

Louvre Hotels Group and Magnuson Hotels Worldwide accelerate their international development with the signing of an unprecedented distribution agreement

Louvre Hotels Group, Europe's second largest hotel group, and Magnuson Hotels Worldwide, a network of more than 1,000 independent hotels in North America, announce the signing, on Monday 29th June, of an unprecedented partnership agreement, creating the most important distribution platform ever created between their respective markets.

Louvre Hotels Group has strengthened its presence in the Asian market with the support of its new shareholder Jin Jiang International Holdings Ltd., and now further accelerates its international development by creating the biggest European distribution platform ever set up on the North American market. By signing this major distribution agreement with Magnuson Hotels Worldwide, the fastest growing hotel chain in history, the group enters the US market with a strong and immediate presence. With Magnuson Hotels Worldwide's 1,000 hotels and 89,000 rooms, both groups now benefit from a vast international offering of 2,500 hotels in more than 50 countries.

The partnership works on the geographically complementary portfolio of the groups, and with the inclusion of Jin Jiang, allows customers to take advantage of a global hotel offering of more than 3,600 establishments distributed across three main markets: Asia, Europe and North America. Louvre Hotels Group is very present in Europe, Asia, Latin America, and increasingly in Africa. Magnuson Hotels Worldwide is thoroughly established in the United States with its network of more than 1,000 hotels, as well as in the UK, Bahamas, Puerto Rico and Canada.

"Thanks to this partnership, Louvre Hotels Group will have access to the important numbers of North American travelers, and will be able to propose an even more complete offering to all customers. We anticipate, in the short term, an increase of 3% of traffic through our establishments", stated Pierre-Frédéric Roulot, Chief Executive Officer of Louvre Hotels Group.

"This global alliance is a significant opportunity for our network of hotels in North America, and will advance Magnuson and Louvre Hotels Group as global players in the industry", explains Tom Magnuson, Chief Executive Officer of Magnuson Hotels Worldwide.

In 2014, US tourists amounted for 12 million people of the European inbound market, including 3.22 million traveling to France (an increase of 4 % from 2013).

In 2020, arrivals to the United States from Europe are expected be 16.7 million, a 21% increase compared to 2014. The biggest growth of European tourists will come from the United Kingdom (724,000), followed by France (372,000), Italy (271,000), and Germany (205,000).

About Louvre Hotels Group



Louvre Hotels Group is a major player in the global hotel industry, with over 1,100 hotels for a total capacity of more than 95,000 guest rooms in 48 countries. It operates a complete portfolio of 6 brands ranging from 1 to 5 stars: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip. Louvre Hotels Group is owned by Jin Jiang International Holding Co. Ltd., one of China's leading travel and tourism conglomerates.
www.louvrehotels.com

About Magnuson Hotels Worldwide

Headquartered in London UK and Spokane WA, Magnuson Hotels Worldwide is a top 10 global chain and markets over 1000 hotels across six countries and three continents. Founded in 2003, Magnuson Hotels quickly became the world's largest independent hotel group. In 2006, Magnuson Hotels introduced three hotel brands serving the upper midscale, midscale and economy segments, allowing hotel owners a way to achieve global brand support at a lower cost than traditional hotel franchises. Today, Magnuson has become the fastest growing hotel brand in history, adding more new hotels in the last 10 years than 8 of the top 10 chains combined.

Press Contacts – Louvre Hotels Group

Aymeric Staub – +33 1 44 37 22 18 – aymeric.staub@we-agency.fr
Adrien Bosch – +33 1 44 37 22 33 – adrien.bosch@we-agency.fr
Sophie Tricaud – +33 1 42 91 46 60 – stricaud@louvre-hotels.com

Press Contacts – Magnuson Hotels Worldwide

Kathryn Steer – +44 780 125 3298 - kathryn@magnusonworldwide.com