



OVER 150 FRENCH INVESTERS ATTEND THE LOUVRE HOTELS GROUP ANNUAL CONVENTION HELD FOR THE FIRST TIME IN SHANGHAI

Major actor on the hospitality industry, Louvre Hotels Group welcomed nearly 150 French investors to its annual convention, held for the first time in Shanghai last December. This informative and entertaining event provided a unique opportunity for these businessmen to learn more about the Group's next generation concepts, growth potential and ambitions, as well as Chinese culture.

To begin this strategic gathering, organised by Krystel Blondeau, the Group's General Manager France, participants were invited to attend an opening speech by Guo Lijuan, President of Jin Jiang International. Throughout the event, investors discovered and tested innovations ready for 2019 rollout, both group-wide and on the French market, as well as hearing about the Group's plans for the next three years.

Since it was bought by Jin Jiang International in 2015, the dual nationality of Louvre Hotels Group has become a competitive edge providing its investors with a window onto Asian clientele, the world's biggest tourism market.

The Group also uses its Chinese foothold to test new concepts, in Shanghai, before they are proposed to investors and rolled out worldwide, like the Smart Hotel label, launched last September.

A 'discovery circuit' and themed workshops enabled investors to better grasp the development potential of the Group's various brands. From new designs to new client experiences, total immersion introduced them to the latest innovations, like its most recent upscale brand, Metropolo. They also had a chance to visit newly opened hotels at the heart of Shanghai.

The nearly one hundred participants praised the conference programme, the quality of the trip and the personnel who accompanied them.

Louvre Hotels GROUP

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, Kyriad Direct, Campanile, Tulip Inn, 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.

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