

## Louvre Hotels Group launches mobile apps for its economy brands Première Classe, Campanile and Kyriad

Paris, 22/04/14 - Louvre Hotels Group, a major player in the French and international hotel industry, has announced the launch of its mobile apps, which customers can use to make reservations at its Première Classe, Campanile and Kyriad hotels.

This announcement forms part of the Louvre Hotels Group digitalisation strategy that was initiated in 2012 when it became the first hotel group [in France] to offer its customers the option to make reservations online through the smartphone app, "HotelForYou". Building on the success of the app, the Group launched mobile versions of its Campanile, Kyriad and Première Classe websites in July 2012, which allowed it to triple sales of these brands in six months.

As more and more people turn to smartphones and tablets to search for and book hotels, the Louvre Hotels Group continues to optimise its use of online reservation channels to respond to the demands of its customers, who want faster, simpler and more mobile solutions.

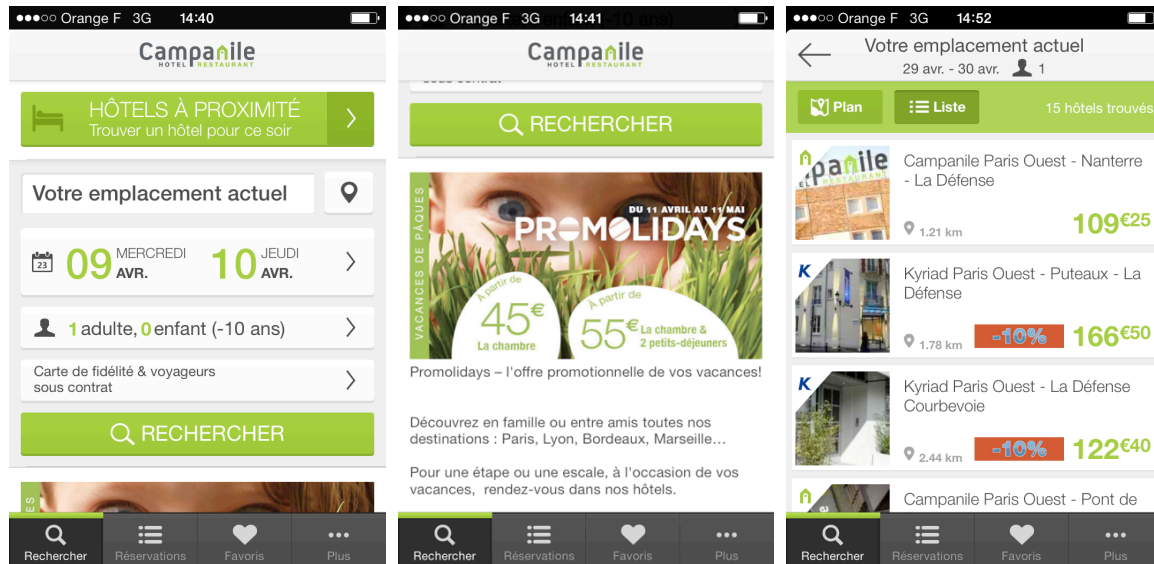
### These intuitive, user-friendly applications will allow users to:

- Find the nearest hotel thanks to geolocation
- Discover all the features and services of the chosen hotel (services offered, photos, how to get there etc.)
- Find a room at the best price and in real time
- Reserve over the phone, add the hotel's details to their contacts, receive booking confirmation via email
- Save hotels in your Favourites

**Luca Gerini, Head of E-Commerce and Mobile at the Louvre Hotels Group** stated, "**2013 has been the year of the digital renaissance.** After redesigning the desktop sites, we wanted to respond to a growing demand from our mobile customers. Now, more than one in five of our customers visit our sites using a mobile device, and they have specific requirements. They usually know which hotel they want to stay in, when they want to stay and at what price. We have provided quick, easy-to-use mobile platforms to allow customers to reserve a room and a meal with just a few clicks".

He continued, "Now that the first phase of mobile technology acquisition is complete we can

concentrate on customer relations by using the apps, which will allow us to communicate with our customers in real time. Thanks to our greater understanding of their purchasing habits before, during and after their trip, we can offer them tailored services (breakfast or meals at reduced prices, information on places of interest close to the hotel, exclusive discounts etc.) Mobile apps are starting to double up as travel guides".



#### About Louvre Hotels Group

The Louvre Hotels Group was created in 1976 and has been owned by Starwood Capital Group since 2005. It is a subsidiary of the Groupe du Louvre and is managed by Pierre-Frédéric Roulot. In 2009, Louvre Hotels acquired Golden Tulip Hospitality Group through Starwood Capital Group.

This made the Louvre Hotels Group (Louvre Hotels & Golden Tulip) a major player in the global hotel industry; it has more than 1100 hotels in its portfolio to date, representing a total capacity of over 90,000 rooms in 47 countries.

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