



35²⁰²⁵
Years
Perspectives

A journey through the eyes of those who shape the soul of B&B HOTELS around the world

Paris, 18 June 2025 To mark its 35th anniversary, B&B HOTELS is proud to spotlight 35 unique perspectives. These testimonials highlight the exceptional journeys of the men and women who have helped build the Group's success. Founded in 1990 with two hotels in Brest and Saint-Malo, B&B HOTELS now operates nearly 900 hotels across 17 countries. In 2025, it became the leading budget hotel chain in France (MKG report), a position the Group has held for several years in Germany, Italy and Spain.

This exceptional growth is grounded in strong values, steady expansion, and an ability to reinvent itself – all without losing sight of what matters most: affordability, quality and people.

“These 35 perspectives are above all our way of saying thank you. Thank you to all those who contributed to our growth, challenged us, and shaped B&B HOTELS into a dynamic group, true to its values and resolutely future-focused. Since our creation in 1990, we’ve become a key player in the budget hospitality sector. Our success is built on our commitment to affordability, quality and innovation, and on our ‘Value for Money’ approach – offering high standards on what really matters, every day. Let’s celebrate 35 years of development, transformation and shared ambition.”



Céline Vercollier, CEO of B&B HOTELS Group

35 authentic perspectives, divided into seven key themes:

Entrepreneurial Perspectives

The entrepreneurial spirit is one of the Group's cornerstones. These stories highlight those who have helped shape B&B HOTELS through innovation and bold vision – from founders to recent arrivals – all united by their passion for pushing boundaries and building the future of affordable hospitality.



MAGALI CARRIO
A passion
for hospitality
in action

Partner's Perspectives

Strong partnerships have played a vital role in the Group's growth. This theme highlights long-term collaborations with suppliers, investors and strategic partners – showcasing the shared vision and synergy behind B&B HOTELS' success.



LUCIEN GEORGIN
The taste of a
loyal and lasting
partnership

Client's Perspectives

Clients are central to the B&B HOTELS journey. Their stories reflect the wide range of experiences across our hotels, from business trips to leisure stays. These perspectives illustrate the Group's ongoing commitment to quality service, warm hospitality, and a loyalty programme – *B&me* – now with over one million members.



FRÉDÉRIC BLIN
Loyalty built
across borders,
focused on what
matters most

International Perspectives

As its international presence expands, B&B HOTELS continues to draw strength from the diversity of its teams and guests. These perspectives reveal the Group's ability to thrive in new markets while staying true to its DNA.



**THIBAUT
VAUCHEL-CAMUS**
A committed
journey across
all seas

Sustainable Perspectives

Sustainability is central to the Group's strategy. These testimonials, from both internal teams and partners, showcase real initiatives to reduce the brand's environmental footprint – from eco-responsible materials and resource optimisation to recycling efforts – illustrating B&B HOTELS' sincere commitment to a greener future.

BENJAMIN LACROIX

A team member
with a mindset for
adaptation



Future Perspectives

B&B HOTELS looks to the future with optimism and ambition. These stories express a long-term vision where innovation, sustainability and excellence remain central priorities – reflecting the Group's mission to shape a brighter future alongside all its stakeholders.



LÉAH HAUDIQUET ET JÉRÉMY CAMUS
A duo turning career change
into passion and purpose

Freaky Perspectives

Every B&B HOTEL has its own unique story. Through unexpected anecdotes from guests and staff, this theme reveals the human heart of the brand and the value of authentic experiences.



VALERIO DUCHINI
A hands-on
leader, where it
all begins

Through this editorial and human project, B&B HOTELS reaffirms a core belief: it's people who define the strength of a brand.

A celebration rooted in the past, grounded in the present... and firmly focused on the future.

To access the space dedicated to the 35 years, click [HERE](#)

About B&B HOTELS

Founded in Brest in 1990, B&B HOTELS is one of Europe's leading budget hotel chains. The Group now operates nearly 900 hotels across 17 countries in Europe, Brazil and the United States – half of which are in France. Since 2019, the network has doubled in size.

Positioned in the value-for-money segment, B&B HOTELS is committed to delivering high-quality experiences at the best possible price. The Group's founding values are empathy, integrity, inclusion, simplicity and entrepreneurship.

B&B HOTELS is also actively engaged in Corporate Social Responsibility. To ensure transparency and credibility in its efforts to create positive social and environmental impact, the Group is now certified in sustainable development by independent body SOCOTEC.

Goldman Sachs has been the majority shareholder since 2019.

[More informations on bbhotels.com](https://bbhotels.com)

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