

Campanile

Hotels for people. Moments for sharing.

Atout France and Campanile launch a new campaign of promotion for European tourists



From June 18th to July 14th, Atout France and Campanile will run a large-scale promotional campaign targeting English, German, Dutch and Belgian tourists likely to stop over in France during their holidays.

Selected by the tourism development agency as ambassador of French hospitality, Campanile, iconic brand offering 325 hotels in France, is teaming up with Atout France, France's Tourism Development Agency, to promote to European visitors the beauty and diversity of French destinations (Auvergne, Biarritz Basque Country, Lille, etc.) as well as the offers made by Campanile to accommodate them.

The operation, 100% digital, will be deployed on social networks, in collaboration with specialized travel agencies (Adara, Travel Audience, ...) and online travel agencies.

“Louvre Hotels Group is proud to participate in this promotional campaign for Destination France. All of our teams, in our hotels in France and abroad, strive daily to offer business and leisure tourists a hospitality experience à la française. This campaign is a perfect fit with our ambitions and should benefit the entire tourism sector.” **Krystel Blondeau, Executive Director Business Unit France**

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À BIARRITZ...**

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brand in the Middle East later this year.

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 19 countries across Europe and represents the 4th largest food outlet in France. The brand will have 6 hotels open in China by this summer launch its



About Atout-France

Atout France, the French Tourism Development Agency, is responsible for strengthening the positioning of the France destination abroad. It brings its expertise in engineering to French professionals to increase their competitiveness and also supports them in their international marketing and promotion operations. The Agency is also in charge of missions aimed at improving the quality of services offered to visitors. Its partnership operation makes it possible to federate the action of 1,300 private companies, local authorities and associations around a common ambition for French tourism. Atout France deploys these missions internationally, thanks to a network of 33 offices in 30 countries.



About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,500 hotels in 53 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.

Press contact – Louvre Hotels Group

Marie Nonell – +33 (0)1 42 91 46 60 – mnonell@louvre-hotels.com

Press contacts - We agency

17 rue de Javel – 75015 Paris – France

Phone: +33 (0)1 44 37 22 44

Adrien Bosch – adrien.bosch@we-agency.fr

Aymeric Staub – aymeric.staub@we-agency.fr