

Louvre Hotels Group inaugurates its flagship Golden Tulip in Shanghai

Today, Louvre Hotels Group and its shareholder Jin Jiang International are inaugurating the Golden Tulip Shanghai Rainbow, flagship of the brand's new positioning and symbol of the Group's development in Asia. Located at the heart of the Hongqiao district, this hotel welcomes business travellers with a unique experience.

A REVAMPED HOTEL DESIGNED TO MEET NEW NEEDS AND DEMANDS

Offering 600 rooms, 1,200 m² of conference space, 4 restaurants and 4 bars, this hotel blends local authenticity with all the amenities demanding business clients have come to expect.

The lobby has been transformed into an area adapted to today's lifestyles, open and multifunctional, facilitating encounters and friendly conversation. Gastronomy is another highlight: clients can sample the very best in Asian cuisine at the "Tastes" restaurant which offers a show cooking experience featuring Far-East specialties, or enjoy world class French cuisine at the "L'Atelier Quartier" restaurant.

The most demanding clients will want to book on the executive floor where they can work, relax, meet during a break, as well as discover the Soap Bar, an elegant way of providing a welcome gift of toiletries.



The essence of this concept is distilled at "The Top" bar, located on the hotel roof and offering travellers a singular view of Shanghai. This venue's spectacular setting will delight visitors who want to snap and post breathtaking photos.

The Golden Tulip Shanghai Rainbow hotel demonstrates how well the Louvre Hotels Group is able to adapt to the needs and demands of a new generation of travellers, embracing the digital transition while questing after authentic local treasures and surprises. Faithful to its new brand signature "Playtime, Anytime.", the hotel shares with its clients a light-hearted outlook on life, work and travel and strives to make the hotel a place not just for sleeping but for living.

THE WORLD'S 5TH LARGEST HOTEL GROUP PURSUES ITS DEVELOPMENT IN CHINA

By choosing downtown Shanghai to host this 4-star hotel emblematic of its new brand positioning, the world's 5th largest hotel group underscores its affinity to the Asian—and more specifically the Chinese—market. This inauguration is yet another step in the Group's ongoing Asian development strategy, bolstered by the arrival of its shareholder Jin Jiang International in 2015 and the implementation of the Jin Jiang Louvre Asia platform managed by Pierre-Frédéric Roulot.

"This opening represents a veritable turning point for the Golden Tulip brand, offering a unique experiential stay designed to shake up market standards and meet the needs and demands of a new generation of travellers. At the same time, the inauguration of the Golden Tulip Shanghai Rainbow hotel confirms the ambitions of Louvre Hotels Group in Asia, strengthening its position as one of the continent's leading players."

Pierre-Frédéric Roulot,
CEO of Louvre Hotels Group.

About Golden Tulip

The Golden Tulip hotel chain was founded in the early 60s with the opening of the first Golden Tulip hotels in the Netherlands. It went on to experience constant growth, expanding throughout the world, while striving to remain attentive to changes in customer needs and demands.

Today a part of Louvre Hotels Group, the brand boasts over 180 high-end hotels in 43 countries.

Each hotel is committed to high quality standards infused with the personality of its manager and steeped in local culture. The Golden Tulip hotels have a light-hearted outlook on life, work and travel.

Adapted to the lifestyles of today's business travellers, our hotels invite clients to combine business and pleasure, enabling them to experience and share unique, fun-filled moments and memories. www.goldentulip.com

About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,500 hotels in 52 countries.

They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad, Campanile, Tulip Inn, Golden Tulip, Royal Tulip; the 5 brands of the Sarovar network in India, as well as 4 Chinese brands: Metropolo, Jin Jiang Inn, Bestay and Goldmet Inn.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world's 5th largest hotel group. www.louvrehotels.com/fr

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