



LOUVRE HOTELS GROUP CONTINUES TO FOCUS ON CITY CENTER DEVELOPMENT, OPENING TWO HOTELS IN 'LE BELAROÏA', AN EXCEPTIONAL ARCHITECTURAL COMPLEX AT THE HEART OF MONTPELLIER

Louvre Hotels Group pursues its development strategy focusing on dynamic localities, choosing Montpellier and specifically the new 9000 m² urban architectural complex, Le Belaroïa, designed by French architect Manuelle Gautrand. For the first time in France, it opens two hotels on the same site: Campanile and Golden Tulip, which join a bistro-style brasserie and 12 premium private housing units.

A unique multi-purpose venue adapted to the needs of a new generation of travellers

The two new hotels—Campanile and Golden Tulip—have just opened at the heart of this new emblem of the new Saint-Roch neighbourhood, ideally located in downtown Montpellier. The first occupies 6 floors and covers 2043 m² while the second occupies 9 floors and 4357 m². Both enjoy an exceptional view of the sea and city centre rooftops. This hotel venue is designed to be a unique crossroads for Le Belaroïa users and travellers, rounding out the experience with a fitness centre and business traveller area. On the uppermost stories of this impressive structure, 12 private apartments offer a panoramic view of the city.

This concept meets the needs of a contemporary clientele on the

lookout for new experiences and atypical hotels during their business or leisure travels.

"The whole Valotel France team is incredibly proud to have promoted and designed Le Belaroïa. We want this emblem of Montpellier's contemporary architecture to be a lively, animated venue, one that is a perfect fit with the Golden Tulip's Playful! spirit."

Pascal Donat, President of Valotel France

For the first time in France, two of the group's iconic brands, Campanile and Golden Tulip share a monumental home.

Stepping up to fit into its new environment, the Golden Tulip Montpellier Beloroïa hotel is a hybrid venue offering stimulating work and leisure areas. The 102 rooms designed by the famous interior architect from Grenoble Philippe Avanzi offer optimal comfort in a warm and intimate ambiance with breathtaking views. An area dedicated to business travellers completes the experience, providing all the equipment and services you need to get your job done. Clients also have access to a leisure area. The bistro-style restaurant, "Chez Delagare", and its chef Thierry Alix, propose a menu featuring Mediterranean flavours and local products.

The Campanile Montpellier Centre – Gare Saint-Roch hotel has 80 rooms and offers open, modern spaces that can adapt to any experience. Common areas are designed for comfort and conviviality around a central bar, the hotel's focal point. Lounge seating and co-working areas invite clients to stop by and enjoy the hotel's unique ambiance.

A strategic location at the heart of historic Montpellier

Located across from the St Roch train station, this complex is a veritable crown jewel, near all the city's main attractions and ten minutes from the convention centre. A few minutes' walk from shops and restaurants, the Campanile and Golden Tulip Montpellier Beloroïa hotels offer business and leisure travellers a prime location with easy access to public transport. They will discover a city that radiates energy through its cultural, sports, university and economic activities and whose steady growth attracts more and more entrepreneurs and working men and women.

"The opening of the Campanile and Golden Tulip hotels in the exceptional architectural complex Le Beloroïa in downtown Montpellier is a first and embodies the ambition of the group to position itself at the heart of dynamic localities, offering a full range of services to a demanding clientele who wants to combine leisure with a work-compatible setting."

Krystel Blondeau, General Manager France of Louvre Hotels Group.

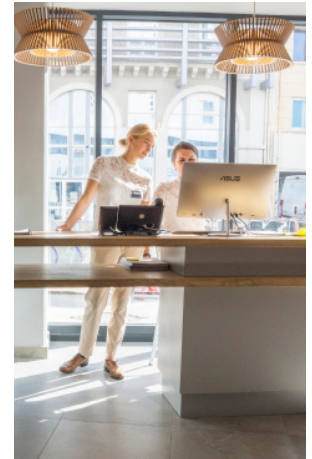


Golden Tulip

Campanile



Golden Tulip



About Campanile

The Campanile hotel-restaurants were founded in 1976 based on the values of conviviality and authenticity. Today, Campanile has 380 hotels worldwide and is the 4th largest restaurant network in France.

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. Today a part of Louvre Hotels Group, the brand boasts over 190 high-end hotels in 44 countries

Louvre Hotels
GROUP

About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 1 600 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.

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