



**Didier Boidin appointed
Managing Director, Hotel Operations and Procurement**

Didier Boidin is appointed as Managing Director, Hotel Operations and Procurement with the Group Monte-Carlo Société des Bains de Mer. His new position is with effect from Monday 20th March 2017.

He will oversee the hotels, food & beverage, night-life and wellness operations of the Group. Didier will also be heading up the Hotel Sales Department, Marketing of Hotel Operations, Yield Management and Procurement for the Group.

The missions he will commit his dynamism and expertise are structured around three key areas:

- The reinforcement of positioning all the facilities in the Group as a luxury reference in Europe.
- The deployment of the Group's vision and strategy within all activities under his leadership, through three main pillars for action: Excellence (customer experience, development of distribution channels), Management and Innovation.
- The pursuit of resource optimisation of each outlet to increase their profitability.

Didier Boidin is a truly international luxury operator with 36 years working for InterContinental Hotels Group. He was recently leading the Luxury & Boutique Hotels Division for Europe. From 2003 to 2010, he was Vice President Operations for the Mediterranean region.

During his career, Didier Boidin held several General Manager roles in prestigious properties including InterContinental London Park Lane, Montreal, Le Grand Hotel Paris and the Carlton Cannes.

"I am delighted to put my international experience and expertise at the service of such a prestigious group. I will bring all my enthusiasm and ability to build and lead high-performing teams, to meet the group's objectives".

The Senior Management and Executive Committee of Monte-Carlo Société des Bains de Mer Group welcome Didier and wish him success in the ambitious challenges ahead.

About Monte-Carlo Société des Bains de Mer

Since 1863, Monte-Carlo Société des Bains de Mer has been a shining beacon thanks to its exceptional establishments, jewels in the crown of glamour, luxury and elegance. 4 casinos, including the legendary Monte-Carlo Casino, 4 hotels (Hôtel de Paris, Hôtel Hermitage, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), and 33 restaurants including 4 which have 6 prestigious Michelin stars between them reinforce the idea we have of made-to-measure. A hundred and fifty years of history have shaped the soul of this legendary resort, which offers an experience uniting luxury, well-being and gastronomy. Monte-Carlo Société des Bains de Mer, guardian of its historical role in the city's economic, social and cultural development, will reveal in September 2018 the splendid renovation of Hôtel de Paris and the completion of a major urban planning project at the heart of Monte-Carlo.



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