

Louvre Hotels Group boosts its digital presence by signing a partnership with a Chinese online tourism platform.

On December 1st, Louvre Hotels Group signed a partnership agreement with Travelzen, a Chinese online booking platform. Its Campanile, Kyriad and Golden Tulip brands are now available to 9 million e-consumers who use the various Travelzen platforms every year.



Pierre-Frédéric Roulot, CEO Louvre Hotels Group and Jijun Shi, CEO Travelzen

According to a report by the Chinese Academy of Tourism, over 2 million Chinese booked their trips using internet sites or applications in 2016, and these bookings concern only the official Chinese national vacation period. Over 100 million Chinese travelled outside of the country, including 9 million business travellers via the Travelzen platform, the biggest airline ticket outlet in China.

This new fast-growing Chinese clientele, ultra-connected and eager for personal experiences is a promising market for Louvre Hotels Group. The second biggest hotel group in Europe decided to enable Chinese travellers to book its hotels via the Travelzen platform and its packages combining flights and hotels.



“Chinese leisure and business tourists are very connected and use specific booking and payment channels. We are striving to strengthen our presence and expertise throughout their customer experience. We need the best partners to meet the demands of a highly digitalised Chinese economy, from pre-sale to payment means,” maintains Pierre-Frédéric Roulot, CEO of Louvre Hotels Group.

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This partnership joins the group's many initiatives to boost its presence in South-East Asia. For example, on October 15, the group inaugurated its first Campanile in Shanghai and plans to open two Campanile hotels per week in China over the next three years. At the same time, Louvre Hotels Group is actively developing in the countries most visited by Chinese tourists, especially South Korea and Indonesia.

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About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 1,175 hotels for a total capacity of nearly 100,000 rooms in 51 countries. It features a comprehensive hotel offer ranging from 1- to 5-star and including 6 brands: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of China's largest tourist and travel conglomerates. www.louvrehotels.com/fr



About Travelzen

Founded in 2007 in Hong Kong, Travelzen is now based in Shanghai with over 1200 employees. It sells more airline tickets than any other outlet in China. Its online tourism platform enables Chinese clients to book airline tickets, hotels, cruises, etc.

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PREMIERE
CLASSE

Campanile

Kyriad


TULIP INN


GOLDEN TULIP


ROYAL TULIP
LUXURY HOTELS