

Press release

THE ORIGINALS, HUMAN HOTELS & RESORTS: A NEW HOTEL BRAND

*Paris, 13 November 2018 A basic shift is pushing customers to travel locally and enjoy a fuller experience in unique hotels. For these people, each trip and each journey is another opportunity to grow as a person and a human being. This desire for authenticity has breathed life into a new-generation hotel brand that anticipates both traveller and hotelier needs: **The Originals, Human Hotels & Resorts**. Its name captures the philosophy and unique identity of this new brand. Its description and signature details express its unique values: the human touch, local travel, experience and independence. At The Originals, Human Hotels & Resorts, all hoteliers have something unique to share. The brand currently plays host to more than 600 hoteliers in France and abroad, from budget to luxury.*

A powerful group movement

Founded 50 years ago by six independent hoteliers, over the years the SEH United Hoteliers group has developed into the fourth-biggest French hotel group. It has also become Europe's leading hotel cooperative with more than 600 hotels (*).

With its group movement and vision of authentic hotel services, the Group has now grouped all of its hoteliers under a single, powerful brand: *The Originals, Human Hotels & Resorts*. This development has also led to a complete digital and marketing transformation.

The choice of name enhances the brand identity, expressing humanity, diversity, universality and, most importantly, the originality of the Group hotel offer. The identity was designed to enable each hotelier to showcase their own identity first and foremost.

The wide range of hotels offers world travellers an exceptionally rich palette of experiences and stays – from budget to luxury – in deepest nature, villages and cities, taking it back to basics as the digital transformation gathers pace within the industry.

The Originals, Human Hotels & Resorts hoteliers are all driven by the same passion: to give each guest an original, human experience.

Just the category for each hotelier

The Originals, Human Hotels & Resorts is made up of a vast community of people united by the same vision of travel and hospitality. The brand comprises six hotel offers, from budget to luxury, with six types of different, easy-to-remember experiences for travellers:

- **The Originals Collection:** luxury hotels with exceptional spirit and character
- **The Originals Relais:** high-end hotels ideally located in the countryside, by the sea or in the mountains
- **The Originals Boutique:** hotels in city centres with style and personality designed by their owners
- **The Originals Residence:** fully equipped apartments, offering all the services of a hotel
- **The Originals City:** city hotels, perfect for a work or family trip
- **The Originals Access:** contemporary and functional hotels close to major roads

A digital native brand

By the end of the year, *The Originals, Human Hotels & Resorts* will provide guests with:

- A booking site presenting the group's 600 hotels and showcasing the know-how and originality of each hotelier with the aim of becoming a destination site driven by a strong philosophy and rich content,
- A quick and easy three-click booking module,
- A paperless loyalty programme that reflects the brand philosophy by offering each guest experiences and instant rewards after every trip.

Hoteliers will also benefit from a new digital platform with the everyday tools to make life easier: a booking engine, customer knowledge, quality management and Business Intelligence.

An ambitious launch plan

For the launch of the new brand, the Group has developed a sustained, ambitious, multimedia marketing plan. The target is 20% awareness by 2023 to boost bookings and guarantee success. To achieve this, a large-scale strategy has been drawn up with an advertising campaign on national TV, bolstered by a social media strategy and CRM, media relations and webmarketing acquisition tools.

*"The name *The Originals, Human Hotels & Resorts* was a clear choice to embody the essence of what we now offer with our Group hoteliers: originality, humanity and strength in numbers. It also reflects our response to the new expectations, needs and desires of modern-day travellers: a 100% digital and accessible brand, authenticity and a local touch with a wide range of hotels and personalised services. We want to put the brand on the world stage and reach all holidaymakers and business travellers. To do so, we have a very ambitious launch plan,"* says **David Esseryk, Marketing and Digital Director at *The Originals, Human Hotels & Resorts*.**

About

The Originals, Human Hotels & Resorts is a group movement of 600 independent hoteliers who have shared the same vision of more personal and authentic hotel services for more than 50 years. With six categories, from budget to luxury, the hotels The Originals, Human Hotels & Resorts hoteliers all have something unique to share, show or try out, from a recipe to an anecdote, passion, story or diverse experiences. This allows guests to get the most out of local life in 12 European countries and worldwide. The Originals Collection, The Originals Relais, The Originals Boutique, The Originals Residence, The Originals City, The Originals Access. Find out more at the www.TheOriginalsHotels.com

(The SEH United Hoteliers group owns the Relais du Silence, Qualys-Hotel, Inter-Hotel, P'tit Dej-Hotel and Hôtels-Chalets de Tradition hotel brands, which will now be operated under the new brand: The Originals, Human Hotels & Resorts.*



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*The***ORIGINALS**
HUMAN HOTELS & RESORTS



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COLLECTION

*The***ORIGINALS**
RELAIS

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BOUTIQUE

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RESIDENCE

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CITY

*The***ORIGINALS**
ACCESS

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