

Louvre Hotels Group keeps developing in Africa with the debut of Campanile, Kyriad and Première Classe in the heart of Casablanca, Morocco

Louvre Hotels Group is announcing the creation of a multi-brand complex with 411 rooms under the Première Classe, Campanile and Kyriad brands in the heart of the kingdom's economic capital. This innovative concept accompanies the group development opening 3 news brands in Morocco thanks to the support of the group local partner, H Partners



This new complex, in partnership with the Moroccan investment fund *H partners*, will open next September and marks the arrival of the group's mid-range and budget-friendly brands on a booming market. Established in the heart of Morocco's economic capital, it will be located next to the several railway stations, near penetrating axes such as the historic centre. On a plot of over 2,300 m2, it will offer 124 rooms under the Première Classe brand, 189 under Campanile and 98 under Kyriad. This multi-brand establishment offers the

opportunity to experience three distinct experiences in one place.

Eager to make this establishment the showcase of its expertise in Africa, Louvre Hotels Group is establishing its hotel concepts to meet the expectations of local and international travellers. Première Classe offers a budget-friendly service targeting local travellers, mainly business travellers, but also young tourists. Campanile caters to both business and leisure travellers offering modern work areas, shared social spaces and a bar-restaurant open to non-residents. For Kyriad, the group called on Moroccan designer Hicham Lahlou whose modern furnishings have transformed the hotel into a true cultural gateway. The Kyriad hotel is a residence offering longer stays in spacious, designer studios responding to the trend in Morocco.

The African continent is a priority for Louvre Hotels Group. It currently has 26 hotels in this area and 20 projects are underway.

“Casablanca, the major economic capital, is becoming a showcase for Louvre Hotels Group's excellence in the hotel industry for the entire African continent. This new complex is in line with our ambition to weave a broad, multi-brand network across all of the continent's political and economic capitals. Africa represents a growing tourism market, driven by domestic demand and the emergence of a middle class, but also by the strengthening of economic relations between its different countries and other areas across the globe.”

Andreas Tscherning, International Operations Director

Louvre Hotels

GROUP



About Louvre Hotels Group

Louvre Hotels Group is a major player in the world hotel trade sector and it currently has a portfolio of over 2,600 hotels in 54 countries. It offers hotel accommodation ranging from 1 to 5 stars, under the historic brands of the Louvre Hotels Group: Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip, and Royal Tulip; the 5 brands of the Sarovar network in India, the Hotels & Preference group and the Chinese brand Metropolo. Louvre Hotels Group is affiliated to the Jin Jiang International Holdings Co., Ltd., the 5th largest hotel group in the world.

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Kyriad



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