



Pierre-Frédéric Roulot, CEO Louvre Hotels Group with Adam Koniczny, Louvre Hotels Group Development Director Europe, Radomir Živanić, Hotel Zira Owner and his advisor, Josif Jusković, and Saurabh Chawla, Louvre Hotels Group Development Director, during the official signature of the Golden Tulip Zira.

LOUVRE HOTELS GROUP OPENS ITS FIRST GOLDEN TULIP HOTEL IN SERBIA

Louvre Hotels Group, subsidiary of Jin Jiang International, 2nd hospitality group in the world, continues its development in Eastern Europe by opening its first Golden Tulip in the heart of Belgrade, Serbia.

A strong development in european capital and main cities

Thanks to this first opening in Serbia, the European 2nd Hospitality group continues to develop its network in Eastern Europe, where he already has almost 30 hotels. Belgrade, as a key location in The Balkans state is a new opportunity for the group. Moreover, the development strategy is focused on capitals and key cities in Europe, as evidenced by the recent opening of Golden Tulip in Bordeaux or Campanile in Casablanca.

A premium hotel in the heart of the « White City »

The Dutch brand Golden Tulip counts almost 200 hotels in the world and offers a playful look on life, travel and affairs. Located in key cities, Golden Tulip hotels are playful and premium,. The Golden Tulip Zira has 130 rooms and 4 floors, located in central city zone, built at the crossroads of two important streets Ruzveltova and Cvijićeva , near university district and only twenty-minute walk from the Republic Square.

"Since its opening more than 10 years ago, Hotel Zira is well known among business travelers who enjoy convenient location, great food and wine selection and conferences. We are very proud that Louvre Hotels Group, which as a great experience in hotel management, choose us to as first partner in the region. We believe Zira can become Belgrade's favorite hotel not only for businessmen, but city explorers as well." Radomir Živanić, Owner of Hotel Zira.

A coming opening in 2020

The opening of Golden Tulip Zira is planned for the february 10th 2020. It is a renovation of an existing asset, the Hotel Zira, a very famous hotel for local and international tourists.

The hotel will provide spacious and confort rooms and a restaurant offering mediterranean and traditional Serbian food.

Investing in this new hotel, Louvre Hotels Group aspire to make it an unmissable place of the city for affairs or leisure travelers.

"We are very pleased to sign and soon open a flagship Golden Tulip hotel in Serbia. Belgrade is an important city and part of One Belt One Road initiative with a growing number of international travelers including guests from China. Design-oriented Hotel Zira with its great food & beverage facilities will be a perfect addition to our portfolio." Adam Koniczny, Development Director Europe in Louvre Hotels Group.



Louvre Hotels GROUP

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 1600 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 Barrière Group. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co. Ltd., the world's 2nd largest hotel group.

Contact Presse

Louvre Hotels Group

Marie Nonell - 01 42 91 46 60

mnonell@louvre-hotels.com

Contact Presse

We agency

Marie Broulou Erhel - 01 44 37 22 26

marie.broulou@we-agency.fr

