

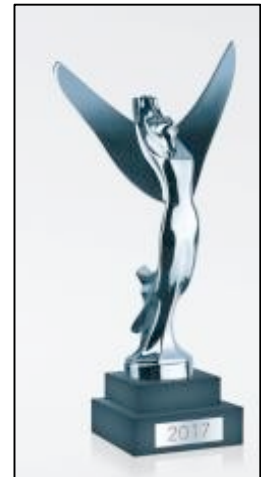
**LOUVRE HOTELS GROUP HONOURED IN TWO CATEGORIES AT THE  
30<sup>th</sup> “BEST FRANCHISEES AND PARTNERS IN FRANCE” CEREMONY**

Louvre Hotels Group and its franchisees were recognised on Monday, November 6, during the 30th IREF (Federation of European Partnership and Franchise Networks) Awards Ceremony which honours affiliates of the best independent organised networks.

**FRANCHISEES RECEIVED A RECOGNISED AWARD**

Launched in 1987, the “Best Franchisees & Partners in France” awards throw the spotlight on franchisees showing exceptional ability to meet the new challenges of independent commerce. Selected by a jury of professionals, the winners are awarded a Trophy and diploma. Selection criteria include:

- economic performance,
- participation in the life of their network,
- communication,
- insertion in the local environment,
- attitude towards consumers,
- company vitality and growth.



Louvre Hotels Group is particularly proud to have four of its hotels receive the “2017 IREF diploma”: Campanile Clermont-Ferrand Centre, Kyriad Chambery, Kyriad Prestige Pau and Kyriad Belfort.

**TRIBUTE TO A FRANCHISOR GROUP’S COMMITMENT**

During the same ceremony, Cédric Girard, Marketing Director of Louvre Hotels Group, also received the special Marketing prize for the Kyriad brand’s innovative digital strategy.

All of these prizes reward the vitality of the franchises and validate Louvre Hotels Group’s support strategy vis-à-vis its investors, the biggest ambassadors of the Group, its brands and innovations. An attractive franchisor thanks to its strong brand values, Louvre Hotels Group plays an important role in the success of all its hotels.

*“This is an extremely fast-growing sector which has managed to adapt its mode of operation to meet the needs of today’s customers. We see great interest in activities such as services to individuals, health-beauty-fitness and financial services. The digital explosion has had a huge impact on the development of networks, now working on version 3.0. Among the prize-winners this year, brands like KYRIAD, LE CROQUE BEDAINE, STEPHANE PLAZA IMMOBILIER and NICKO BAR A ONGLES shone particularly brightly in this area by integrating extremely dynamic digital strategies.”* Michel Kahn, president of the IREF, the Federation of European Partner and Franchise Networks



#### 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 and Royal Tulip; the 5 brands of the Sarovar network in India, as well as 4 Chinese brands: Metropolo, Jin Jian Inn, Bestay and Goldmet Inn. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of the largest tourism and travel conglomerates in China.

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