09</b>        | <b>296</b>   |
| <b>Berlin Mitte</b>              | <b>08-10</b>        | <b>124</b>   |
| <b>Frankfurt/Main</b>            | <b>04-10</b>        | <b>163</b>   |
| <b>Berlin Airport BBI</b>        | <b>2010/2011</b>    | <b>151</b>   |

- > **England**
- **Total :** 
  - 19 hotels
  - 1,594 rooms

- > **Benelux**
- **Total :**  
  - 24 hotels
  - 1.660 rooms

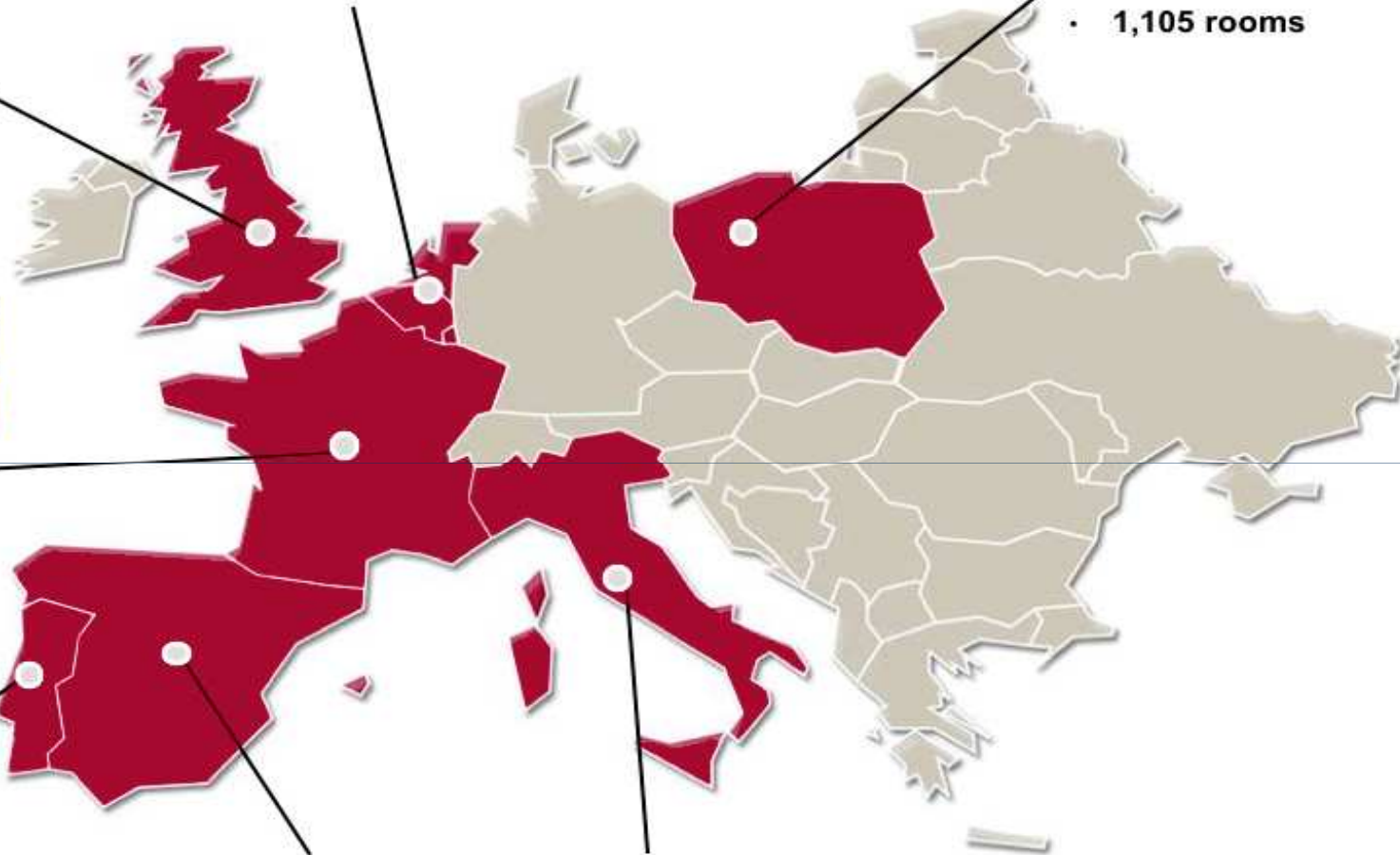
- > **Poland**
- **Total :**   
  - 10 hotels
  - 1,105 rooms

- > **France**
- **Total :**    
  - 782 hotels
  - 49,067 rooms

- > **Portugal**
- **Total :** 
  - 1 hotel
  - 72 rooms

- > **Spain**
- **Total :** 
  - 8 hotels
  - 967 rooms

- > **Italy**
- **Total :** 
  - 3 hotels
  - 324 rooms





# Accor's European budget portfolio & Motel

## 6

**Total hotels: 1,434**

**Total rooms: 132,530**

**Motel 6 - present in the US and Canada with 95,753 rooms in almost 1,000 hotels**

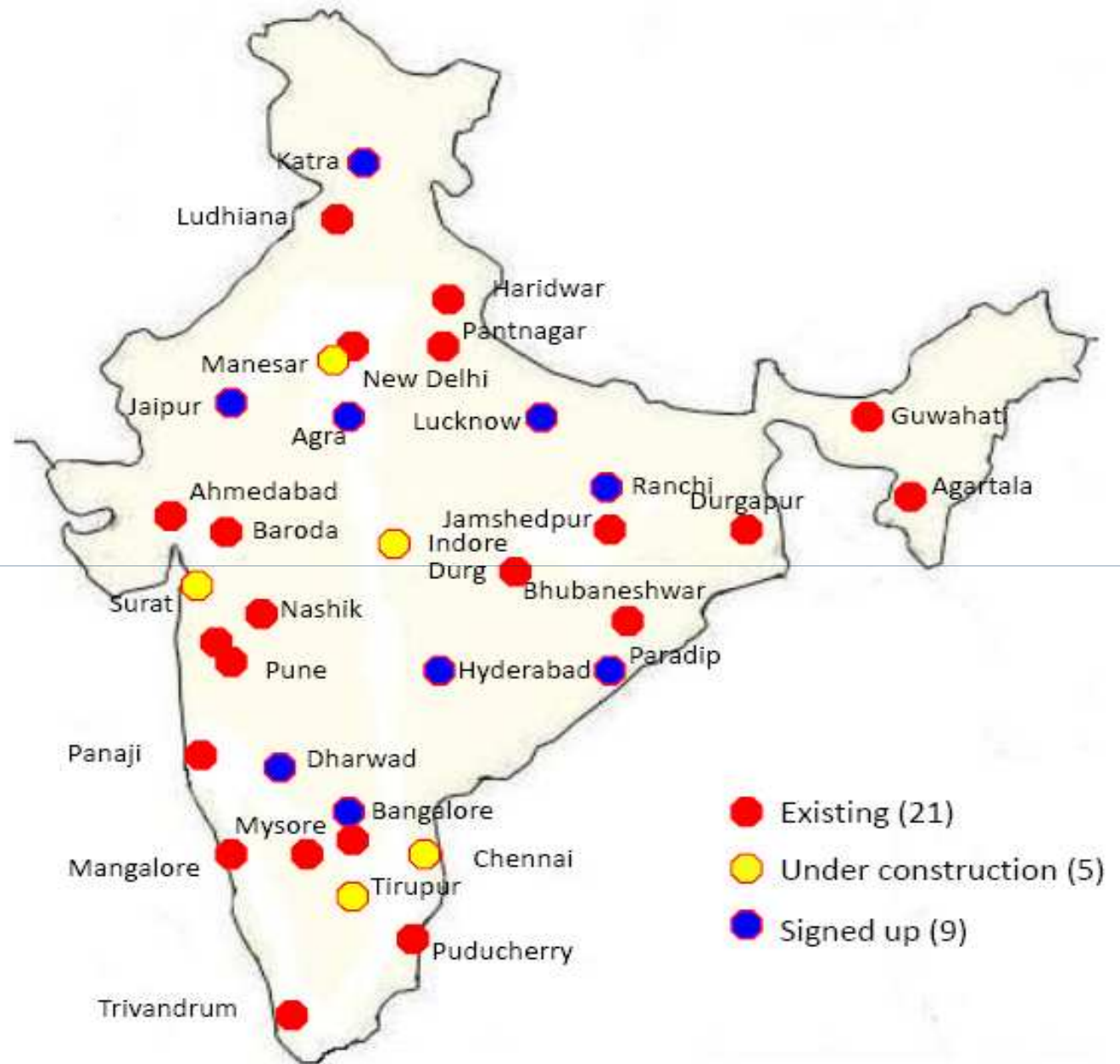
### Accor's European budget hotel portfolio

| All seasons |       | Ibis   |        | Etap   |        | F1     |        |
|-------------|-------|--------|--------|--------|--------|--------|--------|
| Hotels      | Rooms | Hotels | Rooms  | Hotels | Rooms  | Hotels | Rooms  |
| 39          | 3,025 | 691    | 73,265 | 404    | 34,035 | 300    | 22,205 |



# Ginger Footprint in India

October, 2009



- Existing (21)
- Under construction (5)
- Signed up (9)



LHC

LAUSANNE HOSPITALITY CONSULTING

a division of Ecole hôtelière de Lausanne

Thank You