

## **Michelin to adapt its hotel selection in order to meet travelers' needs for unique addresses**

Michelin, the global benchmark for restaurant recommendations, and its subsidiary company Tablet, the original curator of boutique and extraordinary hotels, have combined their expertise to provide an unprecedented selection of outstanding hotels.

This innovative approach will allow travellers looking for unique experiences to quickly find and book the ideal place in a list of addresses that are out of the ordinary. Chosen in more than a hundred countries and offered in a wide range of prices, these unique hotels promise their guests a memorable stay through their design, authenticity, the quality of the service and their close connection with local culture.


Michelin Group's Director of Gastronomy and Tourism activities Pascal Couasnon explains: "Of the hundreds of thousands of hotels around the world, we have decided to select the few thousand that offer travellers a truly memorable break from their daily routines. These exceptional venues were chosen according to our own criteria and guarantee customers much more than a simple hiatus. Often run by owners with a passion for sharing their local culture, they will all bring guests that extra-special something the minute they drop their bags. These mid- and high-range establishments offer a diversity of styles, as well as the ability to book online across a very wide price range".

This independent and unique selection is the result of a massive convergence process and the combination of the know-how in curation of Michelin and Tablet, which was acquired by Michelin in 2018. To be included in the selection, the establishments have to offer:

- excellence in interior design and architecture
- highly individual, reflecting personality and authenticity
- quality and consistency in service, comfort, and maintenance
- a destination unto itself : the hotel contributes to the local experience
- delivering an extraordinary experience for its price

This selection is the first phase of an ambitious growth strategy and will be updated online and re-evaluated over time regularly, with feedback from our customers and experts from Michelin and Tablet.

Hotel recommendations are an integral part of the Michelin Guide's DNA, as illustrated by the earliest editions, published at the beginning of the 1900s, when travellers could consult a list of hand-picked accommodations. A mobility pioneer globally recognized for its restaurant recommendations, Michelin is focused on hotels for the same reason: to offer its users the best in terms of hotels with unique design and personality.



Thanks to this new selection, Michelin continues to satisfy travellers' sense of curiosity, thirst for discovery, and desire to get off the beaten track.

The selection, with descriptions and photographs that accurately depict the atmosphere of each property, will be available on the TabletHotels.com website and iOS app, which not only allows direct booking but will enable travelers to benefit from a level of customer service considered to be the gold standard in the world of hospitality.

Professionals affiliated with the listed hotels will gain a showcase of international stature leading to new opportunities thanks to the exposure made possible by this joint independent selection by Michelin and Tablet.

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### **About Michelin**

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 125,000 employees and operates 67 tire production facilities which together produced around 190 million tires in 2018. ([www.michelin.com](http://www.michelin.com))

### **About Tablet**

Tablet's mission is to provide its customers with a focused, curated selection of extraordinary hotels around the world, and to support travelers with expert customer service and a membership program, Tablet Plus, that guarantees exclusive privileges during stays at hundreds of participating hotels around the world. Headquartered in New York, Tablet was founded in 2000 by Laurent Vernhes and Michael Davis, and was acquired by Michelin in 2018.