

Campanile goes to China for its 40th anniversary!

On October 15, Campanile inaugurated its first hotel in China, at the heart of the Shanghai business district. This brand can count on the unflinching support of its shareholder, Jin Jiang, as it enters the Chinese market and launches a massive deployment plan to open 250 hotels by 2020.

When Jin Jiang International bought Louvre Hotels Group one year ago, it already had big plans for its heritage brand. The ambitious schedule for new Campanile hotels in China is matched only by the new shareholder's enthusiasm for its concept: *"The Jin Jiang teams told us right from the start. They love Campanile! For them it is a very innovative concept with a "French touch" that fits the profile of a new, emerging, high-potential Chinese clientele,"* reminds Pierre-Frédéric Roulot, CEO of Louvre Hotels Group.

Successful skill transfer

In order to optimize the brand's arrival on its new market and adapt to the local clientele, Campanile and Jin Jiang teams worked hand in hand for a full year. The opening of this first hotel in China has enabled them to measure the effectiveness of the group's internal training program. For over two months, the head office hosted a dedicated training program for future local managers. One of the main objectives was to transmit the group's culture and, more specifically, Campanile's identity in order to make these managers future brand ambassadors in China.

Food service, particularly strategic to embody the "French touch", was also designed to bridge the two cultures. Future Chinese chefs and cooks were invited to Paris for a two-week training session. The French teams then went to China in order to finalize their counterparts' technical training and work with them to create the restaurant menu.

The new *"Le Comptoir"* areas are another key to the Campanile concept, bringing something new to the Chinese hotel market: *"We are particularly proud of our Le Comptoir space in Shanghai. This vast unstructured space, set up around an iconic central bar, provides our Chinese clients with a convivial space to relax and exchange,"* declares Pierre-Frédéric Roulot.

More than one hotel opening per week

Adapting the concept to the wants and needs of the local clientele enables the group and its shareholder to nurture particularly strong ambitions for Campanile. Four hotels are currently in the planning stages and should open during 2017. By the year 2020, China will be home to 250 Campanile hotels. That means an average of 1.5 hotel openings per week for four years!

To date, the group had a total of 376 Campanile hotels in 8 countries. With this opening in Shanghai, the brand opens onto its ninth market, while its deployment plan should practically double its numbers in just four years.

Louvre Hotels

GROUP

About Campanile

The first Campanile hotel-restaurant opened in 1976. Conviviality and authenticity have been its values from the start. Today, Campanile counts 376 hotels in 9 countries across Europe and represents the 4th largest food outlet in France.

A propos de Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 1,175 hotels for a total capacity of nearly 100,000 rooms in 51 countries. It features a comprehensive hotel offer ranging from 1- to 5-star and including 6 brands: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip et Royal Tulip. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of China's largest tourist and travel conglomerates.

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Campanile

Kyriad


TULIP INN


GOLDEN TULIP


ROYAL TULIP
LUXURY HOTELS