



LOUVRE HOTELS GROUP RECEIVES 4 AWARDS FOR ITS HISTORIC BRANDS AT THE 31st IREF AWARDS CEREMONY

Louvre Hotels Group was recognized on Monday, November 5, during the 31st IREF (Federation of European Partnership and Franchise Networks) Awards Ceremony which honors affiliates of the best independent organized networks. This year's ceremony was placed under the patronage of Bruno Le Maire, French Minister of Economy and Finance.

MARKETING GRAND PRIZE AWARDED TO GOLDEN TULIP EUROMED MARSEILLE

Golden Tulip Euromed Marseille was awarded the « Marketing Grand Prize », a distinction that recognizes the brand's new positioning. Elegant and premium, the Golden Tulip brand has dusted off high-end hospitality and tweaked the entire client experience to offer re-enchanted stays.

With its signature "Playtime, Anytime", the brand is a perfect fit for the new business traveler's lifestyle, combining work and pleasure. The brand is constantly growing in France and throughout the world with a flagship hotel in the heart of Shanghai and recent openings in Marseille, Bordeaux, and soon Strasbourg.

KUDOS TO GROUPWIDE EFFORTS

Like the Golden Tulip brand, Kyriad, Première Classe, and Campanile were also recognized at the awards ceremony:

- **Kyriad** : Hugues Baalouch (Kyriad Futuroscope) was awarded the « Top franchisees and partners in France » prize.
- **Première Classe** : Philippe Imberton (Première Classe Genève-Prevessin) was recognized for « Excellence in hotel development » in the « Top franchisees and partners in France » category.
- **Campanile** : Wilfrid and Isabelle Parmentier (Campanile Orléans La Source) were awarded the « Top brand ambassador » prize.

All of these awards recognize the vitality of the hotels and validate Louvre Hotels Group's support strategy vis-à-vis its investors, the biggest ambassadors of the Group, its brands, and innovations. An attractive franchisor thanks to its strong brand values, Louvre Hotels Group plays an important role in the success of all its hotels.

Louvre Hotels GROUP

About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,600 hotels in 54 countries. They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the Hôtels et Préférence Group as well as the Chinese brand, Metropolo. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 5th largest hotel group in the world.

Press Contacts: We agency
17 rue de Javel – 75015 Paris / Tél : 01 44 37 22 44
Laure de Chastellux – laure.dechastellux@weagency.fr

Press Contact: Louvre Hotels Group
Marie Nonell – 01 42 91 46 60
mnonell@louvre-hotels.com

