



U M I H

UNION DES MÉTIERS ET DES INDUSTRIES DE L'HÔTELLERIE

Press release
Wednesday, 4th April, 2018

**Launch of the CimerAlbert campaign.
"Hotels take care of everything, especially of you!"**

The French HORECA Union, UMIH, (professional organization N°1 in the sector) and the National Group of Hotel Chains (GNC), have launch this morning a **humorous communication campaign, 100% digital** and named **CimerAlbert** to value hotels and all the services offered by hoteliers. It comes with a clear message: **"Hotels take care of everything, especially of you!"** which is translated in French **"A l'hôtel on s'occupe de tout, et surtout de vous !"**.



This campaign, only available on social media, will last three months and aims **to increase awareness of hotels and all their services** to 2 main targets which are millennials and families:

- Millennials (25-34 years old) as they are ultra-connected and over-requested by every communication campaign. They are sensitive to the quality of the service and benefits and don't hesitate to let it know by sharing their experience.
- Families because some of them turned away from hospitality through the past years saying that hotels don't provide them with services that satisfied their needs and expectations.



CimerAlbert.

This campaign, created with NetOnly, will be carried by **Albert**, a "super" butler, personifying all the services provided in hotels: staying at the hotel is still a unique experience with a high-quality welcoming and a tailor-made service that hosts will found nowhere else... even in short renting accommodations!

CimerAlbert, it is:

◆ **A dedicated website** www.cimeralbert.fr (responsive, i.e suitable for all media: smartphones, computers, touch pad) to present hospitality and its values, the diversity of establishments and experiences, and to emphasize services offered by hotels to their clients. It will resend to dedicated accounts on social media and will also host the three video made for the purpose of the campaign.

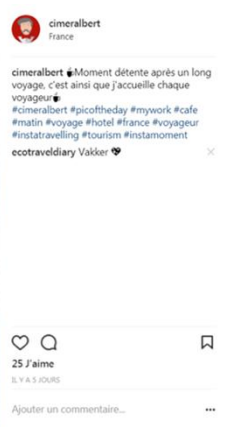
◆ **3 video** released on social media and on the website showing the everyday life of characters who look like us (a family, a young couple, a business traveler) and who face situations which can happen to those who don't stay at Albert's.

◆ **A Facebook page:** <https://www.facebook.com/CimerAlbert.fr/> and an **Instagram account:** <https://www.instagram.com/cimeralbert/> where will be posted articles, photos and video concerning values and services offered by Albert. A "sponsored" advertising campaign toward specific targets will be launched between April, 10 and May, 15.



■ C S L M F ■





◆ An **influence marketing action** with influencers who will share their Albert experience in different parts of France to make it live to their community

“It’s the first time that French hospitality launches such a campaign on its establishments and its services’ image. We are well aware of our client new requests and all the Alberts in France adapt themselves to satisfy those requests with a high-quality service and an impeccable welcome. It is our duty to remind this and let it know... and why not, in a humoristic way! It is why we launched CimerAlbert, in order to value our establishments, our know-how, our services. Hotels take care of everything, especially of you!” declared Roland HEGUY, confederal president of UMIH.

For Jacques BARRE, president of GNC, *“Our duty is not to compare hotels to short renting accommodations but instead to make sure that our establishments, our employees and all the services we offer are valued and known by everybody. It is with humor and through social medias that Albert will convey our values to the greatest number of people: welcoming, service, quality and security”*.

Laurent DUC, president of UMIH Hospitality, adds: *“Our first value is the service and in all hotels in France, there is an Albert watching over quality and who commits himself to it! All operators and other forms of accommodations want our name “hotel”, our ranking with “stars”, our standing “palace” but no one wants to be Albert! The real experience is in our establishments and nowhere else !”*.

UMIH and GNC kindly ask all French hoteliers to relay and share this campaign. A communication toolkit is available for them. This campaign is part of all the actions lead by UMIH since many years to create a clear, transparent and loyal framework for short renting accommodations.



The French Union of Professions and Industries in the Hotel business (UMIH) and its associated unions (GNC (National Group of Hotel Chains), UMIH Prestige, SNRPO (National Union of Public Organized Catering) SNEG & Co (National Union of Gay Enterprises), SNRTC (National Union of the Themed and Commercial Catering) and the CSLMF (Union Chamber of Cabarets and Nightclubs)) and with the fusion with CPIH, is the professional organization N°1 in its sector and the spokesperson of HOREC (hotels, restaurants and cafés). For more than 65 years, the confederation represents, defends and promotes independent professionals. UMIH is present and active throughout the French territory with more than 2.000 representatives and 300 collaborators divided through more than 100 departmental federations (ultramarine included).

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