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The financial, and now economic, crisis, sparked by the failure of Anglo-Saxon banks, has had a heavy and brutal impact on all hotel consumption, in 2009 and 2010, in all categories, in France.
Over the last 15 years, hotel demand (number of overnight stays) in France has evolved faster than supply (number of rooms on sale), with the exception of two recent periods struck by the crisis: 2009 and the start of 2012. The recovery, since the start of 2010, shows that the fall was only a short-term phenomenon.
The revival of demand has been driven by midscale clientele, whose expectations are higher; thus the constant renovation of the “hotel product” is so important. The new fall in demand observed since the start of 2012 is mainly due to the fall in hotel consumption of domestic French customers and their turning away from an aging sector in certain French regions.

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