

LOUVRE HOTELS GROUP LAUNCHES HOSHO, A NEW BED-SELLING CONCEPT TO ENJOY PARIS WITH ONLY 20€ IN YOUR POCKET!



THE NEW BED-SELLING CONCEPT HOSHO JOINS THE LONG LIST OF INNOVATIONS CREATED BY LOUVRE HOTELS GROUP WITH A CAPSULE BED IN PARIS.

Finally there is something new in lodging options in Paris for small budgets, families, groups and backpackers...

1 in 3 French people living outside of the Capital plans to come to Paris in the upcoming months*. Whatever the reason for their trip, a quarter of these travelers want to save money on lodging and plan a budget of, on average, **82 euros per person for lodging in Paris.**

In order to meet this growing need, Louvre Hotels Group is launching a new concept in bed-selling with an unbeatable price/quality ratio. **Hosho proposes an all-option bed at the entrance to Paris for only 20€.** This capsule bed, nicknamed "dream-station", is composed of quality bedding, a reading lamp, a mirror, an individual secured storage space, several electrical outlets and, above all, a 100% opaque curtain to provide you with a restful night.

The can-be-made-private rooms of 4, 6 or 8 beds are ideal for groups of all types and will especially win over the French clientele who, for 58% of them, plan on visiting Paris as a family. For the women who wish, the establishment also offers single-sex rooms in secured zones where part of the floor is closed off.

Louvre Hotels Group creates a new market category in hospitality market for consumers who want to consume smart!

With Hosho, the 2nd largest french hotel group have created a new market segment with new capsule bed. Situated in the south of Paris, 2 steps away from the Porte d'Italie subway station, Hosho has 246 beds sold individually. Spread over 39 rooms with private showers and separate toilets.

The site also offers never-before-seen services: a coworking space, a design laundry bar, microwave ovens, vending machines selling light food and extra lockers for storage.

For all travelers who want to live their experience in complete autonomy. This urban concept is entirely aligned with this new generation of travelers who want to spend smart. Indeed, for their trips in Paris, French tourists expect an average budget of 145€ per day* and more than 60% of them wish to save mainly on their accommodation and transport. Thus, Hosho offers a barely believable offer: € 20 a night, **when 80% of travelers think that it is impossible to find accommodation at this price in Paris.**

"With Hosho, we thought about a new concept for smart consumers who want a safe, comfortable and inexpensive experience in the heart of Paris. If our clients embrace this never-before-seen experience, adapted to their needs, we intend to develop Hosho in the European capitals and mid-sized cities," states **Françoise Houdebine, VP Marketing of Louvre Hotels Group.**

A flashy design to take advantage of your "Bed in Town."

Despite its low price, Hosho has invested in a design and a décor which is both pop and urban, reflective of today's trends and inspiring travelers. The design was led by Louvre Hotels Group teams in partnership with the London studio B3 Designers, specialized in spaces that have a positive impact.

Additionally, several spaces were created in partnership with artists such as the series of silkscreens signed by the Parisian artist Lucas Jacquinet, the huge fresco of Paris signed by Giulia Carlicchi in the lobby or the big street-art wall on the rooftop.

With its unique universe and its never-before-seen experience, Hosho has already won over many travelers since its opening at the beginning of summer. Several influencers have shared their experiences on their social networks.

Discover all of our information on French travelers to Paris*:



Louvre Hotels
GROUP**About de Louvre Hotels Group**

The Louvre Hotels Group is a major player in the worldwide hotel industry, whose portfolio today includes over 1500 hotels in 54 countries. It offers a range of hotel stays from 1 to 5 stars, with the historical brands of the Louvre Hotels Group: Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn, and Première Classe; the five 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 the Barrière Group.

The Louvre Hotels Group is an affiliate of Jin Jiang International Holdings, Co, Ltd., the 2nd largest hotel group in the world.

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