

## LOUVRE HOTELS GROUP CONTINUES TO SUPPORT THE ECONOMIC RECOVERY WITH 50% OF ITS HOTELS NOW REOPEN IN FRANCE, AND 100% BY EARLY JUNE.

In a sustained effort to contribute to the economic recovery, Louvre Hotels Group (Golden Tulip, Campanile, Kyriad, Première Classe, etc.) is reopening yet more hotels in France to meet post-lockdown accommodation and catering needs. By May 11 the Group had reopened 50% of its hotels, a figure due to reach 100% by early June.

*“Louvre Hotels Group has never ceased its activities so as to consistently uphold the national effort. More than 150 of our hotels remained open to those who needed them during lockdown, such as caregivers and COVID-19 patients, while our other establishments supported the frontline workers via many solidarity initiatives. We believe it is important for us to welcome our guests in the best possible conditions by remaining proactive and focused on our core business: people.”* Pierre Frédéric Roulot, CEO of Louvre Hotels Group.

### *The safety of guests and employees is an absolute priority for Louvre Hotels Group*

The Group's hotels are gradually resuming their activity across the country. To ensure that both guests and staff are safe and well, the Group is working alongside other hospitality players towards establishing a common health & safety seal of approval. In addition, Louvre Hotels Group is deploying specific procedures as part of its new Charter of Commitment, available online on the Group's websites and sent to customers.

### *All hotels fully operational by early June*

50% of the Group's hotels were open by Monday 11 May, mostly to accommodate business travellers. Thanks to the courage and determination of its staff on the ground, the Group offers a tailored customer journey and delivers catering solutions redesigned around takeaway and room service.

The Group aims to reopen all its hotels by early June, with special room rates for both business and leisure guests.

*“Our teams, hoteliers, and investors are united around a common objective: to participate in the economic recovery of our country and meet the accommodation needs of the French people as they resume travelling. To achieve this, we are committed to implementing the latest health & safety measures in order to provide the highest level of care and support to our guests, whom we look forward to welcoming back.”* Krystel Blondeau, CEO France of Louvre Hotels Group.

#### Press Contacts

We Agency

Marie Broulou - [marie.broulou@we-agency.fr](mailto:marie.broulou@we-agency.fr) – +33 665 523 248

Louvre Hotels Group

Marie Nonell – [mnonell@louvre-hotels.com](mailto:mnonell@louvre-hotels.com)

## Louvre Hotels GROUP

### A propos de Louvre Hotels Group

Louvre Hotels Group est un acteur majeur du secteur de l'hôtellerie mondiale, dont le portefeuille compte aujourd'hui plus de 1 500 hôtels dans 54 pays. Il dispose d'une offre hôtelière complète de 1 à 5 étoiles avec les marques historiques de Louvre Hotels Group : Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn, et Première Classe ; les 5 marques du réseau Sarovar en Inde, le groupe Hôtels & Préférence ainsi que la marque TemptingPlaces, et la marque chinoise Metropolo. Le groupe a également un accord de distribution avec le groupe Barrière.

Louvre Hotels Group est une filiale de Jin Jiang International Holdings Co., Ltd., 2ème groupe hôtelier mondial.