

# OKKO

HOTELS

PRESS RELEASE

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# THE OKKO HOTELS GROUP

## POSTS 83% GROWTH

### IN 2016

2016 was another cloudless year for the urban four-star hotel group founded by Olivier Devys.

Despite a difficult year for the French hotel industry, OKKO Hotels recorded a turnover of €14.1 million in 2016, up 83% compared with 2015 and 8 points above the group's target for the year.

Read on for more details on an outstanding twelve months for a young French hotel group that is already setting its sights on even greater successes to come.

#### DEVELOPMENT

In 2016, OKKO Hotels doubled in size with the opening of three new hotels in Cannes, Rueil-Malmaison and Bayonne, bringing its total capacity to 630 rooms. This momentum has been carried through into 2017, a year which will see the group open its first Parisian hotel in June – in Porte de Versailles – and an eighth hotel in Strasbourg in October.

Two further openings in Toulon and Paris Gare de l'Est are already scheduled for 2019. The group continues to explore new opportunities as it steadily progresses towards its target of 50 hotels, including 25 in Paris and the surrounding region.

#### INVESTMENT

To date, a total of €210 million has been invested in the OKKO project, funds which have gone towards creating the concept, building real estate and developing business assets.

## HUMAN CAPITAL

First and foremost, OKKO Hotels is represented by its personnel, a team that had grown to 75 staff members by the end of 2016. The year 2017 will see the direct creation of 25 new jobs, increasing the total workforce to 100 employees spread out over eight hotels and a head office.

## PERFORMANCE

Despite the difficult climate, the group's sales volume rose to a total of €14.1 million in 2016, representing an 83% increase year-on-year. The young French company is now targeting 40% growth for the year 2017.

However, its financial performance aside, the company's growing status as the leading name on the French four-star market has fundamentally been down to its supreme levels of customer satisfaction.

In 2016, all six hotels maintained their levels of excellence in customer service, boasting ratings of between 9 and 9.2/10 on Booking.com. Five of the hotels are among the Top 3 in their cities on Tripadvisor.

Together, the six hotels won no less than 13 awards in 2016:

- 5 Guest Review awards from Booking
- 3 Certificates of Excellence from Tripadvisor
- 2 Certificates of Excellence from Hotels.com
- OKKO Hotels Nantes is among the Top 10 places to stay in the Pays de la Loire region, according to Trivago
- OKKO Hotels Lyon is among the Top 10 places to stay in the Auvergne-Rhône-Alpes region, according to Trivago
- OKKO Hotels Grenoble is on Egencia's list of Top 100 Preferred Corporate Hotels

## THE VIEW FROM THE TOP: OLIVIER DEVYS, PRESIDENT AND FOUNDER OF OKKO HOTELS

“Against a backdrop of much uncertainty for the hotel industry, OKKO Hotels showed in 2016 that it is more than capable of holding its own. Sales continued to rise, not only thanks to the opening of three new hotels in Cannes, Rueil and Bayonne, but also owing to the steady growth of our first three hotels in Nantes, Grenoble and Lyon. This success is a just reward for the decision to place our faith in selective development, a controlled strategy and a strong brand, and also for the daily efforts of our employees to ensure the highest levels of customer satisfaction. Our leading position on ratings websites serves as proof that our decision to treat our guests with generosity is one that is really paying off.”

For more information: [www.okkohotels.com](http://www.okkohotels.com)

More details and HD images available on request

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