

Louvre Hotels Group announces the launch of PassForYou Entreprise

- **An innovative loyalty-building scheme for its business customers**
- **Three key benefits:**
 - **A centralised billing and payment solution for businesses**
 - **10% off accommodation and dining for business customers**
 - **Simplified employee travel management**

Paris, December 2nd, 2014 – Following on from the successful card launched last year and intended for individual customers, Louvre Hotels Group, Europe's Number Two hotel group, announces the launch of the PassForYou Entreprise card, an innovative solution in managing business travel in France.

Launched in early November, the PassForYou Entreprise card was especially designed for business customers, and is primarily intended for SMEs and intermediate-sized companies, which are the Group's main business customers.

The PassForYou Entreprise card provides three major benefits:

First and foremost, the PassForYou Entreprise card provides businesses with a **centralised billing and payment solution** which delivers to them one single monthly invoice summarising all of their employee expenses. Current expenditures and a full history may be checked at any time on the company's customer account. This scheme also makes it possible to set a limit on dining expenses for every employee, which provides a further guarantee of good management for the company.

Second, the card can help the company better control its hotel and dining expenses by taking advantage of **discounts** offered in over 800 hotels established in France. A discount of 10% off the best rate on the day will be applied at the Première Classe, Campanile and Kyriad brands, as well as in more than **400** restaurants.

Lastly, the PassForYou Entreprise card will **remove administrative and financial hassles for business travellers who stay at Group hotels**. Thanks to this card, they will no longer have to advance their hotel and dining expenses, nor will they have to manage an expense sheet. In addition, PassForYou Entreprise will assure they always have a room available up to 48 hours prior to their travel (conditions applicable on all brand-specific booking channels: websites, apps, call centres)

In launching this offer, Louvre Hotels Group is reasserting its determination to embrace innovation so as to ensure customer satisfaction, and especially to meet the expectations of local companies, which the Group wishes to help in their mobility requirements. This new offer should be a key factor in gaining the loyalty of customers seeking a quality offer at competitive prices and wanting to enjoy increased flexibility in managing their travel policy.

About Louvre Hotels Group

Founded in 1976 and owned since 2005 by Starwood Capital Group, Louvre Hotels Group is a Groupe du Louvre subsidiary headed by Pierre-Frédéric Roulot. In 2009 and via Starwood Capital group, Louvre Hôtels acquired Golden Tulip Hospitality Group. With that operation, Louvre Hotels Group (Louvre Hôtels & Golden Tulip) established a position as a major player in the worldwide hotel industry with over 1,100 hotels, representing a total capacity in excess of 91.000 rooms in 47 countries.

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