

Louvre Hotels Group, spearhead of French hospitality industry in China, leading the trend at the China International Import Expo (C.I.I.E.) of Shanghai

From November 5 to 10, the first China International Import Expo (CIIE) of Shanghai will be held. Starting point of a new era for the Chinese economy, this worldwide event embodies the growing expansion of this market. As a key actor of hospitality in the world, Louvre Hotels Group will participate in the first edition, in order to highlight its ambitions, to spread its expertise and its local print.

Proud of its development in China, thanks to its shareholder Jin Jiang International, Louvre Hotels Group is participating in this inescapable event in order to value its hotel expertise in this market. In the first half of 2018, with more than 71 millions of Chinese travelers abroad, China has lately become the greatest outgoing tourist market in the world.

The Group will report its key-brand development strategy (Campanile, Kyriad and Golden Tulip) established on Chinese territory since 2016. A strategy which enables the development of 300 hôtels by 2021. As an outstanding « french touch » ambassador, French art de vivre will be promoted.

Furthermore, Louvre Hotels Group will demonstrate its innovation capacity regarding reception and client experience. Thanks to its « Innovation Center », the group is continually thinking of ways to develop adapted technologies for Chinese customers. The late opening of the labeled Smart Hotel Campanile in Shanghai is truly representative. Moreover, the group is developing innovative partnerships with start-ups, via its HLab ecosystem.

Louvre Hotel Group has a wide space, designed around 5 main axes:

- An « expertise and know-how » center
- An « innovation » center
- A « brands » center with Campanile Kyriad, Golden Tulip and Metropolo
- A « sponsors » center, putting forward Barrière and Hôtels et Préférence

« We are extremely proud to show to Chinese consumers our expertise regarding development, brand positioning, operations, innovation, business and gastronomy, during this emblematic CIIE rendez-vous. Our presence is a great opportunity to further increase

our brands' notoriety toward Chinese consumers, and thus generate brand preference when in Europe. »

An exhibition aimed to stimulate global trade

The C.I.I.E represents a highly strategic and emblematic event. Unveiled by the President Xi Jiping, it will attract nearly 150.000 visitors. More than 100 countries and regions from all over the world will be present. The largest exporter in the world, second importer and second economy in the world, China prove with this first CIIE edition its wish to speed up market opening.

About Louvre Hotels Group :

Louvre Hotels Group is a major player in the global hospitality industry with a portfolio of more than 2,600 hotels in 54 countries. It has a complete range of hotels from 1 to 5 stars with the historic brands of Louvre Hotels Group: First Class, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip, Royal Tulip; the 5 brands of the Sarovar network in India, the Hôtels et Préférence group and the Chinese brand Metropolo. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 5th largest hotel group in the world..

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