

Louvre Hotels Group and Jin Jiang International unveil their development plans for 2016

After a particularly eventful 2015, Louvre Hotels Group and Jin Jiang International held a joint press conference on March 9 during the ITB trade show in Berlin. They presented the hotel group's development plan for 2016 with a focus on boosting international presence, primarily through its Campanile and Golden Tulip brands.

With the solid support of its new shareholder, a 2.5 Billion euro credit line with the Chinese ICBC bank and privileged access to 109 million Chinese tourists throughout the world, Louvre Hotels Group plans to penetrate 10 new markets in 2016 in Africa, the Middle East, Europe, Latin America and Asia.

2016 will also be the year of a vast offensive on the high-end market with several new Golden Tulip hotel openings: in Euromed, at the heart of Marseille's business district, in Kenya, Doha and Seoul. At the same time, the Golden Tulip brand will be completely repositioned to become the global leader in premium business travel.

Campanile will also be rolling out a new program, namely in China where its innovative concept generated much enthusiasm with Jin Jiang International and the local clientele. The group plans to open 500 Campanile hotels over the next five years. In terms of client experience, the brand will continue to rewrite the codes of the budget segment. Its "Comptoirs", variations of which will appear on all of its markets, will propose its famous food service based on quality and seasonality and featuring recipes created by chef Philippe Renard.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hotel industry, with over 1,150 hotels for a total capacity of more than 100,000 guest rooms in 50 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 Holdings Co. Ltd., one of China's leading travel and tourism conglomerates.

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