

Louvre Hotels Group announcing the opening of a Tulip Inn hotel residence in Lille Grand Stade... the 11th Golden Tulip venue in France

Paris, 28/02/14, Louvre Hotels Group, a major hotel industry player in France and abroad, has announced the opening of France's first Tulip Inn hotel residence, the Tulip Inn Lille Grand Stade Residence. This is the 11th venue from the Golden Tulip Hotels Suites & Resorts brand in France, and the 227th worldwide.



The hotel was built in 2012 to be managed by real-estate group SERGIC Résidences, a new Louvre Hotels Group partner. It will be franchised under the Tulip Inn brand. The Tulip Inn Lille Grand Stade Residence is a certified low-energy building on account of its thermal insulation and its efficient equipment (furnace, lighting and solar panels).

Located in Villeneuve d'Ascq, facing the new Lille Métropole stadium, the Tulip Inn Lille Grand Stade Residence has great public transport connections, making it easy to reach from the city centre.

The Tulip Inn Lille Grand Stade will feature 36 spacious flats (from 28 to 32 m²). It will offer its business and tourist customers a contemporary setting, perfectly soundproof and including WiFi. All week long, the lounge cafeteria will welcome customers in a friendly, relaxed atmosphere for breakfast. Last but not least, the hotel will have a covered car park nearby, fully equipped to receive the motor-impaired.

"Now established in more than 40 countries, the Golden Tulip Hotels Suites & Resorts brand enjoys a high worldwide profile and a substantial sales network which we wish to make use of. We are currently looking with Louvre Hotels Group at other opportunities to boost our presence in France, and we also want to take advantage of the Tulip Inn brand's strong profile in Northern Europe to speed up our development in the area," stated SERGIC Résidences Director Maxime LEFEBVRE.

"The opening of this residence under the Tulip Inn brand marks the establishment of the first Tulip Inn venue in France, even though the brand has a proven successful track record abroad. Tulip Inn hotels and residences provide accommodation that is both of quality and functional. They offer all the basic amenities for a pleasant, restful stay," added Golden Tulip France Director Emmanuel OLLIER.



This opening will further boost the brand's national development strategy announced several months ago. Indeed, the Group intends to be operating 50 Tulip Inn hotels in France by late 2015.

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. In 2009 and via Starwood Capital group, Louvre Hôtels acquired Golden Tulip Hospitality Group.

With that operation, **Louvre Hotels Group** (Louvre Hôtels & Golden Tulip) **established a position as a major player in the worldwide hotel industry** with over 1,200 hotels, representing a total capacity in excess of 92,000 rooms in 48 countries.

Louvre Hotels Group manages 6 brands, all of which are clearly differentiated and ranging from 1- to 5-star: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip.

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Hotel website

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