Hotel Complex in Paris, La Défense Seine Arche

Serres de Neuilly
Summary

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1. Location

France, Paris at La Défense Seine Arche
La Défense Seine Arche : territory and access

- 10 minutes from Avenue des Champs Elysées by Metro and 15 mn by car,
- 20 minutes from Paris’s City center (Opéra, Chatelet) by Metro or RER,

New urban transports:

- **2020 new Metro station** «La Folie» (250 m from the project); extension Eole RER E
- **2025 Grand Paris Express** (line 15) Permitted to go in
  - 34 minutes to Charles de Gaulle airport
  - 38 minutes to Orly airport
- **2027, new train station** TGV (speed french train) la Défense. Fast line to Normandie( Deauville)

Source : Epadesa
La Défense Seine Arche : the political will for a new dynamic

The redevelopment of La Defense Seine Arche has been initiated in 2006 in two phases, by EPADESA, the Public institution in charge of.

1st phase - Modernization of the Skyline : new Towers and new public spaces

Iconic brands set up recently : Tata, Nokia, Western Union, Euler Hermès, Primagaz, Allianz, Ernst & Young, Fidal ....

2nd phase – Development of la Défense Seine arche in order to make «the Grand Arche» : the center of a large, modern and human city for workers, inhabitants and tourists.

Many structurant projects under construction:
- The multi purpose stadium of 40 000 spectators, Arena 92 Nanterre La Défense
- University
- New train station « La Folie »
- Development of new environnemental constructions, in regards of urbanistic priorities (Epadesa) : offices, habitations, retails and commercial shops and hotels,
- More than 330 000 sqm under construction in 2014
La Défense Seine Arche : Key figures

- 1st European Business district in terms of total office area,
- 1st employment pool in Paris region with : 3 600 companies, 1 500 Head offices, 170 000 office employees plus 130 000 workers other fonctions,
- 15 of the top 50 global companies,
- 2nd Public transport hub in the Paris region (500 000 passengers/day)
- Skyline of 71 High rise buildings,
- 8.4 millions of tourists per years,
- 94 projects any under study phase, 23 under construction representing 330 000 sqm,
- 245 000 sqm of retail space mainly focus on the shopping center *Quatre Temps*
- 13 hotels for a total of 2 000 keys
Take place in a high real estate environmental quality
In front of the « Grand Arche de la Défense» and the new Arena 92
Nanterre multi-purpose stadium (40 000 persons).

Location of the project at la Défense Seine Arche

Projects under construction (projection), around the projet

Tour des Serres de Neuilly
2. The project

An high rise environmental (Bream, Leed, HQE tower) building of 200 m (65 floors) receiving a hotel complex of 1 100 keys and seminart center.

Context

• According to the Tourisme Office of Paris, Paris’s region needs to build 7 000 hotel rooms by 2020,

• Paris is the first destination for tourism :
  - Leisure and cultural
  - Business travel 43,2% of overnights in parisian hotels recorded in 2012

• A huge hotel complex is missing for Paris city in order to receive international evenments : Olympic Games, cultural evenments ...,

• A seminart center needs to be built in La Défense area and is defended by the Public urban developer (Epadesa).
Programmation : hotels seminart complex

We have worked on the programmation in partnership, an international worldwide hotel brand IHG (Inter Continental Group). Nevertheless the programmation may move regards to investors and/or operator hotelier’s recommandations.

Today programmation for the 65 floors:

**Pedestal:**
- Ground floor : Lobby, caffe,
- Floor 2 & 3 : several restaurants/bar and shops
- Floors 4,5 & 6 : seminart center with auditorium (include 600/700 pers) commissions room & reception room
- Floor 7 : lobby and terrace restaurant

**Floors:** 1100 keys
- 800 rooms
- 300 urban Appart-Hotel,
- Several terraces mainly exploited for restauration,
- Intermediat lobbies,

**Top:**
- Panoramic Bar terrace,
- On floor for evenments reception
- SPA

**Parking:**
- 400 car parks and 10 for Bus
2. Calendar & approximative price

Calendar:
Starting studies: 2015
Construction: 2018 - 2021

Investissement: 500/600 Millions euros