

Press release

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.*

Not just hotels – hoteliers

The Originals, Human Hotels & Resorts is a new generation of hotels run by enthusiastic staff with an incredible sense of hospitality. Their aim is to bring the best of independent hotel services to all travellers seeking an alternative offer. It's also a movement for more human, local hotel services.

The hoteliers have made independence a lifestyle as much as a management method. They embrace a certain uniqueness that forms the Group's greatest asset: diversity. They all share the same philosophy and commitment to quality and service but each has their own way of presenting it to customers. There are masterchefs, art and outdoor enthusiasts and big city aficionados.

Aurora Cacho, Hotelier at The Originals Cortijo Los Malenos Hotel serves up Cortijo (a typical Andalusian farm) fig jam and home-made cakes.

Cyril Orinel, Hotelier at The Originals & Restaurant Le Moulin de Chaméron Hotel in Bourges, bought the hotel he liked to visit as a child as evidence of his love for local cuisine.

Michel Podevin, Hotelier at The Originals Rouen Nord Éden Hotel has taken to a little game of pétanque on his boules pitch before checking in each guest.

Faye et Mike Jones, Hoteliers at The Originals Chalet Matsuzaka Hotel in La Rosière have combined their passions for the mountains and Japan in the same hotel. And so each guest is welcomed in a typical Savoie chalet with Japanese influences.

Just the hotel for each and every traveller

The Originals, Human Hotels & Resorts is a hotel brand made up of a vast community of people united by the same vision of travel and hospitality. Its hoteliers are a diverse range of people, working in their neighbourhood or region, who all have something unique to share with their guests. The brand comprises six hotel offers, from budget to luxury, with six different types of experience and something for **every need and traveller, whether going solo or with family or a group**:

- **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 Boutique**: 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 for hoteliers close to travellers anywhere, anytime

To establish its positioning, *The Originals Humans Hotels & Resorts* has developed a new type of website to be launched by the end of the year: an alternative booking platform, allowing each user to get to know their host hotelier. Designed to completely immerse the guest in each hotelier's world, it showcases the people, places and all the experiences they'll have there.

www.TheOriginalsHotels.com

Originals Club: a free, paperless programme

A programme allowing each user to collect points and easily get more and more out of local life. For every night spent in one of the Group hotels, members earn points they can exchange for real local experiences organised by the hotelier. Each point you earn can also be redeemed to pay for all or part of your booking, get an upgrade or enjoy products and services available within the hotel. Finally, loyalty programme members enjoy a special rate for each booking and private sales especially for them.

For example, guests can convert their points into a tour of the Maisons de Champagne cellars at The Originals Reims-Tinqueux Hotel, visit the oldest clock in the world at The Originals Venise Sud Bristol Chioggia Hotel or play a round of golf at The Originals Vichy Les Nations Hotel.

www.theoriginalshotels.com/fidélité

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

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



Press contacts

Pepper Menthe Communication

Samira Chakkaf Andalouci: +33 (0)7 86 11 14 52 samira@pepperminthe.com

Sophie Lozach: +33 (0)6 63 17 36 43 sophie@pepperminthe.com



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