

Barrière and Louvre Hotels Group ally to strengthen the distribution power of their high-end offers

Louvre Hotels Group and Barrière have signed a distribution partnership to promote their respective high-end offers. This commercial alliance between these two well-known groups aims to increase the Asian clientele, especially Chinese, in Barrière establishments; and on the other hand, to offer Louvre Hotels Group's clientele the wealth and excellence of the hotel offering of the family group chaired by Dominique Desseigne.

Due to its expertise and increasingly defined presence in the Asian market, Louvre Hotels Group has been selected by the Lucien Barriere group for the online marketing of their hotels. Louvre Hotels Group will present on its booking platform all 18 Barrière luxury hotels, while the latter will offer a selection of 20 high-end establishments of the brands Royal Tulip, Golden Tulip and Sarovar from Louvre Hotels Group.

Furthermore, Louvres Hotels Group and Lucien Barriere share common values and ambitions, particularly with regard to allowing an ever more demanding international clientele to discover French lifestyle and hospitality.

Louvre Hotels Group is a subsidiary of the Shanghai group, Jin Jiang International, the leading hotel group in China, which also has a tour operating business and oversees one third of Chinese travel abroad. Thus, the group is an expert in Chinese tourism in Europe and worldwide. The Chinese means of payment, the Franco-Chinese distribution programme, and the loyalty programme with over 120 million members are all good reasons to partner with Louvre Hotels Group to conquer the Asian market.

“Louvre Hotels Group's influence on Asian tourism markets is unparalleled. This capacity to increase the visibility of our brands and distribution platforms is a sizeable advantage for partners such as the Lucien Barriere group. We will be able to reach our aim of becoming the world number 1 thanks to powerful synergies such as these, which allow us to strengthen our distribution platform with a new high-end offer.” explains **Pierre Frederic Roulot, CEO, Louvre Hotels Group and Jin Jiang Europe.**

For Dominique Desseigne, PDG of Barrière « *This new partnership is part of our international development strategy and reinforces our positioning as a key player in the luxury hotel and leisure sector. This commercial alliance with Louvre Hotels Group will allow an acceleration of the development of the Asian clientele in our hotels as well as an increased visibility on the international reservation platforms.* ».

Louvre Hotels

GROUP



About Louvre Hotels Group

Louvre Hotels Group is a major player in the world hotel trade sector and it currently has a portfolio of 2,500 hotels in 52 countries. It offers hotel accommodation ranging from 1 to 5 stars, under the historic brands of Louvre Hotels Group: Première Classe, Kyriad, Campanile, Tulip Inn, Golden Tulip, and Royal Tulip; the 5 brands of the Sarovar network in Indian and the 4 Chinese brands: Metropolo, Jin Jian Inn, Bestay, Goldmet Inn. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of the largest tourism and travel conglomerates in China.

About Barrière



Barrière is a Brand under which the hotels, casinos and restaurants of two different groups, Groupe Lucien Barrière (GLB) et Société Fermière du Casino Municipal de Cannes (SFCMC) are marketed. Founded in 1912 by François André and subsequently developed and managed by Lucien Barrière, Diane Barrière-Desseigne and Dominique Desseigne, Barrière has gone through many eras to become market leader in French casinos, a benchmark in the luxury hotel industry and a global player in the world of leisure and entertainment. Barrière has developed an unrivalled offering in the top of the range leisure market, founded with the view to providing operational excellence, a quality of service that is second to none and French art de vivre. Today it owns 34 Barrière Casinos, 18 Barrière Hotels (mainly 5 stars) and more than 120 bars and restaurants, one of which is the renowned Fouquet's in Paris (with subsidiaries in Cannes, Toulouse, Marrakech, La Baule, Courchevel and Enghien-les-Bains) and organises almost 3,000 shows and events every year. Barrière is also well known in the food and beverage industry, serving some 2 million meals, in the leisure industry with 15 spas, 1 thalassotherapy centre in La Baule, 1 balneotherapy centre in Ribeaupville, 3 golf courses and 2 tennis clubs, and is increasingly making a name for itself through its world renown Resorts located in many popular tourist destinations.

**including Le Carl Gustaf which will open last quarter 2019*

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