

Louvre Hotels Group, the 1st French hotel group to accept card payments from 1.3 billion Chinese

While the Chinese clientele represents a huge growth driver for the French hotel industry, Louvre Hotels Group, which belongs to the Chinese group Jin Jiang, announces an unprecedented partnership with UnionPay. The hotel group has become the first operator in its sector to tap into a market of several billion cardholders.

Although Chinese tourists represent a growing market and demonstrate particular loyalty to France as a destination, the hotel industry has not always adapted its conditions to provide optimal service. For example, the Chinese could not, up until now, pay for their stay with a UnionPay bank card in France. UnionPay is a network of Chinese bank cards, with 5.4 billion cards issued in 40 countries and regions.



“Chinese tourists love France, they love Paris, and remain especially loyal in today’s particular context which has impacted our attractiveness. The least we can do is to provide real hospitality, not just lip service, and thank them by making their client experience easier. Today, they have to carry large amounts of cash, with all the incurrent risks. Thanks to this partnership agreement with the UnionPay network, we will continue to grow by always serving their legitimate wants and needs”

Pierre-Frédéric Roulot, CEO of Louvre Hotels Group.

Louvre Hotels
GROUP



As of today, 23 hotels in the Ile-de-France region propose this payment solution. The terms of this agreement will apply to all subsidiaries in France by the end of 2017, followed by our franchised and managed hotels, in order to support tourists wherever their travels take them in France.

According to UnionPay, Chinese tourists charge an average of 5,400 euros on their card during a stay in France making it the 7th country worldwide—ahead of the United States and Singapore—and the number one European country, where Chinese tourists spend the most with a bank card.

Louvre Hotels

GROUP

About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 1,175 hotels for a total capacity of nearly 100,000 rooms in 51 countries. It features a comprehensive hotel offer ranging from 1- to 5-star and including 6 brands: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip et Royal Tulip. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of China's largest tourist and travel conglomerates.

www.louvrehotels.com/fr

About UnionPay International

A subsidiary of China UnionPay, UnionPay International (UPI) focuses on the growth and support of UnionPay's global activities. In partnership with more than 1000 institutions around the world, UnionPay International cards are now accepted in 160 countries and regions with cards issued in over 40 countries and regions. UnionPay International offers high quality cross-border, profitable and secure payments for the largest cardholder base in the world and provides practical local services to a growing number of UnionPay cardholders and businesses.

www.unionpayintl.com

Press Contact - We agency

Aymeric Staub - +33 1 44 37 22 18 - aymeric.staub@we-agency.fr

Lydia Berkani - +33 1 44 37 22 15 - lydia.berkani@we-agency.fr

Press Contact – Louvre Hotels Group

Marie Nonell – +33 1 42 91 46 60 – mnonell@louvre-hotels.com

Olivia Meyer – +33 1 42 91 49 71 – omeyer@louvre-hotels.com

Press Contact - UnionPay International

UPIPR@unionpayintl.com



Campanile

Kyriad

