

## Krystel Blondeau joins Louvre Hotels Group as General Director for Operations in France

**Krystel Blondeau started her career in the Hôtels et Compagnies Group, purchased shortly afterwards by Louvre Hotels Group. Her whole career has been in the hospitality and tourism sector. On 6 March she will take over as General Director for Operations in France**

Krystel Blondeau holds a degree in Advanced Technology, specializing in network marketing, and started her career as Head of Development at the Hôtels et Compagnie Group, the owner of the Climat de France, Balladins and Nuit d'Hôtel brands. Six years later, she was appointed Marketing Manager. Thanks to the purchase of the group by Louvre Hotels Group, she became Communications Manager and then Marketing and Sales Manager. She played a significant role in the setting up of the Kyriad brand. In January 2005, she founded Kanel Consulting, to accompany players in the hospitality sector, commercial restaurants and real estate in their marketing strategies. In August 2006, she joined the Fédération Internationale des Logis, which runs 2,600 hotels in 9 different countries, as General Director.

Her return to Louvre Hotels Group defines a new stage in her career. In charge of Operations in France, she forms part of the Executive Committee and will report directly to Pierre-Frédéric Roulot, the CEO, who believes that *"her profound knowledge of the hotel sector, her energy and her leadership, together with her great knowledge of the issues and key players in the sector, such as investors, will all reinforce the Executive Committee and enable France to continue its development, boosting its supply and reinforcing its profitability"*.

**Louvre Hotels**  
GROUP

### About the Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hospitality sector. Its portfolio currently consists of 1,175 hotels, or in other words a total of almost 100,000 rooms in 52 different countries. The hotel range goes from 1 to 5 stars and boasts 6 brands: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of the largest tourism and travel conglomerates in China.

### Press contact - We agency

Aymeric Staub – (+33) 01 44 37 22 18 - [aymeric.staub@we-agency.fr](mailto:aymeric.staub@we-agency.fr)  
Adrien Bosch – (+33) 01 44 37 22 33 – [adrien.bosch@we-agency.fr](mailto:adrien.bosch@we-agency.fr)

### Press contact – Louvre Hotels Group

Marie Nonell – (+33) 01 42 91 46 60 – [mnonell@louvre-hotels.com](mailto:mnonell@louvre-hotels.com)