

Louvre Hotels Group launches “Le Comptoir”, a new stopover concept for its Campanile hotels

- A new interior design concept adapted to today’s consumer trends
- A public space that becomes a veritable living area at the heart of the hotel
- A large “Bar-Comptoir” in zinc, focal point for conversation and exchange
- A new, flexible food service offer that combines quality and conviviality
- An individualized client welcome providing a warm, unique experience

Paris, September 15, 2014 – Louvre Hotels Group, 2nd largest European hotel group, has announced the launch of a new hospitality concept in its **Campanile Hotels**, “Le Comptoir Campanile”.

Convinced that business travellers are not just looking for a place to sleep from a purely rational viewpoint, Louvre Hotels Group launches a new hospitality concept in its hotels that **puts a “feel-good” experience and pleasure back at the heart of the budget hotel offer**. Louvre Hotels Group brings into question budget hotel codes which normally tend to favour standardization and depersonalisation. By proposing a **convivial ambiance** to its clients in a larger, informal lobby area, Louvre Hotels Group counts on making its brand the business clientele’s preferred destination.

Articulated around a stylish zinc “Bar-Comptoir”, the lobby becomes the **hotel’s living area**, a perfect place to socialise, the focal point of various service and activity offers. The rooms are redefined by their original function: a room to sleep in. This new concept conserves the Campanile brand’s DNA - “Welcome to our place” - with a warm welcome, conviviality and “home-away-from-home” design... a reinvented French *auberge*!

Two versions of “**Le Comptoir Campanile**” are being developed to adapt the concept to the traditional Campanile hotels as well as city centre hotels with a different setup. **Two pilot hotels** for this new concept are already being tested in **Saint-Germain-en-Laye and Nancy**. **Seven other hotels in Paris and Lyon should be ready to follow suit in the coming months**.

The first feedback from clients about this new concept is very positive, which has encouraged the Louvre Hotels Group to consider **a similar concept for its Première Classe hotel**: the result is a first pilot hotel in Thionville in April 2014. For the first time, a low-end budget hotel brand offers a business corner, a selection of magazines & books available to guests and food service at the “Mini-Comptoir”.

Commenting on this announcement, Marie-Pierre Mottin, Chief Marketing & Business Development Officer at the Louvre Hotels Group, states: *“We are very proud to be unveiling this new concept, which resulted from discussions about our customers’ changing expectations. As part of our push towards standardised services and offers, we want to provide our guests with the kind of stopover they will experience as comfortable and warm-hearted. It is our hope that the time they spend around the “Comptoir” will further build their loyalty towards Campanile, and will confirm in their view our status as an innovative player in Europe’s budget hotel & catering industry”.*

Food service with something for everyone

It is first and foremost at the **zinc “Bar-Comptoir”**, **iconic element of this new area**, that clients come to eat and drink with their friends and colleagues. Throughout the day, in addition to the extensive drink menu, clients can enjoy a wide selection of platters with cold cuts sliced at the counter on a gleaming XXL slicer accompanied by AOC French cheeses. An ideal concept for inveterate snackers, to satisfy a sweet or savoury craving or simply to enjoy on a light meal.



Next to the “Bar-Comptoir”, the **easy, no-constraints “Grab & Go” formula** proposes upscale take-away products: natural and traditionally-made Granny’s Secret juices, vintage sardines fished during the high season of the La Compagnie Bretonne du Poisson, vegetable *rillettes* and caviars to spread generously on a fresh baguette imagined by the two sisters who founded the Secrets de Famille cannery, and traditional desserts such rice pudding, cooked fruit compotes and *mousse au chocolat*, all served in pretty glass dishes.



And finally, if clients would rather sit down for lunch or dinner, a **hot meal choice** is available in addition to snacks, following the same philosophy of freedom, flexibility and simplicity. Everyone serves themselves from cast-iron casserole dishes containing the *plat du jour*: *blanquette de veau*, *joue de bœuf* or haddock....traditional French recipes developed in collaboration with Philippe Renard, starred chef at the Lutétia.

In addition to “Le Comptoir” food service, guests can stop by the **Grocery corner** where select products can be purchased for a gourmet souvenir of “Le Comptoir”; Christine Dattner tea, traditionally-cooked jams; highly-reputed Monin syrups; Tyrrells vegetable chips, traditional biscuits...



The redesigned area around the “Bar-Comptoir”

A few steps away in the living area, clients can relax in a **lounge area**, perfect for reading, playing or having a chat. You'll find a wide-screen 84-inch Full TV that broadcasts sporting events in high definition, a PlayStation 3 with the latest video game releases and a well-stocked library with a good selection of novels, coffee table books, comic books, magazines and a wide choice of board and card games from Monopoly to Poker.



Because staying connected is also essential, the entire area is covered by a very high-speed fibre optic network. Clients enjoy not only free WiFi access, but also a Business Corner, with a 21.5 inch screen i-Mac and a laser printer.

The materials and elements of decor were selected to create a warm, convivial environment: wood, concrete and metal forge an industrial style, enhanced with carefully chosen furniture from big name designers: metal Tolix stools, emblematic Navy chairs by Emeco, Hay wooden chairs and Gervasoni armchairs, positioned to form eclectic groupings of chairs and tables in terms of style, size and colour, adding a novel, modern touch.

To create a home-away-from-home ambience, the area is dotted with cosy, cocooning elements of décor: candles, cushions, plants, mirrors, wooden pencil holders... The lighting was designed to create a very soft, warm ambience. The high quality Bose sound system was also improved; the volume can be adjusted to suit the area's various ambiances.

A genuine pivot of hotel life, the “Bar-Comptoir” becomes the heart as well, by taking on the role of reception desk. Today, hotel clients are invited into this warm, convivial living area to check-in/check-out in a highly original setup.

A team that tends to your every need

Finally, to correspond as closely as possible to the warm spirit of this new living area, **reception is also evolving towards personalized service**, making the client feel right at home. To do so, the Group's HRD has developed an **innovative training program** which will enable teams to ensure that “Le Comptoir Campanile” fulfils all its promises and to run it like a café-restaurant or a home in which you welcome friends for a stay.

About Louvre Hotels Group

Founded in 1976 and owned since 2005 by Starwood Capital Group, Louvre Hotels Group is a Groupe du Louvre subsidiary headed by Pierre-Frédéric Roulot. A major player in the worldwide hotel industry, Louvre Hotels Group currently has more than 1,100 hotels ranging from 1- to 5-star, with a total capacity of over 91,000 rooms in 47 countries.

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