



## JIN JIANG INTERNATIONAL AND LOUVRE HOTELS GROUP RECOGNIZED AT THE 21st CEREMONY OF THE HOSPITALITY AWARDS

The 21st ceremony of the Hospitality Awards was held on November 30th in Paris, organized by Hospitality On media, under the high patronage of the President of the Republic Emmanuel Macron and in the presence of Jean Baptiste Lemoyne, Tourism Secretary, as well as former football star Christian Karembeu, President of the Jury. During this ceremony, Louvre Hotels Group and its shareholder Jin Jiang International Holdings Co Ltd, the world's second largest hotel group, won no less than five trophies recognizing their dynamism and strength of innovation of the two hotel groups.

*Chaud Devant, Louvre Hotels Group's culinary university, won in the "Best Initiative in Talent Management" category.*

Following a pre-selection by the jury and a vote by the public, Chaud Devant, the group's culinary university won in the "Best Initiative in Talent Management" category, presented by the Vatel Group to Christophe Macedo, the group's F & B Director, and Aymeric Lecoq, University Enterprise Director.

Despite the global health crisis, Louvre Hotels Group chose to inaugurate a space entirely dedicated to highlighting its talents, in the heart of a space that is a symbol of French gastronomy and the largest fresh food marketplace in the world: The International Market of Rungis. The leader in hospitality hotel group created Chaud Devant, a culinary institute dedicated to the internal training of the restaurant and hospitality business. This unique space showcases the group's passions for the restaurant trade, hospitality and transmission. All of the different talents of the group from its 10 brands in France and internationally can come here for training. **In all, more than 700 team members were trained during the global health crisis.** This is a great way to create loyalty among the talents, strengthen the bond and build skills while preparing to reopen.

*The new Hoshu and Fit Up concepts, finalists in the "Best Well Being Experience" and "Best Lodging Concept" categories*

The 2021 jury also selected the two new star concepts as finalists which were developed by the group during the global health crisis.

- **Hoshu**, which proposes a fully-equipped capsule bed in Paris for only 20 €.
- **FitUp**, which proposes a room equipped with sports equipment in partnership with Decathlon Pro and TrainMe.

The public voted the two concepts and they won third place.

### *Jin Jiang International awarded two prestigious prizes*

The world's second largest hotel group was also recognized in two categories. The first is the prestigious category "Lifetime Achievement" for the exceptional career of the group's former Chairman Yu Minliang. In the absence of the Chairman, Pierre-Frédéric Roulot, CEO of Louvre Hotels Group and Jin Jiang Europe accepted the prize given by Jean-Baptiste Lemoyne, Tourism Secretary.

Lastly, Jin Jiang was also one of the finalists in the "Iconic Asset" category with the J Tower hotel, the highest hotel in the world in the heart of Shanghai, which opened its doors this year.



"We are extremely happy and proud to have participated in this 21st ceremony of the Hospitality Awards. This ceremony was an opportunity to highlight our capacity of innovation, our resilience in a time of crisis, and also the commitment of our teams. Chaud Devant!, Hosho, and FitUp are projects in which we strongly believe and which are part of the future of hotel restauration. Lastly, the prestigious prize given to our former Chairman Yu Minliang shines a light on the exceptional development of Jin Jiang International to hoist itself to 2nd place worldwide in only a few years; "  
**states Pierre-Frédéric Roulot, CEO Louvre Hotel Group.**

**Louvre Hotels**  
 GROUP

#### About Louvre Hotels Group

The Louvre Hotels Group is a major player in the worldwide hotel industry, whose portfolio today includes over 2,600 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: Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip, Royal Tulip; 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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