

The logo for Louvre Hotels Group is centered on a dark grey rectangular background. The text "Louvre Hotels" is in a large, white, sans-serif font. Below it, a thin horizontal line with a color gradient from blue to orange is positioned above the word "GROUP", which is in a smaller, white, all-caps sans-serif font.

Louvre Hotels
GROUP

JANUARY 2019

Our ambition is to have 2,000 hotels by 2020. We are well on our way. With the power and support of Jin Jiang, our hotel group has radically evolved and it continues.

All our brands have been refreshed. We have also acquired new brands and are introducing our own new Chinese hotel concept in key cities around the world.

These are exciting times. We are innovating the customer experience, the technology we use and the data we handle. To be part of a growing hotel business, embracing new technology and integrating new cultures and practices is truly exciting.

We are looking forward to welcoming your guest in our worldwide network and make them live a differentiating travel experience.

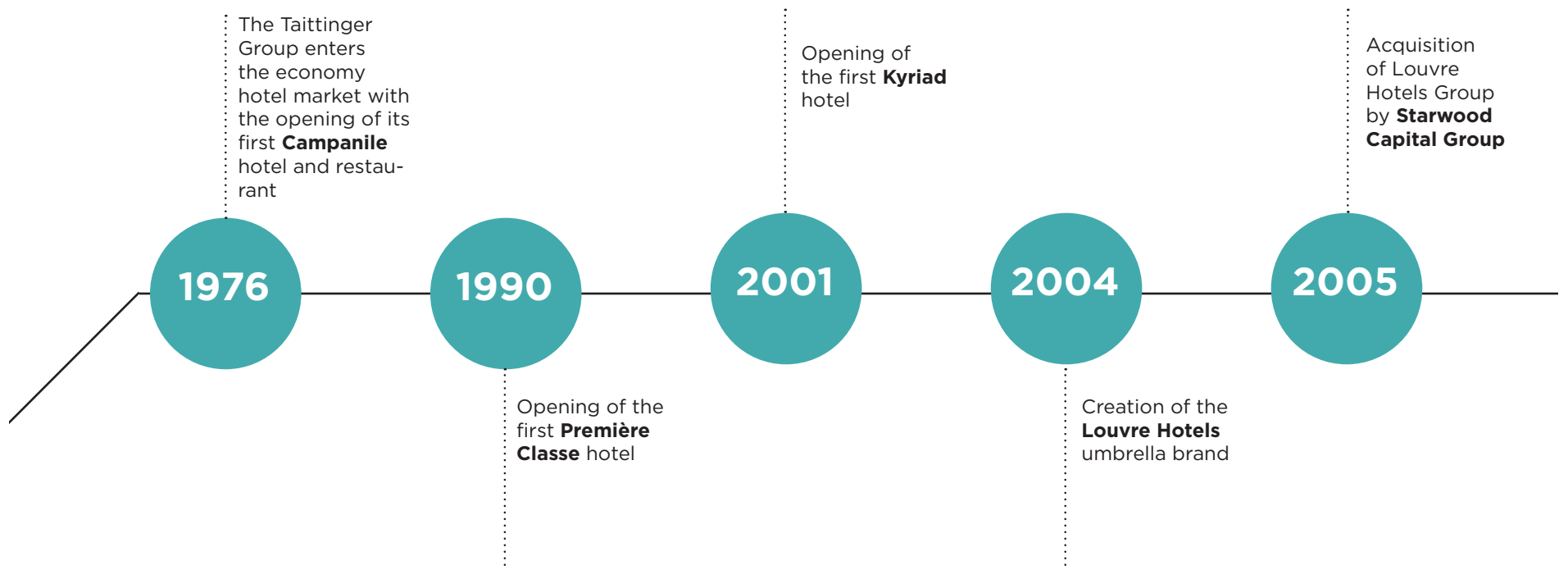
Frédéric-Pierre Roulot

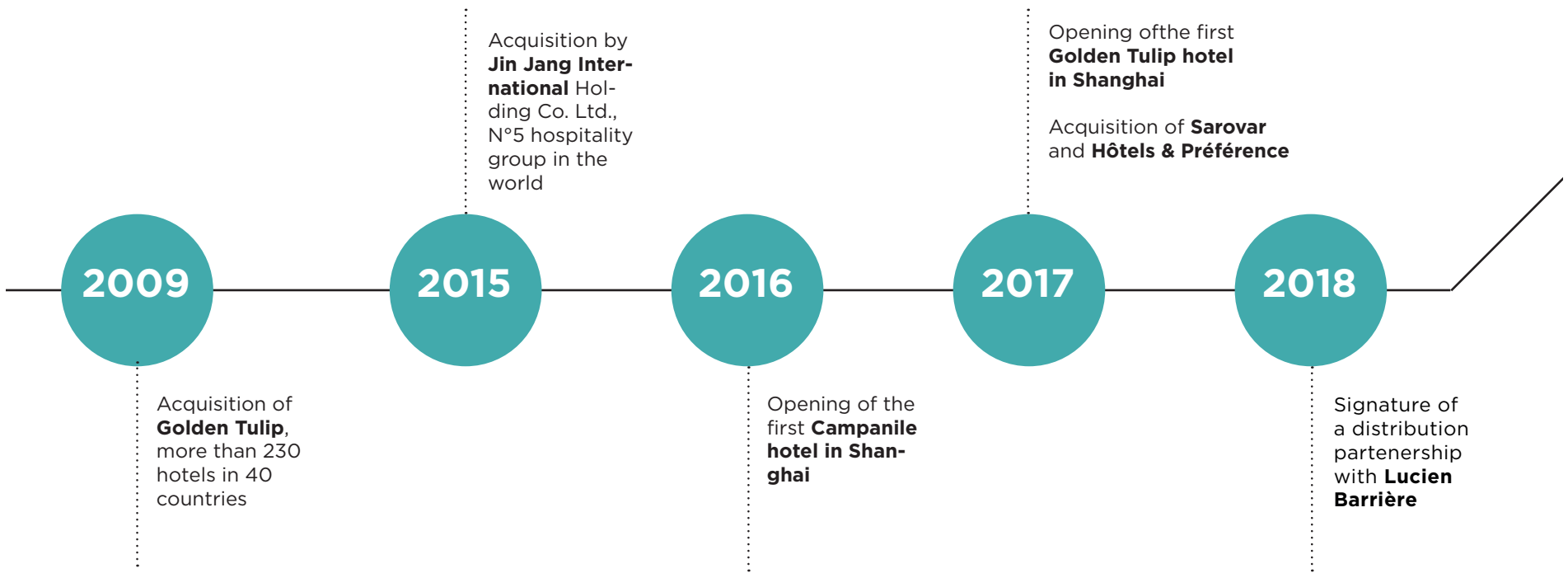
CEO Louvre Hotels Group



FACTS AND FIGURES

MORE THAN 40 YEARS OF EXPERIENCE IN THE HOSPITALITY INDUSTRY

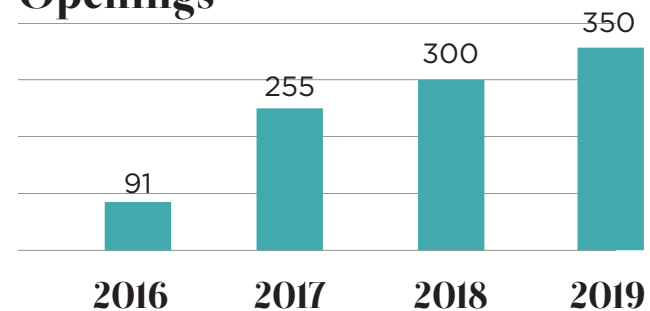




A GROWING PRESENCE

More than 1,500 hotels
and 125,000 rooms
In 54 countries

Openings



SOUTH AMERICA

24 HOTELS





2018 IN SUMMARY

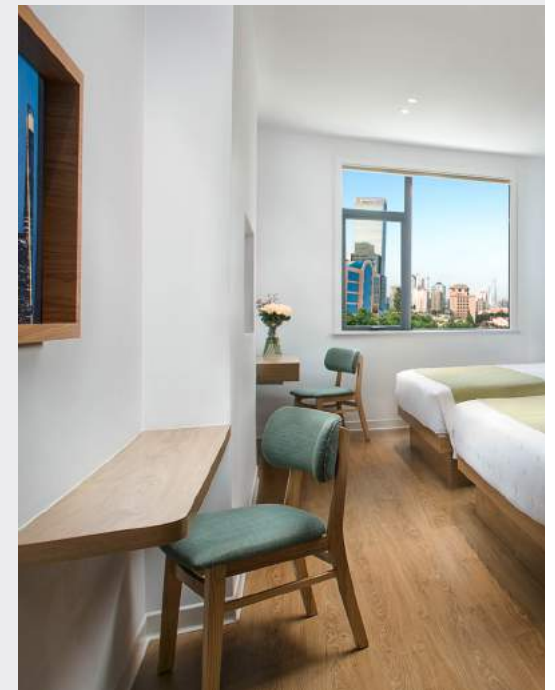
Signature of a distribution partnership
with Lucien Barrière



Developpement of Kyriad Brand in Asia

Opening of the
first-ever labelled
Smart Hotel

Campanile Jin An
Shanghai





Launch of Kyriad Direct

OUR BRANDS



UPSCALE



MIDSCALE

BUDGET

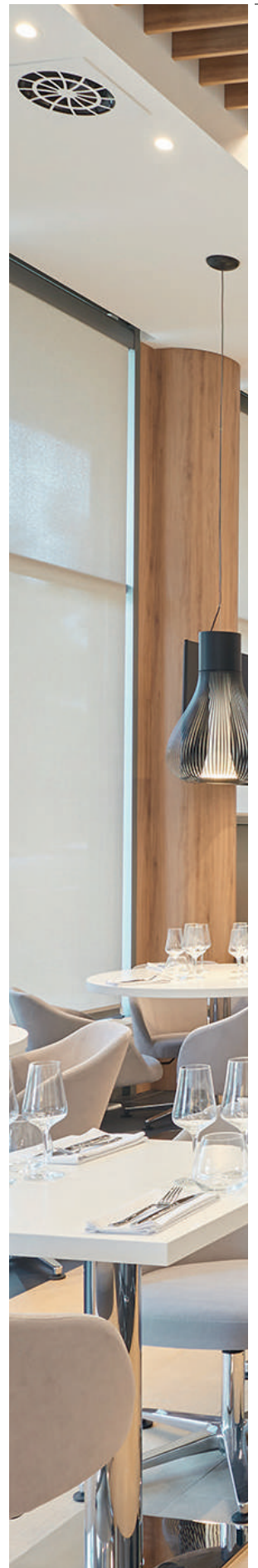


PLAYTIME. ANYTIME.

PLAYFULNESS

Hotels with a playful outlook on life work and travel, enriched by the local culture

Inspired by Millennials, Golden Tulip is a refreshed brand with a dynamic new look. Each hotel echoes its local environment and culture. It boasts lively public areas, a memorable bar and themed restaurants. Bedrooms are comfortable with eye-catching design and meeting rooms inspire creativity and collaboration.







HOTELS

195

TARGET LOCATION

Business and transport hubs
City Centers
Leisure destinations

MARKET POSITIONNING

Upscale

COMMON SPACE EXPERIENCE

Vibrant lobby: Multi functional open space
3 restaurant concepts:
- a relaxed coffee lounge
- an affordable gastronomic restaurant
- a contemporary brasserie
Bar at the core of the experience



FACILITIES

Wellness and Fitness
Meeting rooms
Co-working space









EXPERIENCE MARKERS

Tandems
Body Care Bar
Food truck
Impactful local game
Bubble soap

ROOM

4* international standards
Number > 100
Minimum size : 24 m²



METROPOLO HOTEL

锦江都城酒店



CONTEMPORARY & COSMOPOLITAN CHINESE ART DE VIVRE

**Urban hotels where guests
can experience the very best of
two hospitality cultures:
Chinese and European**

A guest experience which fuses Chinese design with European finesse creating a truly cosmopolitan ambiance. Prioritised for landmark and iconic buildings, the brand design can adapt to historical features and specificities.







HOTELS

43

TARGET LOCATION

Key international cities for Chinese visitors

MARKET POSITIONNING

Upscale

COMMON SPACE EXPERIENCE

Restaurant with European/Chinese gastronomy

Seats inspired by bird cages







EXPERIENCE MARKERS

Design: tea table desk, bird cage

Experience: olfactive signature, espadrille slippers

F&B: special tea, La brioche, iconic product of
French culture

ROOM

Number: 50-150

Minimum size: 22 m²

Campanile

Hotels for people. Moments for sharing.

THE HOME OF GOOD MOMENTS

**Midscale hotels where guests can live
and share convivial moments**

A refreshed midscale brand, where the lounge, bar and restaurant areas are designed to encourage encounters and convivial moments. The design is light, modern and informal.





HOTELS

390

TARGET LOCATION

City centers
Business and transport hubs

MARKET POSITIONNING

Midscale

COMMON SPACE EXPERIENCE

Multifunctional convivial space, to eat, drink, play, cheer and even work

FACILITIES

Meeting Rooms









EXPERIENCE MARKERS

Convivial and enthusiastic staff
Welcoming, open and multi-functional
common spaces
Generous and quality F&B to share
A touch of nature

ROOM

Number: 80 to 120

Minimum size: 19 m²

Equipment:

- Luxury bed linen with Simmons mattress
- Mirroring TV
- Refreshment tray
- Access to broadband Wi-Fi

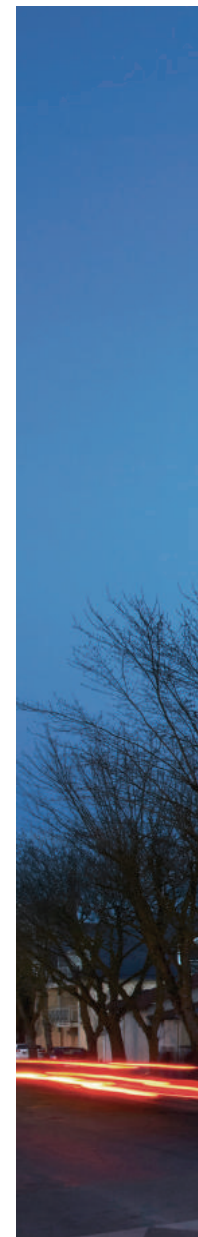


Kyriad

FEEL THE JOY OF TRAVELLING

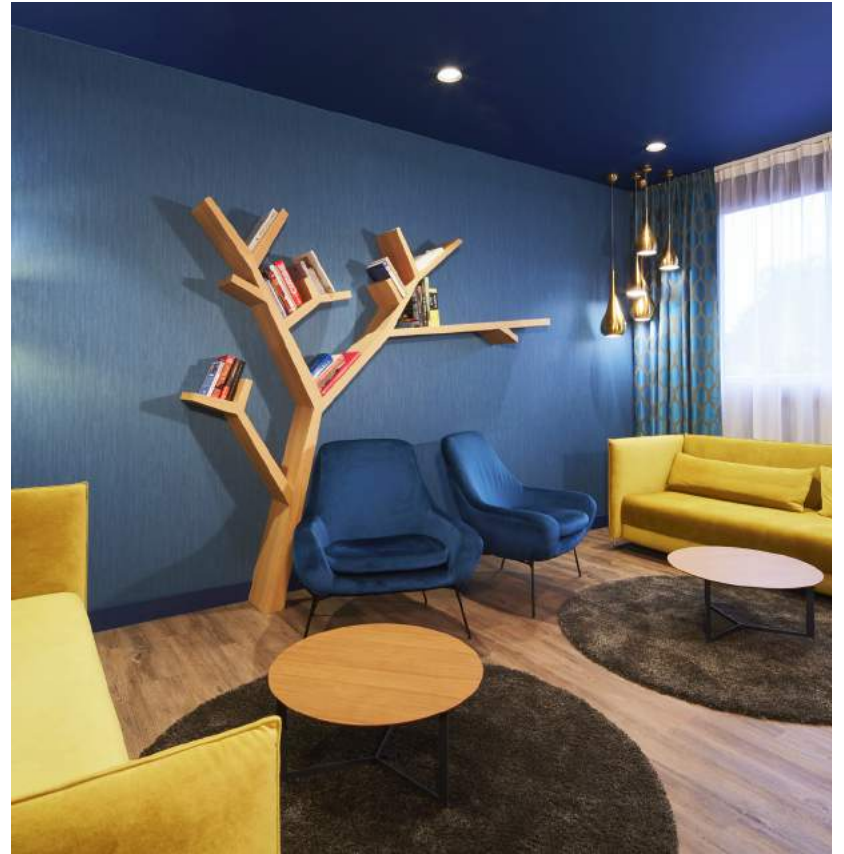
**A midscale hotel
that surprises its guests
with delightful travel experiences**

Thanks to all our special travel-themed attentions, the diverse designs of our hotels, and the warm welcome of our hoteliers, guests are sure to live a relaxing and inspiring stay. Kyriad provides everything you need to experience the perfect journey.









K

HOTELS

285

FACILITIES

Meeting rooms

TARGET LOCATION

City centers
Business and transport hubs

MARKET POSITIONNING

Midscale



K

EXPERIENCE MARKERS

Memory foam pillow

Frozen yogurt with toppings from all over the world

Traveler library

Courtesy tray with local surprise



K

ROOM

Number: 50-90

Minimum size: 19 m²

3-4* International Standards





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**DISCOVER
THE WORLD OF**

Louvre Hotels

GROUP