

PRESS RELEASE

Paris – November 6<sup>th</sup>, 2015

## **CAMPANILE'S CONCOURS DES CHEFS RECEIVES AWARD FOR BEST HR AND CAREER DEVELOPMENT INITIATIVE AT THE WORLDWIDE HOSPITALITY AWARDS**

**This prize rewards Louvre Hotels Group's innovative initiative to support and value its talents. Playful and participative, the culinary internal competition gathered hundreds of employees around the eight regional finalists, on June 18th of this year.**

On November 5<sup>th</sup>, Campanile – a brand of Louvre Hotels Group and the 4<sup>th</sup> largest food outlet in France – received the Award for the best HR and career development initiative at the occasion of the 16<sup>th</sup> WorldWide Hospitality Awards ceremony in Paris. The prize rewards the excellent approach to support the development of their chefs as part of the first edition of the *Concours des Chefs* (Chefs competition), a key event that concluded all-year-long regional competitions.

*"With this competition, we were eager to enhance our Campanile restaurants' offer and to federate our teams around those who prepare excellent dishes every day. Our chefs. These talents hide in each of our kitchens and it was essential for us to put them in the spotlight, not only for the collaborators of our 398 hotels to appreciate, but also for our customers, by adding the recipe of the prize-winner the à-la-carte menu of our restaurants ", explains Pierre-Frédéric Roulot, CEO of the group. "This competition, certainly playful in its format, was much more than a simple game for us. It was an authentic HR development approach, and that is why we are very proud to have received this price."*

The *Concours des Chefs* is part of a global approach to train and development the talents at Louvre Hotels Group, where 80% of the managers have been promoted internally. Since 2012, the corporate University "U" gives them the opportunity to attend a full range of training programs. In 2014, they were 1,800 to attend these programs, and technical training related to the hospitality industry accounted for 38% of the sessions.

### **About Campanile**



The first Campanile hotel restaurants opened in 1976. Conviviality and authenticity have been its values from the start. Today, Campanile counts 398 hotels in 10 countries across Europe and represents the 4th largest food outlet in France.

<http://www.campanile.com>

# Louvre Hotels

GROUP

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## About Louvre Hotels Group

The logo for Louvre Hotels Group, featuring the text "Louvre Hotels" in a bold, sans-serif font above the word "GROUP" in a smaller, all-caps, sans-serif font. The text is white and set against a dark grey rectangular background.

Louvre Hotels Group is a major player in the global hotel industry, with over 1,100 hotels for a total capacity of more than 95,000 guest rooms in 48 countries. It operates a complete portfolio of 6 brands ranging from 1 to 5 stars: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip. Louvre Hotels Group is owned by Jin Jiang International Holdings Co. Ltd., one of China's leading travel and tourism conglomerates.

[www.louvrehotels.com](http://www.louvrehotels.com)

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