

## **Louvre Hotels Group signs new partnerships with 3 airlines**

**Louvre Hotels Group boosts its Golden Tulip brand loyalty programme for business travellers by signing new partnerships with three airlines: Ethiopian Airlines, Gulf Air and Tunisair.**

By joining forces with these three airlines, Louvre Hotels Group offers business travellers a unique and rewarding experience. In fact, frequent flyers can now accumulate miles thanks to their stays in 3-star Tulip Inns, 4-star Golden Tulip hotels and 5-star Royal Tulip Luxury Hotels.

The goal of these partnerships is to boost visibility of these three brands, while developing their business clientele. A value-enhancing, strategic choice for the Golden Tulip brands which have chosen to join forces with the best airlines flying to destinations where the brand's hotels are found. These airlines will also join the global Golden Tulip loyalty programme called "Connections" which now include 14 partner airlines.

*"These partnerships enable us to guarantee a better customer experience by having a more global vision of their travel patterns. It gives our Golden Tulip brand a real point of positioning and differentiation, helping it present a whole new hotel experience for business travellers," explains Françoise Houdebine, VP Marketing and Sales for Louvre Hotels Group.*

The destinations featured by these partnerships correspond to cities where these frequent travellers want to go. Tunisair flies customers to 19 cities including Amsterdam, Brussels, Casablanca and Rome. Gulf Air opens the doors to 17 destinations such as Mumbai, Beirut and Dubai. As for Ethiopian Airlines, they have a long list of over 27 destinations including Addis Ababa, Zanzibar and Washington D.C.

### **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](http://www.louvrehotels.com)