



BARRIÈRE

Paris, 9th of June 2020

Barrière enhances and digitalises its customer experience

It's been five years since the launch of its *App Barrière*, and now the Group is taking its digitalisation to the next level, with a personalised and contactless customer journey to make the guest experience even easier within its hotels.

Préparez votre séjour ensemble

Afin de simplifier les formalités à votre arrivée et de rendre votre séjour agréable, nous vous remercions de bien vouloir compléter ce formulaire.

Votre Pré-check-in

Accélérez votre arrivée ! Nous avons regroupé ci-dessous les quelques informations dont nous aurons besoin lors de votre arrivée.

NOM

PRENOM

NATIONALITÉ

ADRESSE EMAIL

NUMÉRO DE TÉLÉPHONE

ADRESSE POSTALE

HEURE D'ARRIVÉE PRÉVUE h min

ACCOMPAGNANT Oui Non

RAISON DE VOTRE SÉJOUR

Developed during the Covid-19 period of confinement, this new customer journey meets the updated health measures by restricting contact during two of the hotel industry's unavoidable steps: check-in and check-out. Having booked to stay in one of Barrière's 18 hotels, customers can register their details prior to arrival, reserve treatments or a table in one of the hotel's restaurants. On their arrival, the customer heads to one of the self check-in desks, where they sign in, making the whole procedure quick and efficient. On the morning of their departure, their invoice is sent to them by email, and the guest can leave their room key in the

key box provided.

A genuine virtual Concierge, the new *App Barrière* guides guests through their stay, offering access to all of the hotel's services, useful information, restaurant reservations and Concierge services. It also facilitates contact with the hotel, thanks to a dedicated messaging service, and additionally delivers news and weather updates for the town or city they are staying in.

It's an easy way to enjoy increased comfort and speed, as well as the best services, whilst maintaining the safety and well-being of all.

«We take care of everything. Most importantly, you!»



About Barrière

Barrière is a Brand under which the hotels, casinos and restaurants of two different groups, Groupe Lucien Barrière (GLB) et Société Fermière du Casino Municipal de Cannes (SFCMC) are marketed.

Founded in 1912 by François André and subsequently developed and managed by Lucien Barrière, Diane Barrière-Desseigne and Dominique Desseigne, Barrière has gone through many eras to become market leader in French casinos, a benchmark in the luxury hotel industry and a global player in the world of leisure and entertainment.

Barrière has developed an unrivalled offering in the top of the range leisure market, founded with the view to providing operational excellence, a quality of service that is second to none and French art de vivre. Today it owns 33 Casinos, 1 Gaming Club, 18 Hotels (mainly 5 stars and one Palace located in Courchevel) and more than 140 bars and restaurants, one of which is the renowned Fouquet's in Paris (with subsidiaries in 9 other cities) and organises almost 3,500 shows and events every year. The turnover of the two Groups was 1.24 billion euros at the end of their financial year on 31st October 2019, and they now comprise almost 7,000 co-workers.

Barrière is also well known in the food and beverage industry, serving some 2.5 million meals, in the leisure industry with 15 spas, 1 thalassotherapy centre in La Baule, 1 balneotherapy centre in Ribeaupillé, 3 golf courses and 2 tennis clubs, and is increasingly making a name for itself through its world renown Resorts located in many popular tourist destinations.



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