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WHEN
REAL PLAYERS
MEET



B

LE CLUB

BARRIÈRE

PARIS 104 CHAMPS-ÉLYSÉES



From the Bar de Escadrille to Club Barrière Paris 104 Champs-Élysées: a natural relationship

It's hard to imagine that, one fine day in June 1903, they landed an airship on the most beautiful avenue in the world, right in front of number 114. This feat was pulled off by pioneer Alberto Santos-Dumont, marking aviation history forever... and that of Fouquet's, a luxury bar opened by Louis Fouquet a few years earlier. Paying homage to the exploits of these genial madmen, Fouquet's bar was named the Bar de l'Escadrille (after the aviation squadrons).

The post-World War I era was all about derring-do, a devil-may-care attitude and partying. All the desperadoes and heroes of French and American aviation came through the Bar de l'Escadrille. And if they fancied a bit of a gamble, they had their own circle just a skip and a jump from the Champs-Élysées at the Aviation Club de France.

Transferred to number 104 in the 50s, the place has always been considered to be the most prestigious gambling address in Paris. The law on gaming circles - non-profit-making associations - might have banned most casinos games like roulette and black jack, but crazy games of chemin de fer, Punto Banco, gin rummy and stud poker went on there every day, continuing late into the night. Elegant ladies and gamblers from around the world came there to enjoy the early 20th century ambiance so characteristic of the New Wave and Jean-Pierre Melville's detective stories. A unique style imbued with a mythical past, perpetuating a respect for aviators and their legendary exploits right down to the smallest details: chips, cards and large black and white photographs. In Fouquet's bar opposite, they served cocktails with evocative names like "Ace of Hearts"...

The spirit of these aviators still wafts through the high-ceilinged rooms that are now home to Club Barrière. This place has a history, and all the rooms with Club Barrière gambling tables resonate with the exploits of the glory days of the magnificent men in their flying machines.



CONTENTS

- 05 Explore Club Barrière Paris 104 Champs-Élysées
 - 34 Barrière and Poker
 - 40 Club people
 - 44 « Dépôt Légal », Club Barrière
 - 48 Barrière, a family affair
 - 52 Barrière: Facts, Figures, Menus
-



EXPLORE CLUB BARRIÈRE PARIS 104

A PRESTIGIOUS AND ICONIC ADDRESS ON THE WORLD'S MOST BEAUTIFUL AVENUE

When it chose this prestigious address, the Barrière Group simply wanted to benefit from the best possible location from which to offer clients its expertise. Recognised as a central hub for poker in France and Europe, 104 Avenue des Champs-Élysées has always been a unique location for the biggest in the game to meet. The World Poker Tour, one of the most prestigious circuits, put on a televised tournament every season, adding its own contribution to the amazing character of the place.

In an ideal location opposite Hôtel Barrière Le Fouquet's and its famous brasserie, Club Barrière is in the heart of the Golden Triangle in Paris, where the palace hotels and Michelin starred restaurants are beyond number. And with every year that passes, the Champs-Élysées is noble as ever, with its royal progress towards the Arc de Triomphe and the Place de l'Étoile. A true home for nightlife, with Paris-by-night continuing in its time-honoured way.

This is what people have come to expect at Club Barrière: with its unique location and steeped in history, the entrance decorated with golden mirrors, personnel comprising the best professionals in the business, the "Dépôt Légal" restaurant by Christophe Adam and exceptional decor born of the vivid imagination of designer Bruno Borrione, it is the undisputed beacon of gambling establishments in Paris.

Club Barrière is located on the building's first floor, giving it protected and exclusive status, and the stairs leading up to the entrance are an immediate indication of what is to come – a club where artists, singers, captains of industry, media people and actors were wont to dally. Reflected in the gilded mirrors at the entrance, guests access the Holy Grail of gambling in Paris via a single flight of steps, lulled by the soft chink of chips in the gambling rooms upstairs...



**AN INNOVATIVE CONCEPT AND A PLACE TO WHILE AWAY
THE HOURS AND ENJOY INTERESTING ENCOUNTERS:
A PRIVATE TOUR OF CLUB BARRIÈRE 104 CHAMPS-ÉLYSÉES**

With a restaurant open from lunchtime, a bar welcoming gamblers and visitors, as well as several gambling areas each with a distinct identity, Club Barrière is a unique place for whiling away the hours and making interesting encounters, where the thrill of gambling and excellent service go hand in hand.

As soon as you enter Club Barrière, you are aware of the exceptional quality of a place designed to welcome every audience. On leaving the reception, a room on the left called The Wedge leads to 3 further rooms: Dragon Room on the Champs-Élysées, the round Skyroom and The Cage on Rue Washington, which houses the Club's cashier. Heading left after the reception, is the poker area and the Gallery opening onto The Vault, the private room, as well as the Red Room and Santos Dumont.

Club Barrière reception: located at the top of a staircase enhanced by a myriad of reflections and created by interior designer Bruno Borrione, it leads to the Club's gambling rooms. The daily entrance charge is €15, with presentation of valid ID, but holders of Le Carré VIP Barrière card can also collect points to gain free entry to the Club. Club Barrière is the 1st club in Paris to offer an annual membership (€150) for unlimited access (offer available to Le Carré VIP Barrière members).

The Bar at Club Barrière was designed in partnership with the prestigious cognac company Hennessy. The cocktail menu offers not only the classics, but also house creations from the Head Barman at the Hôtel Barrière Le Majestic Cannes, Emanuele Balestra. Bar Hennessy is a place to meet and talk, and is ideal for an early evening business meeting or a date with friends.

Straight from the imagination of Christophe Adam, the restaurant is the centre of its own special universe, developed with the “**Dépôt Légal**”: snacks, food service for players who want to eat at the gambling table and bold dishes celebrating fresh products and contemporary French cuisine. It is also open from lunchtime, before the gambling tables open, when access to the Club is free. Carré VIP Barrière clients can enjoy the menu and extensive cellar in the evening, and if the urge to put some chips down on a gambling table comes along, the eight gambling rooms are just a few steps away ...

At the joint wish of interior designer Bruno Borrione and the Barrière Group, each gambling room has its own name and identity. **The Cage** is the biggest room for banking games, located next to the Club bar. At the far end there is a “cage” - an old cash register that used to belong to the Cercle de l'Aviation - which Bruno Borrione wanted to keep: “They call rooms like that ‘**the cage**’ in the United States.”

To the left of the entrance, **The Wedge** is the beating heart of the club, exciting the thrill of the game in every new visitor. Dark wood, subdued lighting, gaming tables glowing red in the night, floor and ceiling decorated with secular motifs: **The Wedge** whisks you off in time and space, and you find yourself in the gentle arms of an English club.



Just after **The Wedge**, the huge round room flooded with light is called the **Skyroom**. The theme is constellations of stars: the ceiling is covered with stars, and reproductions of old maps of constellations can be seen on the floor. There is a nod to space and aviation here too.

And it's even more obvious in the **Santos Dumont** room, assumed as an homage to the flying madman who landed his plane two doors down on the Champs-Élysées at the beginning of the 20th century. His name and face are even on the gaming mats, which are light and pleasant to look at during the day, adding a more contemporary touch.

Inveterate gamblers will also love the two other rooms: the **Red Room** (all in red) and the **Dragon Room**, mainly devoted to the game of Punto Banco, where a gigantic dragon winds its way from floor to ceiling.

To the right of the reception, the world of poker takes over in **The Gallery**, its walls lined with black and white photographs evoking images of gambling in films. It can accommodate up to fifteen cash game tables or regular tournaments. Comfort takes priority here too, following discussions with the players and industry professionals: luxury seating, tokens of the same calibre and table service from the **Dépôt Légal** restaurant's clever serving tables.

The most secret room is for VIPs and high stakes players only. Like a huge vault covered in gold ingots, **The Vault** is the waking dream of every player who has only one desire - to break the bank...



EXCLUSIVE LOYALTY PROGRAMME

Carré VIP Barrière - the Casinos Barrière loyalty programme - has been rolled out across all of the Group's establishments in France, with over 400,000 active clients. The programme allowing visitors to collect points for spending exclusive offers within the Group is now coming to Club Barrière. The more points you collect, the higher your status and the more exclusive the benefits. It's a national programme, and points can be collected across all Casinos Barrière in France. The Carré VIP Barrière card replaces the ID card, allowing access to the Club and is required for registering to play poker (cash-game and tournament). Members enjoy exclusive benefits at the Club, such as the possibility of rebuying chips while still at the poker table and to eat and drink (included in their statutory benefits or paid for with points) at the table. Only Carré VIP Barrière members have the option of taking out an annual subscription. They also receive information and exclusive offers such as new poker tournaments and private prize draws.

Players will be able to register for all tournaments held by the Club on the Club Barrière website. All the information required (buy-in, type, chips, late reg, detailed structure) will be easy to access and payable by bank card quickly and securely. Players will also be able to book their place at tournaments – which look set to be well attended.

Available in French, English and soon simplified Chinese, the site provides all the practical information you need to know before you come to the Club: introduction to the Club, Dépôt Légal restaurant and Bar Hennessy menus, rules of the games...

And because every Club Barrière visit should be a real experience, lots of events are also on offer: themed music evenings and DJ nights at the Dépôt Légal, Prize draws, tasting sessions, exclusive poker tournaments with VIP guests... What better reason could you need to experience Club Barrière?!



BARRIÈRE & POKER





BARRIERE AND POKER: HISTORIC PASSION AND EXPERTISE

The Barrière Group has long been associated with the greatest poker tournaments. When Texas Hold'Em was still only a passion for a little-known elite, it was the Casino Barrière de Deauville that hosted the first French stage of a famous poker circuit - the European Poker Tour - in 2004... The game that mixes strategy, psychology and maths has occupied an important place in the Group's gambling offering for fifteen years now.

Casinos Barrière then went with the poker boom in France, welcoming celebrities to many tournaments within their walls. The Barrière Group hosted several stages of the European Poker Tour (EPT), then WSOP-Europe (WSOPE), and launched the number 1 poker circuit in France, the Barrière Poker Tour.

Created back in 2008 on the initiative of Lucille Denos, the Barrière Poker Tour has evolved from year to year, adapting to the changing demographics of poker whilst retaining its initial philosophy: to offer a unique experience, worthy of the biggest international competitions, to players paying reasonable entry fees (€500 to €1,500, depending on the year). For the Barrière Group, poker is a game that spans the generations and attracts players from all backgrounds, united by a desire to spend a weekend of luxurious fun at the Group's hotels. Some of the Group's flagship hotels host stages of the Barrière Poker Tour: Deauville, of course, but also Toulouse, Lille, Bordeaux, Ribeaupillé and Cap d'Agde, etc.

Ten years on and things are looking very good: now offering deepstacks tournaments to encourage the beautiful game, the Barrière Poker Tour has never been so popular. The 2019 season is showing even higher attendance figures than the 2018 edition, which had already beaten all records...

Poker will obviously be one of the key games at Club Barrière. It has historical links to number 104 Avenue des Champs-Élysées, as prestigious competitions were held there in the past, such as the World Poker Tour, presented at the time by Patrick Bruel on Canal +. “We also wanted to keep poker as one of our main activities because it’s in the soul of the place”, explains Eric Cavillon, Chief Executive of Casinos Barrière. And the expertise of the Club Barrière team in terms of poker is further confirmed by the fact that the club’s Gambling Director is none other than Lucille Denos, creator and Director of the Barrière Poker Tour.





CLUB PEOPLE ✨

The duo in charge of the Club

ERIC MICHELET

Director of Club Barrière Paris 104 Champs-Élysées

A Barrière man through and through, Eric Michelet has had two careers within the Group: first of all on the hotel side, where he started out with a summer job at Hôtel Barrière Le Normandy, working as an attendant and then a floor manager, before moving over to the commercial side. Eric was born in Normandy 55 years ago and has run a number of other hotels, including in Dinard. He then began the second part of his career with the Barrière Group on the gambling side: Toulouse first of all, then Deauville welcomed this resolutely honest and cheerful director. He is now the man at the controls of Club Barrière.

LUCILLE DENOS

Games Director at Club Barrière Paris 104 Champs-Élysées

Lucille Denos has both French and English roots, and is a force to be reckoned with in the world of poker in France and a mainstay of the Barrière Group. Director of the Barrière Poker Tour since its inception, she brought her plain-speaking and peerless knowledge of the game to Deauville, her own personal fiefdom since she started her career in French casinos. Games Director at Club Barrière, she takes a personal interest in managing the different rooms where clients play banking games and poker, whilst greeting a French and international clientele that she already knows very well.



And amongst the Members of the Executive Committee (MEC)...

Tasked with greeting clients, personnel management, monitoring the sincerity of the games and advising players, the MEC are key figures at any gambling establishment. Members of the Executive Committee at Club Barrière Paris 104 Champs-Élysées include former poker professional Brian Benhamou and Christelle Cherubini, who has enjoyed a ten-year career working with gambling establishments.

CLUB BARRIÈRE, A NEW STAGE IN THE DEVELOPMENT OF THE BARRIÈRE GROUP

We talk to Eric Cavillon, Director of Casinos Barrière



How have you positioned Club Barrière Paris 104?

We decided to wait before opening our first Club, because choosing 104 Champs-Élysées also means choosing a backstory, a unique location and the ambition to bring an amazing, mythical place back to life. There is a huge amount of expectation from the gambling community, and it took time to create somewhere that would meet that high expectation. Apart from obtaining the licence, all the administrative formalities took a long time. We visited 104 for the first time in January 2017, and it was two and a half years before we opened the doors. Club Barrière is all about the « Barrière » positioning: our priority is quality at every level and leading the market. It's in our DNA, given that we were the first to create Resorts with Casinos in France,

and we were looking for a slightly maverick edge to the Club's décor and environment. In spite of all its history, the Barrière Group has always been at the forefront of modernity. I've been working on this project with Dominique Desseigne since the beginning, and Director Eric Michelet took up the torch a year ago.

How will it connect with Fouquet's, located right opposite the Club?

The connection is very clear, geographically speaking. But the synergy is actually triangular - with Fouquet's and the Casino at Enghien-les-Bains. Some of the games aren't available at the Clubs, such as roulette and slot machines, for example. Enghien-les-Bains is the leading Casino in France, and we will be introducing a chauffeur service for players, particularly international ones, to ensure a real connection between the Club and the Casino. Club Barrière is a complement to Enghien-les-Bains, not a competitor. Fouquet's also offers a number of facilities for gamblers at the restaurant and the hotel.

The Club is also marketed as a place to while away a few hours and meet different people

We wanted to encourage our clients to try something new. We will open our Dépôt Légal restaurant at noon for business lunches for Club members and non-members. This also means that gamblers can be the first at the tables at 2 p.m. Bar Hennessy in the middle of the Club is also going to be a great place to meet people – players and non-players alike – at an exquisite location on the Champs-Élysées. We wanted to offer innovation at every level, and this should attract a wider circle of people than just the gamblers.

GAMES AVAILABLE AT CLUB BARRIÈRE

We talk to Eric Michelet,
Director of Club Barrière Paris 104 Champs-Élysées

You're a Barrière man through and through

I've actually spent all my professional life with the Group, gradually climbing up through the ranks since starting as a housekeeper – I was the first man in France to do that job– at the Hôtel Le Normandy in Deauville, until I took up the reins of the first gambling Club for Barrière. It's now over twenty years since I started working for the Group's Casinos, and it's a new challenge at the age of 55. I want to bring the discipline and approach to greeting gamblers that I was able to develop at Barrière casinos in Toulouse, Biarritz and Deauville, ensuring that gamblers enjoy the best quality experience.

Which particular value do you prioritise in the gambling rooms?

When I arrived in Deauville a few years ago, I noticed that the most important thing was how the staff treated clients. If the croupiers, room personnel, the MEC and managers enjoy their work at Club Barrière, you will feel it coming out of the walls. Lucille Denos and I appointed everyone who works with us. All our staff are « all-terrain », as they are qualified for both poker and banking games. The most important thing is the number of sincere smiles to the square metre!

What is the choice of gambling on offer at Club Barrière Paris 104 Champs-Élysées?

Our aim is to offer a premium selection, with a high minimum bet, above the standard required by our competitors. In the rooms for banking games, we're looking at a minimum of €50, whereas with poker there'll be two €5/5 tables, but we'll soon move up to €5/10 and more. We hope that many gamblers, some of whom who are already regular customers of ours, will come here a great deal and we want them to be impressed by our offering, service and professionalism from their very first visit.

Par ailleurs, nous ne tolérerons pas les débordements de certains joueurs qui pouvaient avoir cours dans le passé, et nous resterons fermes... avec le sourire !

A CELEBRITY DESIGNER IN THE MIX

We talk to designer Bruno Borrione



How did you come up through the design world?

I started working on Philippe Starck's team in the eighties, where I was head of the interior design team for luxury hotels all around the world. I already had experience in the gambling environment as I'd supervised the creation of the SLS Casino in Las Vegas from scratch, which was an amazing adventure. It was a massive project, where the Sahara used to be. It took up three years of my life and that's how I became acquainted with that particular world.

Are there any similarities between a huge casino and a much more intimate gambling club?

Yes, because you pay particular attention to the furnishings to ensure that places are comfortable but fun at the same time. You're allowed a little touch of irony and humour, – there's a playful side... It's a lifestyle location where you have to please the client, but you can surprise them a little too. I designed Club Barrière to be a place to hang out, somewhere to come and meet friends before playing the tables, should the fancy take you. There's this sense of adventure about the Club, with different rooms that

are all little worlds in their own right, with their own unique designs. It makes you want to wander around and explore, playing this and that table and then heading off to the bar for drinks or dinner. These customers are out there, and it's important to attract them and welcome all types of player!

What areas of the decor have you adapted?

We kept the wood panelling from the original club, which adds to the mystique of an English gambling club and the French casinos we all know from Melville and James Bond films... We stayed with the effects of wood and red, with warm shades for a subdued mood because nearly everything goes on in the evening. But alongside that we wanted to inject a touch of cheekiness and humour into each room, without turning to caricature. We made a few little hints with the iconography, furniture and carpets, as a nod to our clients. For example, all of the floors are carpeted for technical reasons, so we had carpet printed with a coin and bank note design in every room. And of course, we gave each individual room its own theme and story, turning each one into a unique world of its own.

How were you able to accommodate the strict standards for gambling spaces?

We followed the stricter rules for the tokens, cards and gaming mats, obviously, but we were able to bring a little imagination to some parts. The same applied to the chairs, which are very comfortable but to which we added some embroidery. The uniforms were also designed to go with the materials and colours, as were the special tables used for serving food and drink. Every aspect of the project is worked out with the team, for a prestigious overall effect, with a hint of surprise.

MAJOR POKER EVENTS AT CLUB BARRIÈRE PARIS 104 CHAMPS-ÉLYSÉES

We talk to Lucille Denos, Games Director at Club Barrière

How important is poker in terms of the Club's gambling offering?

Poker has been part of Barrière's DNA for over ten years now, and we decided to open a Club at this location because we obviously wanted to celebrate its rich poker history. Highly prestigious competitions and cash-games have been held at 104 Champs-Élysées non-stop for thirty years ... This makes us the first Club in Paris to place so much importance on poker – on a daily basis and for one-off events.

How are you going to juggle your dual responsibilities as manager of the Barrière Poker Tour and Games Director at the Club?

With the Club, I work closely with the Club's Director, Eric Michelet. We will be putting all our energy into ensuring that clients and players receive the perfect welcome and that the playing environment is the best it can be for all-comers. We are supported by the MEC, of course, as well a hand-picked team of professionals. We are also lucky in that Barrière Poker Tour has been around for over a decade, and that it has recently been consolidating its presence, beating new attendance records year on year. So, we will keep the concept going, as everybody seems to like it.

What are the plans for Club tournaments?

Our main aim is to lay on daily activities, with one tournament per day. Players are creatures of habit, and they can sign up to our fixed tournament calendar without giving it a second thought. Low-price tournaments will be qualifiers for other more expensive tournaments. Space is the trickiest aspect, as we can't accommodate 200 players in the right conditions without a special layout, and we don't want to disappoint anyone. This activity is affected by the space available, which is even more important for partner tournaments, as this is the second area of our poker activity. We can go to a room in the commune of Paris for a big Day 1, for example. We have acquired a lot of experience with these big tournaments, starting with the first EPT in Deauville... I'm working very hard on this area of development, and we want big franchises to come back to this legendary place, which is set to become a major hub for poker in Europe.



« DÉPÔT LÉGAL » CLUB BARRIÈRE

Christophe Adam

**DÉPÔT
LÉGAL.**

104 Champs Elysées

«DÉPÔT LÉGAL» OPENS AT CLUB BARRIÈRE 104 CHAMPS-ÉLYSÉES

We talk to Christophe Adam



How would you describe your gastronomic career path so far?

I gained my experience as a pâtissier at Le Crillon and then with Fauchon, where I was Executive Chef. That's where I revived the éclair, including the orange éclair for their New York outlet in 2001. At the end of 2012, I launched my Eclairs de Génie concept, with the first store dedicated to this amazing French patisserie.

We've created over three hundred different types of éclair since then! I achieved my dream in 2017 when I opened my first Dépôt Légal restaurant on Rue Vivienne in Paris, not far from the

Palais-Royal. The experience I gained with these two great establishments enabled me to create two strong brands.

What is the particular challenge of opening a restaurant at a gambling Club?

You're part of a lifestyle concept with long opening hours. Our cuisine has to be chic, trendy and close to the snack style so that people can enjoy it at the gambling table. The menu at the Club Barrière restaurant has been adapted from our menu at the original «Dépôt Légal», and six or so dishes can be



served in the gambling rooms with this menu. We wanted to get all the fine detailing right, ensuring that our restaurant would be an establishment in its own right. I wanted to create an establishment infused with all that I love and have explored in my travels: a non-stop venue where you can enjoy top-quality food and drink at any time of the day. It truly comes from the heart at Dépôt Légal...

Is the menu going to change?

Yes, it's market-fresh cuisine, in spite of the snack-style approach. We've given all the major classics a new twist, with an element of surprise when they are served. We also need to cater for clients from all backgrounds, so we have remembered to incorporate plenty of global influences. The menu will change with the seasons: we'll often be introducing new things. There will be six of us in the kitchen to begin with, with around ten people in all working on site. It's a real challenge, as we want to provide a premium, cutting-edge service at all times.

Can you tell us about some of the dishes on the menu?

Well of course you have the classics like the Fameux Croque Vivienne, a best-seller from the first Dépôt Légal, with lightly toasted bread, fresh truffled cheese and chiffonnade of ham. It will be served in the restaurant and from the trolley gambling table. We also have Crispy Nuggets with cornflakes with tartare sauce, and for dessert, éclairs from the Eclair de Génie collection. La Burrata Tata will change through the seasons (with red, yellow and green tomatoes), and the Club 104 (with smoked turkey, avocado and lettuce served with house-made chips) is bound to be an early favourite, as will the Souvenir New-Yorkais, a lightly toasted bun with pastrami, cheddar, gherkin and herb mayonnaise.

Asia will be the theme for the hot food, with dumplings, beef ramen noodles with lemongrass, and fried rice with pak choi.

There will also be a generous dessert menu, featuring the Eclairs de Génie, 1000 Feuilles Mouillettes, a family recipe of mine, sticky coconut rice (mango leaf), a French Kiss coffee and selection of mini-desserts and Mon Ile Paradisiaque, a whipped egg white with a hint of shiso and gariguettes strawberries.





BARRIÈRE,
A FAMILY AFFAIR



1912-1962, FRANÇOIS ANDRÉ

The development of the resorts of Deauville and La Baule

In 1912, Eugène Cornuché, who ran the Trouville casino, decided to build another gaming establishment in Deauville, a Normandy town that had not had its own casino in decades, with the aim of competing with its neighbouring seaside resort which was much more popular with Parisian visitors at the time. Eugène Cornuché thought of everything and built the Hôtel Normandy to provide accommodation for casino enthusiasts, inviting 1,500 guests to the grand opening in the summer of 1912. The casino was an immediate success and Deauville would soon go on to upstage its rival, Trouville.

After the war, guests and celebrities from the Roaring Twenties came flooding back to the casino: the likes of Coco Chanel, André Citroën, the Rothschild family and many more who came here to be seen, enjoy themselves and take advantage of the new facilities on offer. Deauville is a delightful, inspiring place and the resort was developed in keeping with its setting. At the same time, François André, Eugène Cornuché's friend and partner, became involved in designing the resort of La Baule, based on the same model as the one used in Normandy, opening the Hôtel Hermitage there in July 1926.

In 1927, François André took over from Eugène Cornuché as managing director of SHCD (Société des Hôtels et Casino de Deauville). The same year, he began construction of the Hôtel du Golf in Deauville and had architects Tom Simpson and Henry Cotton design the golf course next to the hotel in 1929. Friends with royalty, painters and politicians, François André designed luxury holiday resorts for them where gaming could be combined with sport, relaxation and a sense of pleasure... he was a true entrepreneur at heart who invented the modern-day resort concept by developing casinos, luxury hotels and sports facilities all on one site. This dynamic character was also behind the casino in Chamonix, the resort of Contrexéville, and both casinos and the Westminster Hotel in Le Touquet.



1962-1990, LUCIEN BARRIÈRE

The creation of the Group

In 1951, Lucien Barrière, François André's nephew, joined the family business. He subsequently succeeded his uncle as its head when he passed away in 1962, embarking on a process of modernisation while remaining true to tradition and retaining the luxury resorts inherited from his uncle.

In 1980, he founded the SHCLB (Société Hôtelière de la Chaîne Lucien Barrière), incorporating all the properties he owned as well as the hotels and casino in La Baule.

François André also created history by opening the doors of his casinos to women. Lucien Barrière was also a great trailblazer, renovating the Hôtel Barrière Le Majestic in Cannes, buying up new properties in Trouville, Dinard, Royan and Enghien-les-Bains, and adding 9 holes to the golf course in Deauville.

In Deauville, he welcomed some of the most renowned celebrities of the time, including regular visitors such as Brigitte Bardot and Gunther Sachs. In terms of the film industry, he was involved in setting up the American Film Festival in Deauville in 1975. He was also responsible for introducing the first slot machines to the casinos in Cannes and Deauville. Sadly, he passed away in September 1990 and never got to see the public's enthusiasm for his one-armed bandits.

"In 1975, Lucien Barrière played his part in establishing the American Film Festival in Deauville..."



FROM 1990 ONWARDS, DIANE BARRIÈRE-DESSEIGNE

The consolidation of the Barrière brand

At the beginning of the 1990s, Diane Barrière-Desseigne succeeded her father Lucien Barrière and implemented major renovation projects at the three Barrière hotels in Deauville, as well as L'Hermitage and Le Royal in La Baule and Le Majestic in Cannes. She gave the group its inimitable Barrière style thanks to her long collaboration with interior designer Jacques Garcia.

This clever, elegant young woman became one of the first new-generation and strong-minded female company heads committed to a more modern management style. However, in 1995 she was involved in a very serious plane crash.

“By enlisting the services of Jacques Garcia, Diane Barrière-Desseigne modernised the Barrière style...”



FROM 1997, DOMINIQUE DESSEIGNE

The Group takes on a new dimension

From 1997, Diane Barrière's husband Dominique Desseigne co-managed the SHCD and SHCLB at her side. In 1998, they managed the SHCD's acquisition of the prestigious Le Fouquet's brand and brasserie on the Champs-Élysées in Paris.

Diane never recovered from the accident and sadly passed away in 2001. Dominique took over the management of the group through a strategy focusing on growth and modernisation. In 2006 he made his wife's dream a reality by opening a hotel on the Champs-Élysées: the Hôtel Barrière Le Fouquet's Paris. Dominique Desseigne led the group on a path towards innovation through a policy of diversification and an anticipation of customers' needs and new trends in all of the group's core activities (casinos, hotels and restaurants); he also embarked on the group's first foray into development overseas.

To date, the Barrière group owns 33 casinos and 18 hotels (4 Leading Hotels of the World, 1 Relais & Châteaux). Located in some of the world's most famous holiday destinations, Barrière Resorts are extraordinary destinations in their own right.

BARRIÈRE: FACTS, FIGURES, MENUS

🗝️ St Barth*

Marrakech

EGYPTE

FRANCE

SUISSE



THE BARRIÈRE GROUP TODAY

33 casinos, including **27** in France,
3 in Switzerland, **2** in Egypt and
1 in Ivory Coast

1 Gaming Club

- Over **6,000** Slot machines
- Over **500** Electronic games
- Over **250** Gaming tables

6 casinos in the top 10 in France :
Enghien-les-Bains (1) - Blotzheim (2) - Toulouse (3)
Bordeaux (4) - Lille (8) - Deauville (10)

18 luxury hotels**

Over **2,300** Guestrooms & suites and 17 riads

Over **140** restaurants and bars

Over **2** millions meals served

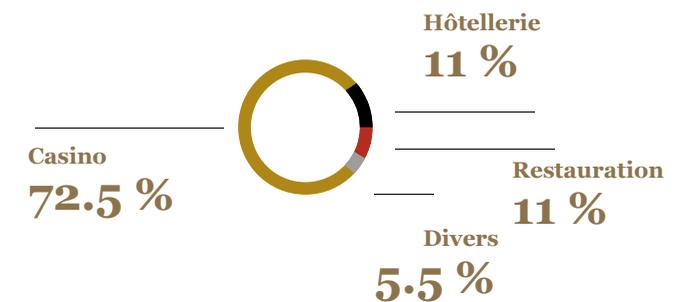
3 golf courses (99 holes)

Around **3,500** performances
(events, headline acts, reviews, dinner shows)

Around **7,000** staff

1.202 billion-euro turnover in 2018*, including:

- **845** millions euros from casino activities
- **144** millions euros from restaurants
- **143** millions euros from hotel activities
- **70** millions euros from miscellaneous activities
including **4,2** million euros from shows, **9,4** million euros
from spa and thalassotherapy activities



* figures on 31 October 2018. ** including Le Carl Gustaf, scheduled to open in late 2019

CASINOS AND CLUB BARRIÈRE

FRANCE

LA BAULE
BÉNODET
BIARRITZ
BLOTZHEIM
BORDEAUX
CANNES (2)
CARRY-LE-ROUET
CASSIS
DEAUVILLE
DINARD
ENGHIEN-LES-BAINS
LILLE
MENTON
NICE RUHL
NIEDERBRONN
OUISTREHAM
PARIS*
ROYAN
RIBEAUVILLÉ

LA ROCHELLE
LE CAP D'AGDE
SAINT-MALO
SAINTE-MAXIME
SAINT-RAPHAËL
TOULOUSE
LE TOUQUET
TROUVILLE

IN SWITZERLAND

COURRENDLIN
FRIBOURG
MONTREUX

IN EGYPT

LE CAIRE (2)

IN IVORY COAST

ABIDJAN

*Club Barrière Paris 104 Champs-Élysées



LES HÔTELS BARRIÈRE

FRANCE

LA BAULE :

L'Hermitage - Le Royal - Le Castel Marie-Louise

DEAUVILLE :

Le Normandy - L'Hôtel du Golf - Le Royal

CANNES :

Le Majestic - Le Gray d'Albion

ENGHIEN-LES-BAINS :

L'Hôtel du Lac - Le Grand Hôtel

PARIS :

Le Fouquet's

DINARD :

Le Grand Hôtel

RIBEAUVILLÉ :

Resort Barrière

LILLE :

Hôtel Barrière

LE TOUQUET :

Le Westminster

COURCHEVEL :

Les Neiges

MAROC

MARRAKECH :

Hôtel & Ryads Le Naoura

DOM-TOM

ST BARTH :

Le Carl Gustaf





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