

Louvre Hotels Group continues to strengthen its position in South-East Asia by opening the first Campanile hotel in Vietnam

The fifth international group continues to expand in Asia by approving the imminent opening of the first Campanile hotel in Vietnam in the heart of the city of Da Nang.



Located in Da Nang Bay, the Campanile Cocobay will open in early August, offering 360 rooms in the centre of the city, which is considered to be the most enjoyable city to live in within Vietnam thanks to its calm atmosphere and proximity to nature. In the heart of the country's main tourist hub, the hotel is perfectly located on the seafront, between two international golf courses,

close to the region's many cultural UNESCO World Heritage sites.

The establishment of this Campanile hotel marks the group's arrival in Vietnam, where demand for hotels continues to grow, particularly in view of the rise in tourism (up 3.8% in 2016) and the growth of the middle class. Vietnam is therefore providing a real opportunity for the international hotel leader.

This opening is a first step of a strong collaboration between Louvre Hotels Group and Empire Group, the hotel's owner. They are involved in a management contract. Moreover, working on a mutual trust, the two partners plan to open together a Golden Tulip establishment.

“Following the example of other countries in the region, where the Louvre Hotels Group is already well established, Vietnam is picking up significant momentum with a middle class who are travelling more and more, both for business and for pleasure. This move marks the first step in our group's roll out in this high-potential market.” Pierre-Frédéric Roulot, CEO of the Louvre Hotels Group and CEO of Jin Jiang Europe

Since the arrival of its new shareholder Jin Jiang in 2015, the Louvre Hotels Group has significantly strengthened its presence within the region. Therefore, after unveiling the very first Campanile Hotel in China in October 2016, marking the starting point of the chain's large-scale roll out, and then after acquiring the Indian group Sarovar in February 2017, the Louvre Hotels Group is continuing its strategy of creating a hotel Silk Road that connects Asia and Europe.



About Louvre Hotels Group

Louvre Hotels Group and the Jin Jiang Louvre Asia platform are a major player in the global hospitality industry, with a portfolio that now includes 2,500 hotels in 52 countries. They have a full hotel offering, spanning 1 star to 5 stars, with the Louvre Hotels Group's historic brands (Première Classe, Kyriad, Campanile, Tulip Inn, Golden Tulip, Royal Tulip), the 5 brands of the Sarovar network in India, and 4 Chinese brands (Metropolo, Jin Jian Inn, Bestay, Goldmet Inn). Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of China's largest tourism and travel conglomerates.

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