

# Scrap Book 2008

- **Editorial** page 2
  
- **I. Symboles de France** page 3
  - 1- History page 3
  - 2- Positioning page 4
  - 3- Symboles d'Europe page 4
  
- **II. Symboles de France : the members** page 5
  - 1- Hotel Selection page 5
  - 2- Cultural members Selection page 6
  - 3- Hotel classification page 6
  - 4- The new members 2008 pages 7-8
  
- **III. Communication** page 9
  - 1- The 2008 Guide page 9
  - 2- The Website pages 10-11
  - 3- The Loyalty Card page 12
  - 4- The Newsletter page 12
  
- **IV. The Marketing** page 13
  - 1- The Call Centre page 13
  - 2- The Online reservation system page 13
  - 3- Meetings and Events page 13
  - 4- The Gift Certificates pages 13-14
  
- **V. Cultural Events** page 15
  
- Symboles de France : Key Figures page 16
- Symboles de France : the Men page 17
- Symboles de France : the Network page 18

## **Tourism and Culture: a new paradigm for a sustainable development.**

«These are nowadays the fundamental values of the original concept of Symboles de France »

These residential sites travel through time, without taking notice of the unnecessary but only take into account what really matters.

Places which remain in the shadow of the past, centuries that made of France a unique place for its superb « Art de Vivre ».

In a world where technology disrupts our everyday life, it is important to preserve the human dimension of our hotels which confers to them a special and unique atmosphere.

It is a question for Symboles de France of aestheticism and tradition.

We shall now expose the principles of Symboles de France:

The most important is to be greeted as a guest rather than as a customer

The privilege to discover these places which are often classified as Historical Monuments.

Privilege of emotion in places out of time where the imagination grows to recompose the spells of past and it is then the privilege of dreams and difference because we are far from subtleties and "tourist traps".

Privilege of respect, because we know how to preserve « the spirit of the place ».

Symbols of France will mark the journeys of your life forever!

Philippe Savry  
President

# ***I. Symboles de France***

## **1. History**

Symboles de France is an association of Art, History and Hostelry, which has as objective to go beyond the simple notion of accommodation to introduce a cultural dimension to tourism.

In a country where history can be found everywhere, the historical monuments, the family mansions, the cultural sites gathered by Symboles de France offer to the lovers of a new “art de vivre” style, a beautiful route across the country.

The Symboles de France brand was born from the initiative of three men, Philippe Savry (les Hôtels Particuliers), Pierre Traversac (Grandes Etapes) and Jan Jacques Vallées (Chateau de Goville). All three of them had the idea and desire to unite the beauty of the places, the exclusive nature of the residence, the warm welcoming, to a permanent search of culture and historical resources of the country.

Settled in 1999 as “Esprit de France” the association is named since 2002 “Symboles de France” and gathers today 310 members, including 89 hotels in France and over the world.



## 2. Positioning

Symboles de France exclusively brings together independent 3 and 4 star hotels as well as Historical Monuments to visit.

To be part of the Symboles de France Chain the hotel must be located in a Chateau, Abbey, or a charming house.

Symboles de France's leitmotiv being the development of the cultural tourism, each and every hotel must be partner with a cultural site (art gallery, museum, chateau, garden, craftsman...) close to the hotel.

For instance: the "Hostellerie du Chateau d'Ermenonville" is partners with the "Abbaye Royale de Chaalis", "the hotel le Domaine de Beauvois" is partners with the "Chateau de Villandry" etc...

The Symboles de France Alphabet book:

**A** – Authenticity

**B** – Beauty

**C** – Creativity

**D** – Discovery

**E** – Elegance

## 3. Symboles d'Europe

Willing to spread its concept across Europe, a new brand was born in May 2006: Symboles d'Europe!

Symboles de France's objective in the next few years is to continue its development in France but also in Europe. In order to do so Symboles d'Europe will set up partnerships with similar chains in Italy, Spain, Great Britain Luxembourg etc...

**20 hotels in Europe and throughout the world:**

→ 1 Hotel in **Italy**: Relais Falisco

→ 12 Hotels in **India**: Neemrana Hotels

→ 4 Hotels, 1 Restaurant in **Holland**: Hotels Camille Oostwegel

→ 2 Complexes in **Madagascar**: Baboo Village, hotel « Les 3 Métis »

## ***II. Symboles de France – The members***

### **1. Hotel Selection**

Character houses, exceptional houses, Chateaus, Abbeys, Mansions, or charming houses, all the Symboles de France hotels have to respect the following criteria:

***. “The character ”.***

The architecture, the location, its history and the spirit of the house must be the attractiveness of the hotel. It must integrate perfectly its environment.

***. “The sincerity”.***

From our hotels a strong feeling of quality, of consistency and of sincerity is released. No show off or pretension will be noticed in our hotels.

***. “Well being”.***

Everything must contribute to the comfort of the host.

The personalisation, the silence, the cleanliness and the high quality service are essential aspects.

The rooms are decorated with taste and harmony, the restaurant uses quality and local products.

***. “Hospitality”.***

The welcoming and the service are always efficient, full of courtesy and personalized.

These qualities are primordial as they create and develop the atmosphere of the hotel which allows us to win the loyalty of our customers.

In our hotels amiability, attention, patience and good manners are permanent objectives shared by the entire chain.

***In 2008, Symboles de France gathers 70 hotels all over France and 19 in foreign countries.***

***This represents a total of 2 641 rooms around the world.***

## **2. The Cultural Members selection**

In 2008 Symboles de France gathers in the “Guide Blanc du Voyage » 218 **Cultural Sites**. In addition to the 79 Discovery Partners associated to each of the hotels, Symboles de France also represents 24 cultural members. These are mainly Chateaus, Abbeys, Exceptional Gardens, as the Chateau de Chenonceau, the Gardens of Villandry etc...

The Centre of the National Monuments, “Monum”, is Symboles de France’s partner. This partnership was born in 2002 from a same will to increase the going and the development of the French historical monuments.

“Monum” manages over 115 national monuments all of them being state properties.

Some of these monuments are the greatest the country counts, for instance, the Mont Saint Michel Abbey, the “Arc de Triomphe” on the Champs Elysées...

The objective of this state organisation is to enhance the French heritage and develop its accessibility to the largest audience.

It fosters, with over 200 events a year, the participation of the national monuments to the development of the cultural tourism through partnerships with regional tourism offices. “Monum” welcomes over 9 million people each year in its many monuments.

The main objective of the partnership is to create a strong synergy between accommodation, historical sites (37 hotels), and cultural visits close to the hotel. This approach is beneficial for both, Symboles de France and “Monum” as we have the same aim, increase the cultural tourism.

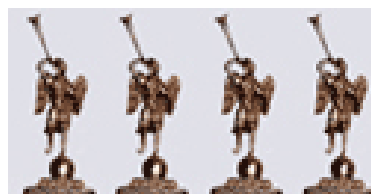
## **3. The hotel classification**

Symboles de France considers that the traditional classification by stars is not sufficient to represent the qualities and the standard of a hotel, therefore Symboles de France has set up its own classification scale: the “Renommée”.

The current classification does not take into account the historical and the architectural aspect, Symboles de France has tried to solve this lack of cultural sense.

In order to increase the comprehension of the standard of our hotels Symboles de France created the classification by “Renommée” which is based on several criteria:

- Comfort
- Reception
- Quality of services
- Infrastructures
- Site authenticity
- Location



**According to these 6 criteria Symboles de France awards a number of “Renommées” (between 2 and 4) to the hotels.**

**2 “Renommées”:** Simplicity and Authenticity

**3 “Renommées”:** Charm and Quality

**4 “Renommées”:** Elegance and Great Comfort

**The « Renommée » allegorical goddess which personifies the fame is the emblem of Symboles de France.**

#### **4. The new members 2008**

- **5 new Hotel-Restaurants and Rooms in a Chateau**



Manoir de la Fabrègues, Estaing (Aquitaine/Midi Pyrénées)  
Hotel-Restaurant 12 rooms, 2 Renommées



Hostellerie de Tourgéville, Deauville (Normandy)  
Hotel-Restaurant 26 rooms, 4 Renommées



Hostellerie La Bergerie, Oradour sur Vayres (Picardie) Hotel-Restaurant 6 rooms 3 Renommées



Château la Ballue, Bazouges-la-Pérouse (Britanny)  
« Château with guestrooms » 5 rooms, 4 Renommées



Abbaye de Reigny, Vermenton (Burgundy)  
« Château with guestrooms » 5 rooms, 2 Renommées

- **2 New Cultural Members**



Le Château de Couin (Nord Pas de Calais)



Le Château de Balleroy ( Normandy)

- **1 New hotel abroad**



Les « 3 Métis » (Madagascar)

**2 New discovery partners**

- **Le château d'Estaing** (Estaing, Aquitaine/ Midi Pyrénées)
- **Le Château du Breuil** (Le Breuil-en-Mauge, Normandie)

### **III. Communication**

#### **1. The 2008 Guide**

Since its first Guide in 2000, Symboles de France has been the only voluntary hotel chain to substitute its directory to a proper travelling guide, offering accommodation in exceptional hotels, but also restaurants and cultural sites to visit.

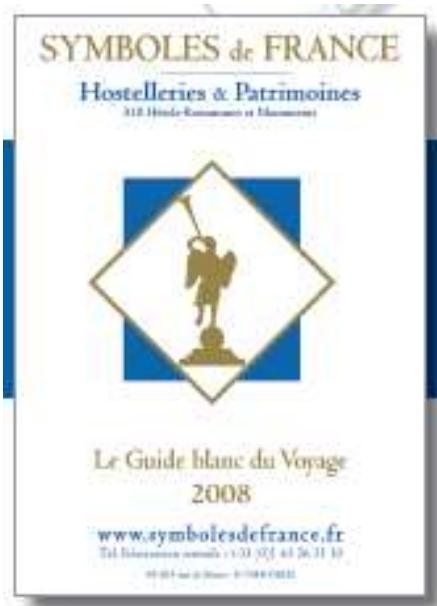
This unique initiative was awarded in 2001 by the Best Hotel Guide of 2001 by the Hermès Trophy, famous international reward.

The main asset of this travelling and cultural guide is to increase the exclusive philosophy of the chain, by linking the traditional hostelry values in great locations and sites to suggestions of cultural visits.

The “Guide Blanc du Voyage”, organised in 14 regions, is the perfect companion to travel through the heart of the French heritage.

The guide dedicates 2 pages per hotel, one for the “Rooms in a Chateau” and one for practical information.

At the end of each region a few pages present the “cultural discoveries” in order to offer the visiting tips of the region to the visitors.



The 2008 Guide:

- 14 regions
- 2 pages per hotel, including an entire one for the pictures.
- 1 French and English description
- 1 access map.

Printed in French and English at 120 000 copies, the guide is handed out in our hotels, on the website [www.symbolesdefrance.fr](http://www.symbolesdefrance.fr) (postal charges 6€) and in our headquarters in Paris.

Symboles de France and Chateau Golf renewed their partnership in 2008. The entire destinations offered by Chateau Golf are included in the “Guide Blanc du Voyage”.

Just as Symboles de France, Chateau Golf defends the values linked to the Art de Vivre and Tradition.

## 2. Website

Symboles de France has at its disposal 5 websites which all have a different objective and target.

The screenshot shows the website [www.symbolesdefrance.fr](http://www.symbolesdefrance.fr/) in a Windows Internet Explorer browser. The page layout includes a header with the logo "Bienvenue" and "SYMBOLES de FRANCE Hostelleries & Patrimoines". A navigation menu contains links for "ACCUEIL", "CHERCHER & RÉSERVER", "OFFRES SPÉCIALES", "AGENDA CULTUREL", "OFFRIR", and "CARTE DE FIDÉLITÉ". The main content area features a large image of a castle ruin, a search bar, and several promotional sections: "AGENDA CULTUREL" with concert listings, "OFFRES SPÉCIALES" with travel offers, and "LE GUIDE BLANC DU VOYAGE 2007". A footer contains copyright information: "© 2007 - Design : BE-Concepts - Conception & Réalisation : au K par K".

**[www.symbolesdefrance.fr](http://www.symbolesdefrance.fr)**

This website targets French individual travellers, looking for a location in France.

**[www.symbolesdefrance.com](http://www.symbolesdefrance.com)**

This website has an international target as it is translated in 9 languages (French, English, German, Spanish, Dutch, Italian, Russian, Japanese and Chinese)

**[www.symbolesdeurope.com](http://www.symbolesdeurope.com)**

This is another international targeted website for people willing to travel in France and abroad.

These websites offer a new presentation for each hotel and new functionalities, for instance, the customer will be able to visualise the special offers of this particular hotel. The new functionalities will make the navigation easier for the visitor:

- Hotel research on a map
- An advanced search engine (hotel with a swimming pool, tennis etc...)
- Attractive special offers
- The cultural news of the members
- Online reservation in real time.

**A few figures for 2007:**

755.000 visited pages per month

116.300 visitors

Origin of the visits: 70% France; 5% Benelux, 3% Great Britain, 22% rest of the world.



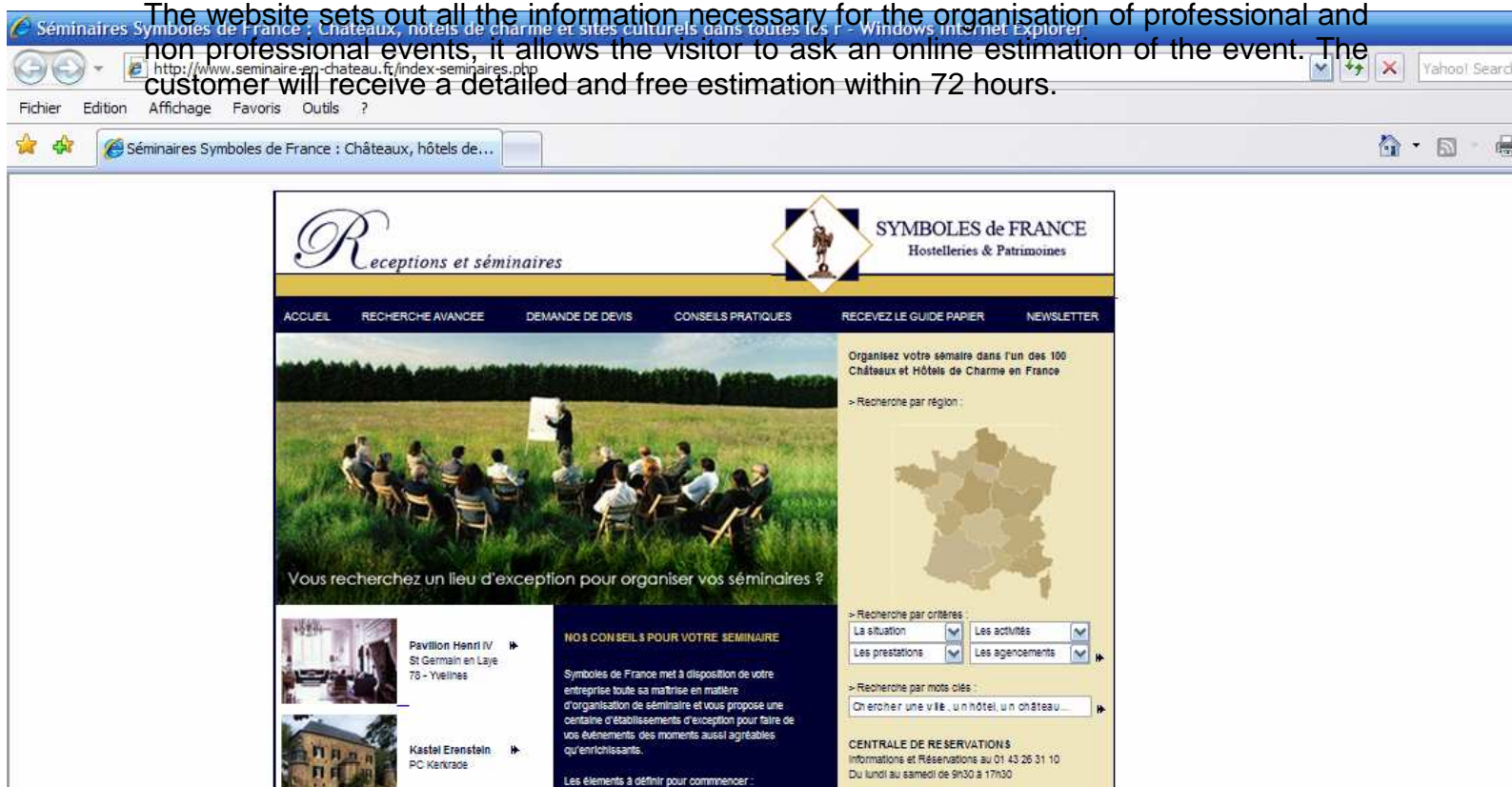
**www.guide-blanc-du-voyage.com**

Is a website that gathers all the information of the “Guide Blanc du Voyage”

**www.seminaire-en-chateau.fr**

This new website is specialised for the organisation of meetings, celebrations, events, weddings and targets more specifically corporate customers.

The website sets out all the information necessary for the organisation of professional and non professional events, it allows the visitor to ask an online estimation of the event. The customer will receive a detailed and free estimation within 72 hours.



### 3. Reward Card

The Symboles de France loyalty card was launched in 2005. It is non-transferable, secure and designed as a smart card.



When a customer asks for a loyalty card, Symboles de France credits 5 points on the card. Once the card is created, it allows the customer to receive 7% of the final note on his card. After 4 stays in Symboles de France hotels, the 7% are added up and can be spent to pay all or a part of the note of the 5<sup>th</sup> stay.

### 4. Newsletter

Every month the Symboles de France Newsletter is sent electronically to all the Symboles de France customers.

This newsletter has for objective to make a selection of special offers, to choose the hotel of the month and let the customers know about the cultural news of our members.



## ***IV. The Marketing***

### **1. The Call Centre +33 1.43.26.31.10**

The Call Centre allows the customers who wish more information or advice about a hotel or to be able to discuss with a booking advisor rather than book directly on the Internet. The Call Centre is opened 6 days a week (Monday-Saturday) from 9:30 am to 5:30 pm. This commercial mean represented in 2007, 21% of the bookings from individual customers through Symboles de France.

### **2. Online Reservation System**

Each and every hotel of the chain updates its planning on the Symboles de France websites, allowing the customers to see real time the available rooms and the prices of all the hotels.

In 2008 nearly 80% of the bookings were made through this system.

### **3. The Seminar organisation**

Symboles de France also has a seminar department which is specialised in the organisation of professional events. Its objective is to prospect new customers, to help them to find the adequate hotel, the best prices and give them the advice they could need. This department was opened in November 2007. In order to increase and develop this target, Symboles de France launched a specific website, [www.seminaire-en-chateau.fr](http://www.seminaire-en-chateau.fr), and since the beginning 2008 a newsletter is sent each month to the whole professional customer database.

### **4. Gift Certificates**

The Symboles de France Gift Certificates, "Invitation aux Voyages", are sold as a smart card, which can be personalized, and come with the Guide in a special box.



### **Invitation Gourmande – 135 €**



The Voucher "Invitation Gourmande" includes for 2 people:

- Aperitif
- Starter, Main Course and Dessert
- 1 bottle of wine, 1 bottle of water
- Coffees

### **Invitation au Voyage – Découverte**

These 2 vouchers include for 2 people, a stay of 2 days and one night in a double room and 2 breakfasts.



***Invitation au Voyage – LIBERTE, 140 €***



***Invitation au Voyage – ESCAPADE, 290 €***

### **Invitation au Voyage – Séjour**

These vouchers include for 2 people, a stay of 2 days and one night in a double room:

- 2 dinners (beverage not included)
- 2 breakfasts
- 2 tickets for a cultural site



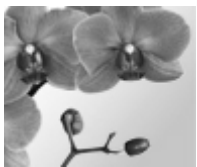
***Invitation au Voyage – ROSE, 240 €***



***Invitation au Voyage – CAMELIA, 310 €***



***Invitation au Voyage – PASSIFLORE, 395 €***



***Invitation au Voyage – ORCHIDEE, 490 €***

These packages are at disposal for individual customers and companies. Since they have been launched these packages have experienced a constant growth.

These Symboles de France Gift Certificates can be used for 1 year in all the hotels which have subscribed to this program.

## ***V. Cultural Events***

Symboles de France shows its interest for the cultural heritage by creating a series of Events, related to the History of the place.

All through the year, the hotels offer several events, such as concerts, exhibition, meetings, in order to bring culture to people and keep the French heritage active and alive.

### **The Concerts**

Between classical music and jazz, the Symboles de France members offer musical evenings in places full of history.



- Discover the crystal Organ of the Chateau d'Artigny
- Invitation to the Opera House of the Chateau d'Esclimont
- Lyrical and Gastronomic evening at the Château de Gilly
- Romantic Concert at the Château de Brécourt
- Jazz evening at Cheverny
- Speechless tales at the Chateau d'Isenbourg

### **The Exhibitions:**

All through the year Symboles de France combines Art and History throughout different exhibitions:

- Breteuil à table at the Château de Breteuil
- Light and Gardens at the Chateau de Villandry

### **The Festivals**

Still to promote and develop culture, Symboles de France offers a few music festivals in exclusive and extraordinary places:

- The Music and History festival at the Fontfroide Abbey.
- The Music and Chess festival at the Chateau de Villandry
- The Classical Music festival of the Vaux de Cernay

## **SYMBOLES DE FRANCE A FEW KEY FIGURES IN 2008**

310 members including:

- 31 Hotels
- 53 Hotel-Restaurants
- 5 Chateaus with guestrooms
  
- 3 restaurants
  
- 79 « Discovery Partners »
  
- 24 « Cultural Partners », private sites
  
- 115 Monums (state property sites)

89 hotels distinguished in 3 categories:

- 32 hotels of 4 “Renommées”
- 49 hotels of 3 “Renommées”
- 8 hotels of 2 “Renommées”

37 Hotels are classified Historical Monuments

## **SYMBOLES DE FRANCE**

### **“THE MEN”**

#### **Board of directors**

President	Philippe SAVRY, « Les Hôtels Particuliers »
Financial Manager	Pierre TRAVERSAC, « Grandes Etapes Françaises »
Vice-president	Jan–Jacques VALLEE, Château de Goville,
General Secretary	Ludovic CROSNIER, Manoir de la Poterie
Administrators	Marie-Christine POUHEY, La Tonnellerie
Executive Directors	Jean CONSTANT, La Chartreuse du Val Saint Esprit Marquis François de BRETEUIL, Château de Breteuil Jean Marc BANQUET D'ORX, Château de Salles Patrice MONMOUSSEAU, Caves Bouvet-Ladubay

#### **Symboles de France :**

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Direction	Fabien Bénétreau – Tél. : 01 43 25 52 03 fb@symbolesdefrance.fr
Membership Manager	Sylvain Pouly – Tél. : 01 43 25 68 07 sp@symbolesdefrance.fr
Sales Promotion	Marie Pierre Calvier– Tél. : 01 43 25 68 09 mpc@symbolesdefrance.fr
Online Sales Promotion	Alix Perrin Houdon – Tèl: 01 43 25 68 06 aph@symbolesdefrance.fr
Reservation Manager	Hélène Hestroffer – Tèl: 01 43 25 52 03 hh@symbolesdefrance.fr

## **SYMBOLES DE FRANCE THE NETWORK**

Alsace – Lorraine – Champagne-Ardennes

5 Hotels – Restaurants, 222 rooms (including the “Château des Monthairons”)

Aquitaine – Midi-Pyrenees

2 Hotels, 26 rooms (including the « Manoir de la Fabregues »)

Auvergne – Limousin

3 Hotels – Restaurants, 49 rooms (including the « Château de Varillettes »)

Burgundy – Franche-Comté

4 Hotels – Restaurants, 85 rooms (including the “Château de Gilly”)

Brittany

5 Hotels – Restaurants, 97 rooms (including the “Citadelle Vauban”)

Centre – Val de Loire

9 Hotels – Restaurants, 286 rooms (including the “Château d’Artigny”)

Languedoc-Roussillon

5 Hotels – Restaurants, 134 rooms (including the « Château d’Arpaillargues »)

Nord Pas de Calais – Picardy

2 Hotels – Restaurants, 117 rooms (including the “Chartreuse du Val Saint Esprit”)

Normandy

14 Hotels – Restaurants, 282 rooms (including the « Bois Joli » hotel)

Paris – Ile de France

12 Hotels – Restaurants, 315 rooms (including the « l’Abbaye des Vaux de Cernay »)

Pays de la Loire – Poitou-Charentes

8 Hotels – Restaurants, 268 rooms (including the “Corderie Royale”)

Provence-French Riviera – Corsica

2 Hotels – Restaurants, 101 rooms (including the “Mas d’Artigny”)

Rhône-Alpes

1 Hotel – Restaurant, 32 rooms (the Château de Divonne)

In Europe and the rest of the World:

Italy : 1 Hotel, 42 rooms (le Relais Falisco)

Netherlands: 4 Hotels Restaurants, 1 Restaurant, 211 rooms

Madagascar: 2 Hotels Restaurants, 39 rooms

India: 12 Hotels Restaurants, 335 rooms