

PRESS RELEASE

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Louvre Hotels Group inaugurates 3 new hotels in Italy: Plaza Caserta Golden Tulip, Marina di Castello Golden Tulip Resort and Naples Airport Tulip Inn.

On Tuesday, June 21, Andreas Tscherning, Vice President International Operations at Louvre Hotels Group, its partners and the Mayor of Caserta, Carlo Marino, were all present for the official inauguration of the Louvre Hotels Group's new Golden Tulip hotels in Italy: Plaza Caserta Golden Tulip and Marina di Castello Golden Tulip Resort (both rebranded) and the Naples Airport Tulip Inn (newly constructed).

The Plaza Caserta Golden Tulip hosted the **Key Client Party** on June 21, featuring the colours of the Louvre Hotels Group, LCG World and Italy, to officially celebrate the addition of these three hotels to the group's Golden Tulip family.

The three hotels, which count a total of 720 rooms, each have their own specific identity:

- **the Plaza Caserta Golden Tulip**, offering 320 rooms and 12 meeting rooms (the largest can host up to 1000 people), will cater to business and leisure travellers;
- **the Marina di Castello Golden Tulip Resort**, with 270 rooms, 3 swimming pools, the largest golf course in southern Italy, a spa and a fitness centre is a perfect setting for relaxing vacations or large-scale events;
- **the Naples Airport Tulip Inn**, near the Gricignano NATO Base will welcome essentially an American clientele.

These new hotels reflect the commitment of the Golden Tulip brand in terms of expansion and development. The brand offers enables its clients to enjoy high-end service in a local ambience, creating a unique experience at each hotel.

The three hotels received high marks from guests for the quality of reception, food service and organisation. During this three-day event, guests were taken to visit the surrounding area and tourist sites such as the Caserta Royal Palace.

During the party, Mr. Andreas Tscherning declared: *"We are happy that these three hotels have joined our group. I would like to thank the Coppola family for your trust in us. These three hotels, with a combined offer of over 700 rooms, will have a positive impact on the development of the Louvre Hotels Group in Italy, building on the group's 1100 hotels in operation in 51 countries".*



About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hotel industry, with over 1,181 hotels for a total capacity of more than 100,000 guest rooms in 51 countries. It operates a complete portfolio of 6 brands ranging from 1 to 5 stars: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip. Louvre Hotels Group is owned by Jin Jiang International Holdings Co. Ltd., one of China's leading travel and tourism conglomerates. Jin Jiang is the 5th hotels group worldwide.

www.louvrehotels.com/fr

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About Golden Tulip

The Golden Tulip hotels chain was founded in the year 1960, when the first Golden Tulip hotel was opened their doors in Netherlands. Since then, the chain of hotels has expanded across the globe, always in step with the changing needs and expectations of the customers. As part of Louvre Hotels Group, the worldwide hotel chain operates in three well-known hotel brands: Tulip Inn, Golden Tulip and Royal Tulip with a total of over 240 hotels in 45 countries. Each establishment combines the hotel chain's commitment to high international standards with the unique personality of people who manage with local flavor.

www.goldentulip.com

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