

Louvre Hotels Group lays foundation stone for the first new-built house in Germany: Première Classe Frankfurt Airport Hotel

- First new built Première Classe hotel in Germany

- Another milestone for the newly introduced budget brand in Germany

Paris, March 9, 2016. Today's groundbreaking ceremony for the new Première Classe Frankfurt Airport Hotel marks the first new construction of the budget brand, which was introduced in Germany in 2015 operated by the French Louvre Hotels Group. Among others, the credit of 2.5 billion euros which was recently obtained by the Chinese ICBC bank helps LHG to strengthen its presence on the German market. The first new construction of a Première Classe hotel forms an important milestone. The opening is scheduled for early 2017.

The new hotel at Frankfurt Airport brings a modern budget hotel with 140 guest rooms, including 118 standard rooms, 21 family rooms and one room for disabled persons to the metropolis. The international brand combines comfort with a good value for money, relying on the factors modernity and quality. One focus is on the lobby which is meant to feel like a "temporary living room": It is designed to make guests wanting to stay there and to encourage communication among travelers. The architects deliberately avoid walls and focus on an open reception and lounge area with a lobby bar. All rooms are equipped with two or four beds, a work area, wardrobe, free Wi-Fi and a flat screen TV with countless cable and satellite channels. The high quality breakfast includes fresh fruit, pastries, eggs and a selection of meats and cheeses. Outside, guests will find a terrace, and 50 on-site parking lots.

During the ceremony, Andreas Tscherning VP International Operations, together with Christophe Budin, representative of the group of investors Kreisimmo Frankfurt, and Ralph Steinert, Development Director of the Louvre Hotels Group in Germany, emphasized the attractiveness of the location Frankfurt am Main for the new brand: "Frankfurt as a financial and business capital unlike any other city in Germany stands for internationality with a global audience. In addition, the city is a major transportation hub, featuring Germany's biggest airport and the largest motorway interchange. This location offers us a great opportunity to quickly increase the awareness for the Première Classe brand in Germany."

In addition to the nine hotels which were acquired from competitor Motel One in early 2015 with a total of 750 rooms in Offenbach, Ratingen, Dusseldorf, Schweinfurt, Hannover, Kassel and Berlin, The Première Classe in Germany will be increased to around 50 houses in the short to medium term.

Since its introduction in 1989 in France, Première Classe has shaken up the budget hotel segment. The European network now comprises more than 259 hotels with 19,000 rooms in six countries.