

Louvre Hotels Group: 10 Ile-de-France hotels have already earned the “Sécuri-site” label

Already, less than 2 months after this label was launched by the Préfecture de Police in Paris, ten of the Louvre Hotels Group establishments have successfully applied for the Sécuri-site label. This label certifies that all the necessary security measures have been put into place, inside the hotel as well as in its immediate surroundings, as well as close collaboration with the authorities.

Aware of the growing importance of security-related issues, the world's fifth largest hotel group is constantly improving the security measures implemented inside and around its hotels through numerous initiatives. Already, ten of the group's hotels, located in the Ile-de-France region, have been awarded the Sécuri-site label. To earn this label from the Paris police headquarters, a 38-point self-evaluation covering 6 major themes must be carried out by management of the concerned hotel. They also have to agree to 8 commitments relating to prevention and communication with the police force. The group's ultimate goal is to have all its Ile-de-France hotels take the necessary steps to receive the label.

“As an international group, we understand how much a feeling of security can enhance the attractiveness of our destination. Louvre Hotels Group has already been working for several years, internally and in close collaboration with law enforcement agencies, to offer an optimal security standard. The fact that these ten hotels all earned a label in such a short timeframe proves the pertinence of our past and future commitments.”

Pierre-Frédéric Roulot, CEO Louvre Hotels Group

To create security awareness throughout the network, Louvre Hotels Group invited its franchisees on Wednesday, September 6 to attend a conference on the theme of “Tourism and Security”, with the participation of members from the elite RAID police unit. The purpose of this event was to support franchisees as they implement good practices in terms of anticipation, prevention and management of risks.



About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,500 hotels in 52 countries. They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad, Campanile, Tulip Inn, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, as well as 4 Chinese brands: Metropolo, Jin Jian Inn, Bestay and Goldmet Inn. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of the largest tourism and travel conglomerates in China.

Press contact - We agency

Aymeric Staub - +33 (0)1 44 37 22 18 - aymeric.staub@we-agency.fr

Adrien Bosch - +33 (0)1 44 37 22 33 - adrien.bosch@we-agency.fr

Mohamed Bouhadda - +33 (0)1 44 37 22 11 - mohamed.bouhadda@we-agency.fr

Press contact - Louvre Hotels Group

Marie Nonell - +33 (0)1 42 91 46 60 - mnonell@louvre-hotels.com