

# OKKO

HOTELS

PRESS RELEASE

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## IN 2017, INDEPENDENT GROUP OKKO HOTELS EXCEEDED ITS TARGETS

Only four years have passed since the opening of the chain's first hotel in Nantes in January 2014. Since then, 7 more branches of OKKO HOTELS have opened their doors to the public in France. The innovative hotel group created by Olivier Devys has grown quickly and, along the way, has achieved outstanding customer satisfaction levels despite challenging market conditions. Marked by big announcements and two new hotel openings, 2017 proved to be a landmark year in the group's history.

### Strong growth and quality service

In 2017, the turnover of the OKKO HOTELS group broke the €20 million mark for the first time. In doing so, it exceeded its target of 40% year-on-year growth. Furthermore, the chain has proved capable of meeting financial targets without letting other standards slip. Known for its quality of service, the group's 8 hotels have been awarded no fewer than 14 certificates of excellence by online travel agencies, a testament to their high levels of customer satisfaction.

Loyal to their reputation for innovation, the OKKO HOTELS team have doubled their efforts to ensure the ongoing improvement of their product and services. As a result, the brand's net promoter score\* - which already stood at an impressive 70 in 2016 - progressed by 4 points to 74 in 2017.

### Sustained development

In 2017, OKKO HOTELS maintained its rate of growth by opening two new hotels. The first, in the Porte de Versailles neighbourhood in June 2017, was the chain's first opening in inner-city Paris. The second hotel was opened in a new district of Strasbourg in October 2017, just a month before the arrival of the famous Christmas market. With the addition of this latest property, the group's first in the east of France, OKKO HOTELS reached a total of 8 hotel openings in 4 years. The group now fully intends to keep this momentum going over the coming years.

### A new vision for hotel employment

By the end of the year 2017, the OKKO HOTELS workforce had reached a total of 145, including staff members at both its head office and hotels. On choosing to join the OKKO HOTELS adventure, each of these 145 staff members has pledged to work, on a daily basis, to bring the brand's core values of generosity, modernity, serenity and conviviality to life.

In 2017, OKKO HOTELS accelerated the growth of its employee training programme, with a view to promoting internal career development opportunities. As a result, four members of hotel staff were promoted to the position of deputy manager over the course of the year.

*\* Le net promoter score est un indicateur de la satisfaction et de la fidélité client.*

Olivier Devys, President & Founder of OKKO HOTELS, discusses what the year 2018 holds in store for the group:



“While the year 2017 will be remembered for two significant hotel openings, 2018 will be a year of consolidation for our group. With 8 hotels already to our name, and as many again in construction and development stages, we plan to make the most of this time to ensure that we are well positioned to sustain our ambitious rate of growth without sacrificing the future quality of our service.

In practice, this means carrying out the fundamental work required to bring our youngest hotels up to full speed. We aim to achieve 25% year-on-year growth in 2018, an ambitious target underpinned by the favourable economic climate and the popularity of our concept, which continues to win over new customers.

We are also going to invest considerable time working on other matters that are close to our heart, in order to drive ongoing improvement on all fronts. One example that immediately springs to mind is reinforcing our commitment to sustainable development. Similarly, in an industry with such a high level of staff turnover, we will pursue our human resources efforts in order to make sure that we continue to create a welcoming and rewarding professional environment for our employees. But we will also ensure that we do not lose sight of innovation, without which OKKO HOTELS would never even have existed. We want to use the year ahead to come up with new and surprising ideas that will help to consolidate our position at the very forefront of the urban hotel scene.

Finally, preparations will continue for our next major event: the opening of OKKO HOTELS Paris - Gare de l'Est in the spring of 2019. The construction of this 170-room hotel, part of the redevelopment of the railway station and boasting a public garden on its roof, is a unique and ambitious project. Its opening will also coincide with the unveiling of the new OKKO HOTELS concept. Five years on from the start of our adventure, we look forward to surprising our guests once again with a fresh *décor* and a host of new features.”

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