

Louvre Hotels Group inaugurates the Golden Tulip Marseille Euromed at the heart of La Joliette

Pierre-Frédéric Roulot, CEO Louvre Hotels Group, its partners and the Mayor of Marseille, Jean-Claude Gaudin, were all in attendance for the Louvre Hotels Group's official inauguration this Thursday, June 9th, of its new Golden Tulip Marseille hotel at the heart of the international service sector business district, Euromed Center.

Part of the Euromed Center programme backed by the Foncière des Régions and the Crédit Agricole Insurance company, this 4-star hotel with 210 rooms on 9 floors and designed by internationally known architect, Massimiliano Fuksas, will welcome a business and leisure clientele. It joins a network of over 240 hotels in 45 countries.

By capitalizing on the identity of its Golden Tulip brand, combining international standards and local identity, this new hotel reflects the group's commitment in terms of regional development. Clients will enjoy high end service in a local ambiance, experiencing the hotel's unique brand of hospitality.

A key component in the business district, the Golden Tulip Marseille Euromed provides a new and complementary offer, distinguished by its convivial and relaxed atmosphere, perfectly adapted to this rapidly changing neighbourhood. Veritable hospitality hub near the "new district's" office buildings, the hotel and its range of services will enhance the available choices for travellers to Marseille. This hotel opening has also generated the creation of 50 permanent jobs, as well as a number of indirect jobs with service companies used by the hotel for its operations.

"The inauguration of the Golden Tulip Marseille Euromed at the heart of this new, dynamic business district strengthens the strategic positioning of our brand. The urban and diversified fabric of the city of Marseille also contributes to the development of Golden Tulip by creating an attractive environment," explains Pierre-Frédéric Roulot, CEO Louvre Hotels Group.

The new Golden Tulip will benefit from the city's attractiveness which, according to the 2014 International Congress and Convention Association (ICCA) ranking, a reference in terms of international ranking for business travel, moved up 68 spots to reach the 74th position worldwide.

A propos de Louvre Hotels Group

Louvre Hotels Group est un acteur majeur du secteur de l'hôtellerie mondiale, dont le portefeuille compte aujourd'hui 1 181 hôtels, représentant une capacité totale de près de 100 000 chambres dans 51 pays. Il dispose d'une offre hôtelière complète de 1 à 5 étoiles et compte 6 marques : Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip et Royal Tulip. Louvre Hotels Group est une filiale de Jin Jiang International Holdings Co., Ltd., l'un des plus importants conglomérats de tourisme et de voyage en Chine. Jin Jiang est le 5^{ème} groupe hôtelier mondial.

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