

## LOUVRE HOTELS GROUP LAUNCHES PROaccess: THE NEW DIGITAL SOLUTION FOR LEISURE GROUP BOOKINGS

**Aimed to simplify the leisure group management for tourism professionals, Louvre Hotels Group launches a new digital booking solution: PROaccess. As from May, this innovative tool will offer an easy group booking access to more than 1000 Kyriad, Campanile and Première Classe hotels in France and abroad.**

Leisure group market is strategic for Louvre Hotels Group. In 2017, more than **130 000 groups of tourists** stayed in the several hotels of the group in France.

To respond the market expectation in terms of digital solution and to simplify booking procedures, the n° 5 hospitality group in the world offers PROaccess to its partners.

A booking website featuring a simple and intuitive customer journey. It enables travel agents to save time in the group booking management with a performing search and booking engine. Group booking are now 100 % dematerialized, managed in full autonomy by the agent and processed within 3 minutes chrono.

This platform allows tourism professionals to :

- Check real time room availability 7/7,
- Consult best available group rates,
- Discover food and beverage options (breakfast, lunch, diner, special offers for groups) and book directly the hotel matching their search criteria's.

The tool also includes useful and competitive features: instant quotation, contracting, and online payment. To facilitate even better their administrative tasks, a dashboard reminds them all their important deadlines such as option date management, sending a rooming list, and to be updated on the latest available promotions.

*"Through the launch of PROaccess, Louvre Hotels Group innovates and responds to professional tourism priorities in terms of leisure group bookings. I am particularly proud to launch this tool as I know how much the booking process is time consuming for the agents and now thanks to this solution Louvre Hotels Group revolutionizes the booking process and will make their life easier"* Olivier Daurat, Director of Sales - Louvre Hotels Group.

# Louvre Hotels

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## 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, Goldmet Inn and the Hôtels et Préférence group. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of the largest tourism and travel conglomerates in China.

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