

A photograph of a modern hotel lobby with a high ceiling, colorful lighting, and contemporary decor. The word "aloft" is overlaid in white, with a small "SM" trademark symbol to its upper right.

aloftSM

A VISION OF W HOTELS

Press Release

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**DIFFÉRENTS.
PAR NATURE.**

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Photo credit: Agence Citron Givré

Aloft Hotel Dijon, a unique concept in France that brings together originality, technology, and a sense of community.

Summary

- **Aloft hotel ® in Dijon, an avant-garde project**
- **A new "Lifestyle" hotel experience**
- **The Guestrooms**
- **RE:MIX & W XYZ Bar by Aloft ®, a lively venue open to everyone**
- **RE:FUEL by Aloft ® and other services**
- **Address and contact information**

Aloft hotel ® in Dijon, an avant-garde project

A little history: The Hôtel des Postes in Dijon

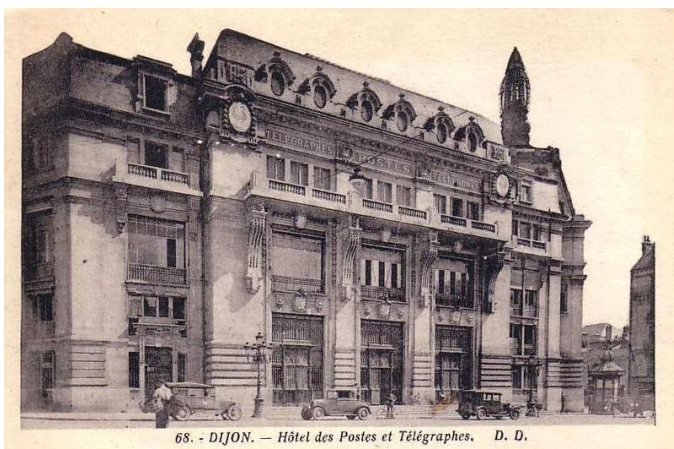
The Aloft Hotel adventure started after a project to renovate the Hôtel des Postes in Dijon that was started by La Poste Group and Poste Immo in September 2014 and finished in 2018, with the goal of transforming, beautifying, and opening the building to other activities in order to render the city center more attractive.

As a part of this important transformation, La Poste Immo sold a part of the building to Fontanel Promotion and EVERYM² in 2016.

It was during summer 2019 that Bruno and Christophe Massucco, hotel owners in Dijon, bought the 4,800m² space spread over 3 floors.

This building, which replaced the old « Château de Dijon » is, much like the Aloft concept, one of a kind.

Hôtel des Postes dans les années 1900



It's an integral part of the historical heritage of the town. This Art Nouveau-style building was built in 1907, and added onto in 1927, was officially named a historical monument in 2013. The archives reveal a complex story behind this structure, which was built at a pivotal moment. The 1900s were a time when our capacity for communication was expanding considerably. Architecture was going through a major revolution with the introduction of cement and steel. The 3rd Republic needed to build temples in the hearts of cities to show the nation's greatness. Urban planning in Dijon was shaken up by the town's defortification.

The Hôtel des Postes was the result of the intersection of these major historical events and housed an already mixed program consisting of commercial, industrial, and housing projects.

Aloft hotel ® in Dijon, an avant-garde project

Welcome Dijon Hotels: a development strategy that highlights the city's potential.

The Aloft project in Dijon is a breath of fresh air for hotels in this city. Innovating and offering new experiences to local, national, and international clients is what Welcome Dijon Hotels, run by Bruno and Christophe Massucco, aims for.

After the Vertigo hotel opened in late 2015 (a member of Design Hotels ®, from the Marriott hotel group), the Marriott hotel group is once again aiming for a new high-quality brand of a new kind of hotel.

This new **4-star hotel with 94 rooms** located in the heart of downtown Dijon in an art nouveau-style building is breaking the rules of the traditional hotel industry with its stylish and contemporary decoration as well as its brand new services available to the clientele.

The owners, Bruno et Christophe Massucco, are displaying a real development strategy on a local level for their group called Welcome Dijon Hotels.

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This partnership represents a strong potential for tourism in Dijon.

"Last summer, we purchased the 4,800 m² of the old, renovated post office at place Grangier divided into 3 floors. We needed a sizable partner with us for this concept, and Marriot fell in love with our project in this town that is not only touristic but also on the rise," explains Bruno Massucco.

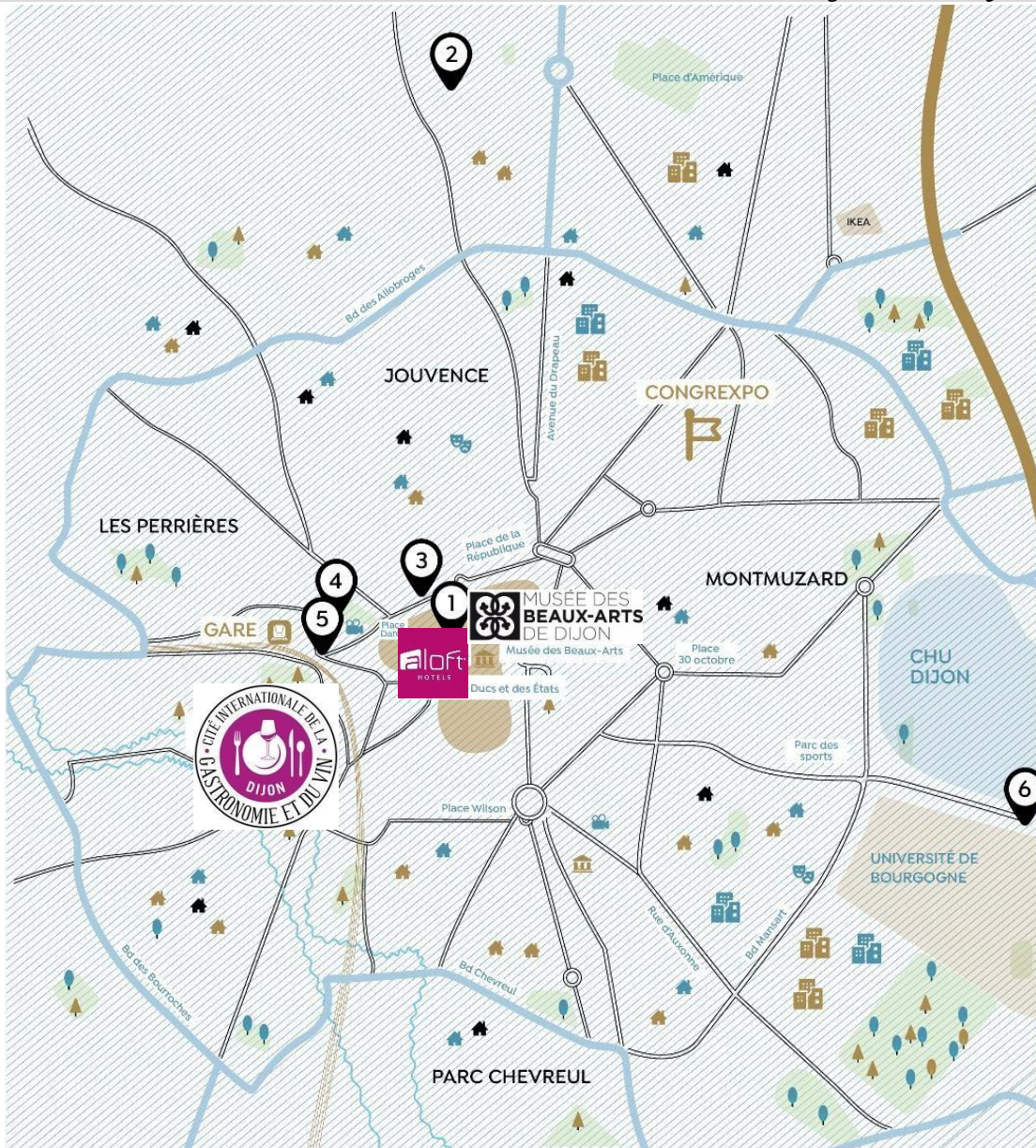
"Our experience counted and Dijon has the potential. We can see it in the flow and the business done today in the city" notes Christophe Massucco.

Bien Public Interview, 11.10 by Jean-Philippe GUILLOT.

This potential was showcased by the city of Dijon, mainly with the complete renovation of the Fine Arts Museum which started 11 years ago. Since its reopening on May 17th, 2019, it has welcomed more than 260,000 visitors and reinforced Dijon's position as a city of art and culture.

The forthcoming opening of the Aloft hotel in Dijon will follow that of the "Cité internationale de la gastronomie et du vin", another major project aimed at making the city of Dijon a must-see destination in France and around the world for its culture and cuisine.

Located in the heart of the city



WELCOME DIJON HOTELS

- 1 **Hôtel Aloft**
Place Grangier
21000 Dijon
T1 ou T2 > Station "Darcy"
- 2 **Holiday Inn Toison d'Or**
1, place Marie de Bourgogne
21000 Dijon
03 80 60 46 00
T2 > Station "Zénith"
- 3 **Vertigo**
3, rue Devosge
21000 Dijon
03 80 40 40 40
T1 ou T2 > Station "Darcy"
- 4 **Kyriad Prestige Dijon centre**
20, avenue Maréchal Foch
21000 Dijon
03 80 43 53 78
T1 > Station "Dijon Gare"
- 5 **Kyriad Dijon Gare**
7-9, rue Dr Albert Rémy
21000 Dijon
03 80 53 10 10
T1 > Station "Dijon Gare"
- 6 **Kyriad Dijon Mirande**
12-14, rue Pierre de Coubertin
21000 Dijon
03 80 31 69 12
T1 > Station "Mazen-Sully"

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DIFFERENT. BY DESIGN.

A new “Lifestyle” experience

An open mind in open spaces: that's the definition of Aloft Hotels® establishments. An original and clever atmosphere and open spaces that bring people together. This avant-garde hotel chain uses the latest technologies and ultramodern design to give its clients an exceptional experience, at their own rhythm.

This subsidiary of the Marriot International Group based in North America owns more than 160 hotels in nearly 25 countries around the world, including 10 in Europe.

Hotel Entry – Reception Desk



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The Guestrooms

Aloft Hotel Dijon will offer guests 93 lofts on three floors, including 6 Duplex rooms and, 5 suites with an incredible view of Place Grangier and its surroundings as well as some family rooms.

These rooms, called "Lofts Guestrooms" are at minimum 26 m² with ceilings measuring 2.75 meters, furnished with luxurious, elevated beds, free high-speed WIFI, 42-inch LCD TVs, amenities from Bliss® Spa, Italian showers with a tropical rain showerhead, and much, much more!

Prices:

Average price of a standard room: 120€



Photo credit: Laure Boivin-Lester

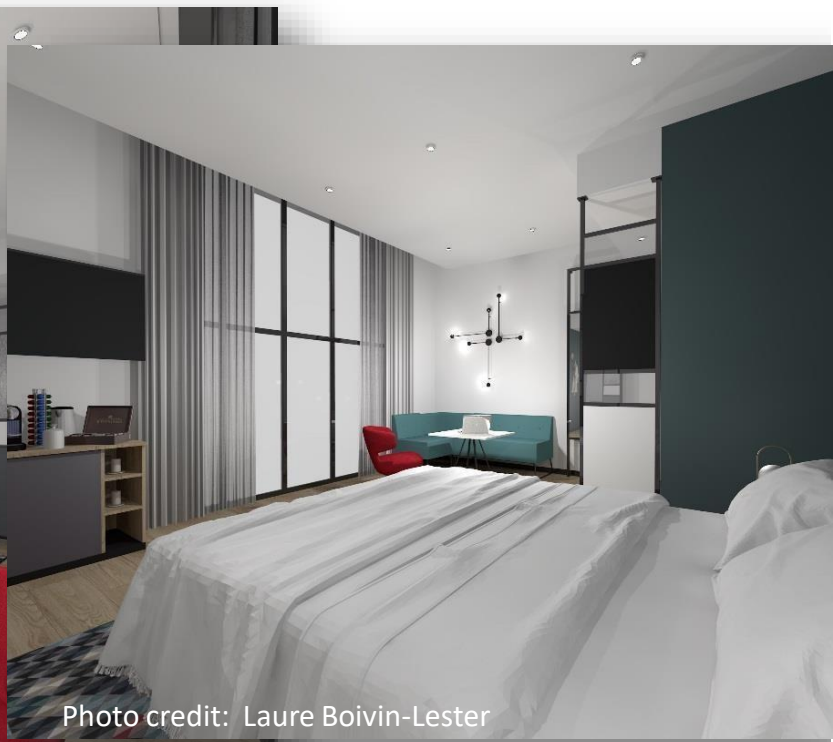


Photo credit: Laure Boivin-Lester

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RE:MIX & W XYZ Bar by Aloft ®



A lively venue open to everyone

A cocktail bar, W XYZ ® and a stage, RE:MIX ® for live concerts!

This area will create a chic, urban atmosphere for hotel clients and local clientele, with local artists giving live, acoustic concerts every week.

It will feature a well thought-out "mixology"-type cocktail menu containing W-XYZ® signature cocktails, as well as a menu offering appetizers to clients.



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RE: FUEL by Aloft®

RE:FUEL by Aloft® is a new generation of self-service convenience stores, open 24/7 for breakfast and snacks!

In order to better respond to client expectations by taking into account their consumption patterns and responsiveness to all things digital, this service will offer customers the ability to order using a digital kiosk.

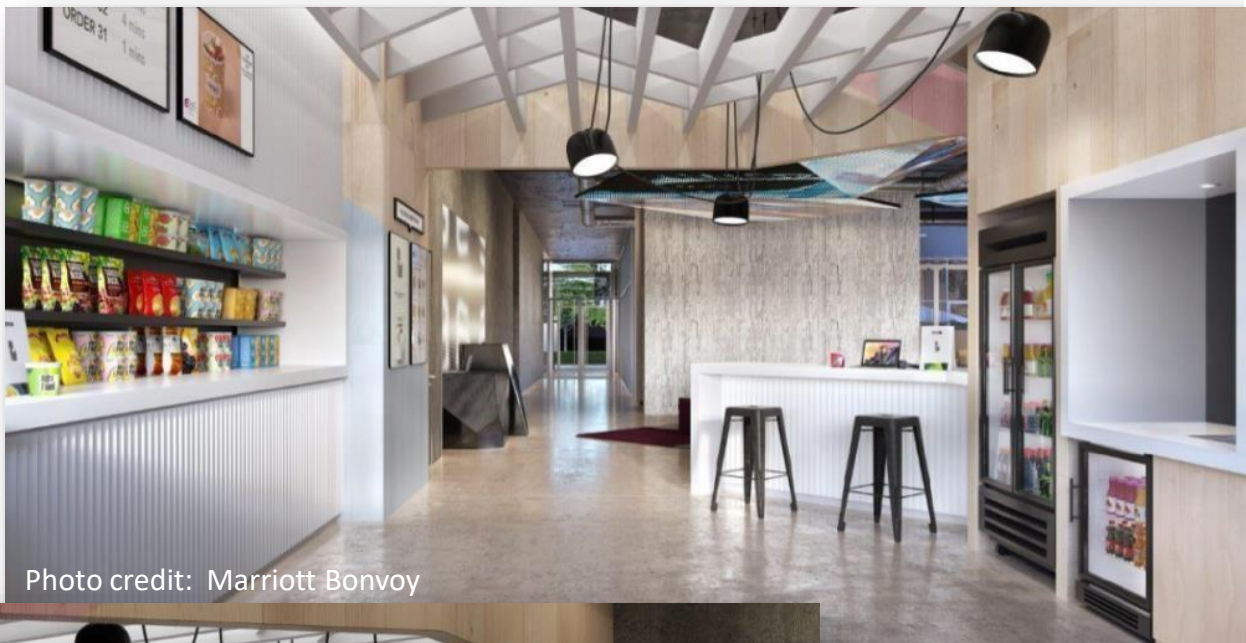


Photo credit: Marriott Bonvoy



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Other services by Aloft ®

A number of other services will be available to clients:

Tactic Rooms ®, 3 meeting rooms, two in the basement and one on the ground floor, all equipped for meetings and private events.

Splash ®, a large, heated, indoor swimming pool located in the basement, with a sauna, a steam room, and a jacuzzi.

Re:charge ®, a fitness center so hotel clients can “recharge” their batteries.

Parking lot.

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