

Golden Tulip reinvents team training with virtual reality



A disruptive, interactive training method for “Playful leaders”

Golden Tulip hotels and their clients share a fun outlook on life, work and travel. The signature “Playtime Anytime” invites clients to enjoy a stay at their hotels and have a little fun, whether they are there for business or leisure.

To ensure that its teams deliver the brand promise, Golden Tulip has reinvented its internal training methods with a brand new, unconventional format. Inspired by the ‘gamification’ trend, virtual reality builds awareness in a widespread public and makes learning fun.

“We wanted to address two issues: increasing our team members’ motivation for training worldwide and optimising information memorisation. We followed the advice of our partner My-Serious-Game, opting for Virtual Reality, technology which, in our case, provides perfect support for training methods,” claims Alexandre Prieur, Operations Engineering Manager at Louvre Hotels Group.

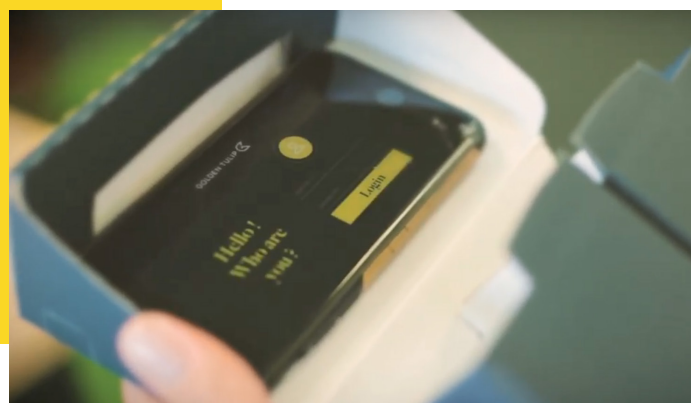
Starting this past May, Golden Tulip, the Louvre Hotels Group premium brand, is training all its hotel directors in France and around the world - nearly 200 people - in participative leadership using an innovative, fun, intuitive and digital method integrating virtual reality.

Playful Leader !

Learning how to adopt the Golden Tulip attitude is easier than ever!

Every hotel director in France and around the world receives a cardboard headset, easy to assemble and use. They then download the “Playful leader” app onto a smartphone to get started. Three 10-minute training sessions are available, each featuring 360° interactive videos filmed at the Golden Tulip Marseille Euromed, in which Managers find themselves in real-life situations.

“Virtual reality revolutionises the employee experience in our hotels and the way we share our know-how. It provides easy-to-access training assimilated during a fun, immersive experience,” explains Aymeric Lecocq, Training Manager at Louvre Hotels Group.

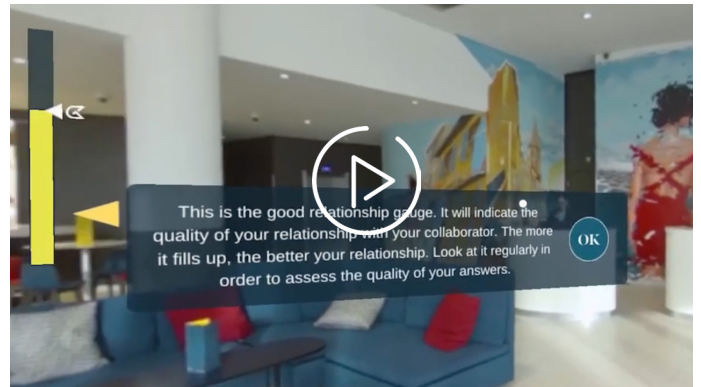


They interact directly with several people at the hotel and have to adopt the right Golden Tulip attitude to fill up their team's good humour meter.

This immersive experience was created in partnership with the French company My-Serious-Game (www.my-serious-game.com). The main goal is to enable users to better retain information by delivering educational content in a fun format.

My Serious Game is enthusiastic about the result *“Louvre Hotels Group entrusted us with the development of this innovative application. Our successful collaboration has enabled us to rollout a powerful training tool across the Golden Tulip*

network by combining our tech know-how and the hotel know-how of LHG. Using technology to improve training is our number one priority; we have proved here that VR can be a pivotal training element .”



This way to watch the video

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About Golden Tulip

The Golden Tulip hotel chain was founded in the early 60s with the opening of the first Golden Tulip hotels in the Netherlands. It went on to experience constant growth, expanding throughout the world, while striving to remain attentive to changes in customer needs and demands. Today a part of Louvre Hotels Group, the brand boasts over 190 high-end hotels in 44 countries. Each hotel is committed to high quality standards infused with the personality of its manager and steeped in local culture. The Golden Tulip hotels have a light-hearted outlook on life, work and travel. Adapted to the lifestyles of today's business travellers, these hotels invite clients to combine business and pleasure, enabling them to experience and share unique, fun-filled moments and memories.

A propos de My-Serious-Game

My-Serious-Game develops innovative training courses to support business and practices transformation. Based on the diversity / complementarity of his talents: pedagogical engineers, game designer, doctor in neuroscience, 2D / 3D graphic designer each project is driven by a team dedicated to its success. In operation since 2014, My-Serious-Game works with large groups, institutions, training organizations and SMEs on a common issue: increasing the skills and potential of employees.

<https://www.my-serious-game.com/>

About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,600 hotels in 54 countries. They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad Direct, Kyriad, Tulip Inn, Campanile, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the Hôtels et Préférence Group as well as the Chinese brand, Metropolo. The group also has a distribution agreement with Lucien Barrière Group. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world's 2nd largest hotel group.