

Golden Tulip presents its brand repositioning.

Press kit June 2016



Golden Tulip, new identity

At Golden Tulip today, everything is an opportunity to share our playful outlook on life, work and travel with our customers.

Our new logo playfully represents a Tulip lying on its side. Our name, written in modern, premium typography, forms the tulip's stem and our initials are hidden in the Tulip monogram.

Golden Tulip wakes up business travel

Louvre Hotels Group provides a welcome breath of fresh hotels to business travelers tired of the standardized chains, setting itself the goal of positioning Golden Tulip as the world's first 4-star brand.

Business travelers have changed... but when it comes to choosing a hotel, it's still the same old story. Just like the Millennial generation, which will represent half of all business travelers by 2020, these clients are looking for a seamless hotel experience that allows them to balance professional and personal life, taking time out for themselves and their real and virtual communities. Today, they are increasingly turning their backs on hotel chains perceived as boring, lacking charm, surprise or authenticity.

In this context, Golden Tulip tweaks upscale hospitality and the whole client experience to brand themselves as the first 4-star chain in the world.

"Business travelers, and tourists in general, have become 'experience collectors', looking for that special place or moment worthy of being shared within their communities. A stay in one city should not resemble a stay in any other. It should be exceptional, a blend of local authenticity and the must-have amenities of modern comfort. This means hotels can no longer content themselves with being the last stage of a journey where you sleep for the night, but must be a place to live, work and play, all day, every day," sums up Françoise Houdebine, VP Sales & Marketing of the Louvre Hotels Group.

Golden Tulip puts a "playful" spirit at the heart of the brand's repositioning. "Business travelers no longer split their day into work on one side and leisure time on the other. Golden Tulip has taken on the mission of re-enchanting their stay by offering not only a full range of services but an overall experience," continues Françoise Houdebine.

Tweaking the basics

The first phase of this repositioning consists of giving the basics a make-over.

At the heart of the hotel you will find an open and multifunctional lobby, designed to be a modern-day living space. In addition to check-in/check-out, this hub encourages exchange and encounters, providing clients everything they need to get down to business or sit back and relax. Food service goes beyond the basics you have come to expect, adding surprises throughout the day, adapting to today's clients by serving what they want, when they want it. Enhancing the stay experience, a continually renewed 'beauty bar' is available for business travelers to select and test hygiene products. Weather permitting, the hotel roof will transform into a terrace for convivial, panoramic evenings, making memories that travelers will want to share with friends and family when they get home.

Plugging the hotel into city life

The other central theme of this repositioning consists of making the hotels a place to be, not just a place to sleep. Not home, not the office, but a hybrid venue, where things happen and lives are lived. The hotel will step out of its traditional role to embrace its human, geographic and digital environment. Concretely, at the hotel entrances, an interactive wall will allow travelers to plan their visit by zooming in on the day's cultural and sporting events, the best jogging trails, weather reports, public transport solutions as well as invitations to share a taxi between clients, for example.

Pop-up stores will appear in the lobby, offering encounters with art, culture and local crafts. In the same spirit, tandem bicycles, a nod to the brand's Dutch roots, will be available to clients for exploring the city as a couple, with a colleague or another client, another form of encounter...

6 news basics



The lobby

A crossroads where the city meets the hotel, opening onto leisure activities and work, encounters and me time, day and night...



The room

While life at the Golden Tulip can be found in the lobby, the bar, the restaurant, on the roof top... even in the lifts, the rooms themselves are superbly appointed so that every client feels right at home, or even better, thanks to the many amenities and innovations such as the redesigned work area.



Food service

A meal worthy of a Michelin-starred restaurant for 35€, such is the promise made by Golden Tulip, whose restaurants featuring local flavors, dishes made with regional products... and, always, the trademark "French excellence" clients come back for, again and again.

4



The bar experience

Enjoying a drink on your own at the hotel bar can be a lonely affair, unless there is a way to break the ice and strike up a conversation. With these fun plates of nibbles, for example, Golden Tulip makes cocktail hour a convivial moment of encounters.



Wellness and sports area

Treadmills, group yoga classes, Pilates... The Golden Tulip Wellness areas offer unlimited, 24/7 access to this setting dedicated to well-being. The ideal place to relax and recharge your batteries before or after a busy day.



Seminar area (MICE)

Whether you are looking for a place to do your co-working or networking, brainstorming or creative planning, a Genius bar for advice or to learn about the latest digital solutions, business travelers will find all the equipment and services they need for a productive day of work. And when you need a break, oversized games are a wonderful way to relax with colleagues or other clients. A playful spirit is another way to get work done and have fun doing it!



Who hasn't seen those ubiquitous hotel signs, so functional we can forget to put them up, or look at them. Golden Tulip plays with the codes to catch clients off-guard, have fun and, finally, get the message across a whole new way ...



Fresh & foamy... why not make a game of it? Here too, Golden Tulip aims to surprise clients, have some fun and break with ho-hum habits, making every moment a chance to make clients smile.



See the city a whole wonderful new way, top your day off with a cocktail hour or evening with friends, as you gaze down on the skyline. Golden Tulip hotel roof top terraces will delight travelers looking for new experiences, and selfies with a spectacular backdrop.



We used to say "business, as usual", but now, it's "business as (un)usual". Two letters that change everything, and a great excuse for an original souvenir. You could say the Golden Tulip has invented the "SelFeelGood"!



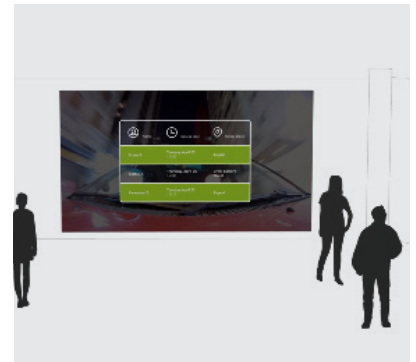
Playing table football with a friend is fun. With eight friends, it's even better! Golden Tulip offers its clients new sensations and fun, larger-than-life experiences for unforgettable memories to share with friends and colleagues.

4 brand markers



The amenities bar

A treat for the senses! The amenities bar offers business travelers a chance to discover new hygiene products, an original way to enhance your stay with new sensations to share.



The digital experience

Mobile or at the heart of the hotel, the choice is yours. If this hotel is alive, the interactive wall is the nerve center, beating to the rhythm of the city, its sporting and cultural events, client suggestions and recommendations, sharing tips on the weather and how to spend your free time.



Le food truck

Not enough time for a sit-down meal? Regular mealtimes aren't for you? The food trucks parked in front of the Golden Tulip hotels meet the new needs of younger, more mobile and citified business travelers, by featuring different food every hour of the day.



The tandem

Elements of decor as well as original and convivial means of transportation, tandem bicycles will be available to Golden Tulip clients for an escapade on city streets, pedaling wherever the mood takes you, alone or with a guide, a novel experience for couples or friends, or the chance to make a new one.

Tomorrow, a Golden Tulip flagship in Shanghai.

Backed by its Chinese shareholder, Jin Jiang International Holdings Co., Ltd., Louvre Hotels Group boosts its presence in Asia. In 2017, the new Shanghai Golden Tulip will become the flag-bearer of the brand's repositioning and the international showcase of its brand promise.

Currently run under the Jin Jiang Rainbow brand, this hotel located at the heart of the Hongqiao development zone will switch over to the Golden Tulip brand and re-open its doors in spring 2017. Renovations and modernizing will make this hotel the brand's flag-bearer on the international stage, offering all the facilities and services at the heart of Golden Tulip repositioning.

Offering 650 rooms, 1,000 sqm of conference space, a 2,000-seat auditorium, 3 restaurants, a bar and 2,340 sqm well-being centre open 24/7, the Shanghai Golden Tulip will be at the cutting edge of what hotels can offer business travelers and demanding tourists alike.

Based on this repositioning, the brand aims to operate 30 Golden Tulip hotels in China by the year 2018.





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

About Golden Tulip

The Golden Tulip hotels chain was founded in the year 1960, when the first Golden Tulip hotel was opened their doors in Netherlands. Since then, the chain of hotels has expanded across the globe, always in step with the changing needs and expectations of the customers. As part of Louvre Hotels Group, the worldwide hotel chain operates in three well-known hotel brands: Tulip Inn, Golden Tulip and Royal Tulip with a total of over 240 hotels in 45 countries. Each establishment combines the hotel chain's commitment to high international standards with the unique personality of people who manage with local flavor.

www.goldentulip.com