

The Grand Opening of the first Golden Tulip in Kenya strengthens Louvre Hotels Group's development strategy in Africa

Louvres Hotel Group, number one hotel group in East Africa, inaugurated its first hotel in Nairobi, pursuing its creation of a network covering all sub-Saharan African metropolitan areas.

Already present in 8 sub-Saharan African countries, with 13 hotels comprising a total of 2,020 rooms under its Tulip Inn, Golden Tulip and Royal Tulip brands, Louvre Hotels Group continues its growth strategy by establishing itself on the Kenyan market.

The 4-star Golden Tulip Westlands Nairobi hotel which has just opened its doors counts 94 rooms and offers a multitude of high-end services including several fine dining restaurants, spas and swimming pools as well as conference rooms for business travellers.

"The tourism sector, especially business tourism, is experiencing strong growth in this region. Our goal is to be there for our clients, namely key accounts, wherever their business takes them in Africa, with quality hotels offering facilities and services to support growth and upgrade quality of leisure and business tourism" explains Alain Sebah, President Golden Tulip for French-Speaking Africa and East Africa.

Over the past year, the group penetrated the Ethiopian market with a Golden Tulip in Addis Ababa and inaugurated yet another in Kigali in Rwanda. Many other projects are currently under development or construction in the region. In fact, some fifteen hotels are planned for 2016, enabling the group to double their presence.

"We are exhilarated to start our first hotel in Kenya with Golden Tulip Nairobi city has seen a lot of growth and development in the recent years and with the growing tourism it is right time for world's renowned hotel chain to set footing in Kenya. We look forward to welcoming our guest with excellent service, authentic hospitality blended with the Kenyan flair" states Mr. Jagat Shah, CEO of Mitsumi Group, the hotel's owner.

The number of tourists welcomed across the African continent has more than doubled over the past fifteen years, increasing from 26 million to 56 million in 2014, according to the Tourist Investment and Business Forum for Africa.

Golden Tulip Westlands Nairobi hotel, the 4-star hotel designed for business and leisure guests in the prestigious Westlands neighborhood

The 94-room, 4-star hotel named *Golden Tulip Westlands Nairobi Hotel* is designed in respect with the philosophy of the brand "international standards with local flavour".

With a prestigious location and wealth of facilities, the Golden Tulip Westlands Nairobi is designed for business and leisure guests. This 4-star hotel in Nairobi is conveniently

positioned in the Westlands neighbourhood, an affluent modern area known for its shopping centers, office buildings, and other international companies.

Golden Tulip Westlands Nairobi offers 4 types of rooms to meet every traveller's budget and comfort. The 4-star hotel rooms and suites include silver, gold, platinum and business suites. All rooms are furnished with well-appointed amenities such as a mini-bar, interactive LED TV, self-controlled air-conditioner, tea and coffee maker. The hotel also offers complimentary Wi-Fi to all resident guests enabling the modern business traveller to stay connected.

Golden Tulip Westlands Nairobi also offers various leisure facilities like gym, sport bar, rooftop swimming pool, multi-cuisine restaurant and a high-end Italian restaurant. The hotel is ideal for hosting meetings, conferences, weddings and other social events. It can host customized events and meetings for 20 pax to 600 pax.

Hotel guests and travel agents will also be able to benefit from Louvre Hotels Group's ongoing royalty programs – Ambassador's Club and Flavors Club, enabling members to earn reward points which are redeemable at all Louvre Hotels Group properties worldwide.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hotel industry, with over 1,175 hotels for a total capacity of more than 100,000 guest rooms in 51 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.

www.louvrehotels.com

About Golden Tulip

The Golden Tulip hotels chain was founded in the year 1960, when the first Golden Tulip hotel was opened their doors in Netherlands. Since then, the chain of hotels has expanded across the globe, always in step with the changing needs and expectations of the customers. As part of Louvre Hotels Group, the worldwide hotel chain operates in three well-known hotel brands: Tulip Inn, Golden Tulip and Royal Tulip with a total of over 240 hotels in 45 countries. Each establishment combines the hotel chain's commitment to high international standards with the unique personality of people who manage with local flavor.

www.goldentulip.com

www.goldentulipwestlandsnairobi.com

About Mitsumi Group

Established in 1996, Mitsumi Group is a conglomerate that operates in 10 countries with a workforce of over 300 employees. Owing the Africa's largest IT, CE and Telco Distribution Company, Mitsumi Group has diversified into several businesses including IT, Hospitality, Real Estate, textile, Trading and Construction. Mitsumi truly value its customers and strive to provide an exceptional experience every time. Mitsumi operates across the globe with branches in Kenya, Tanzania, Ethiopia, Uganda, Rwanda, Nigeria, Ghana, Cameroon, India and United Arab Emirates.

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