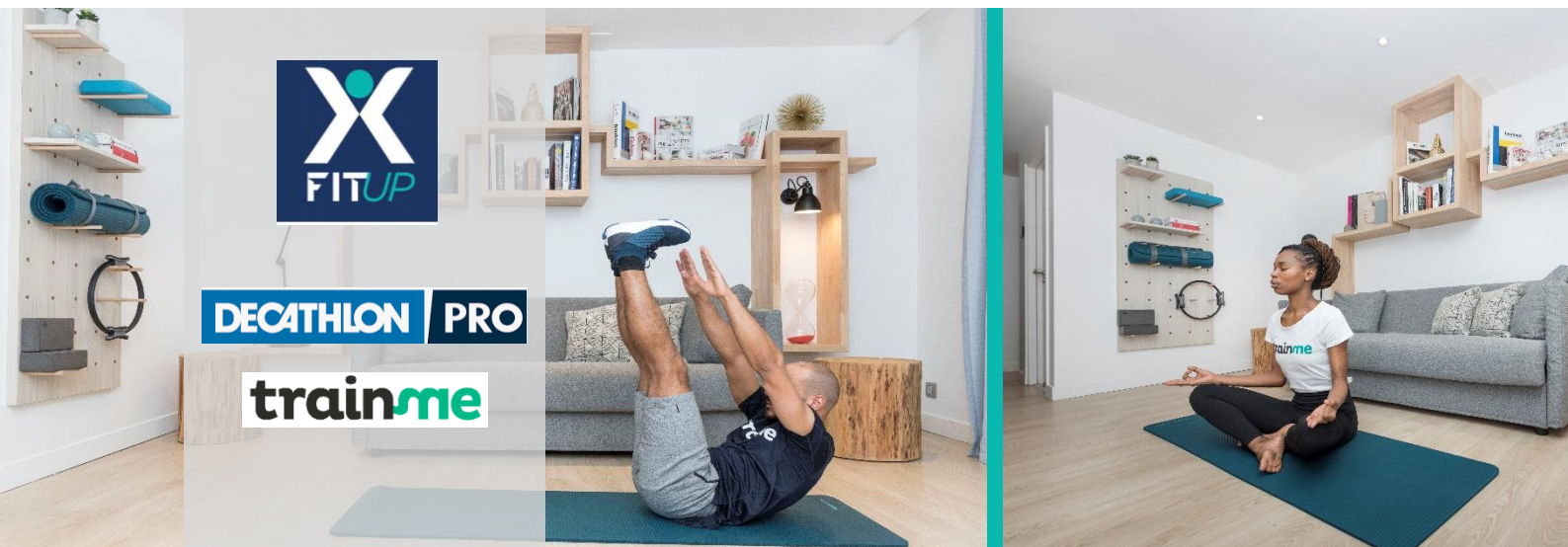


## LOUVRE HOTELS GROUP TESTS ITS NEW FITNESS ROOM CONCEPT "FIT UP" WITH DECATHLON AND THE COACHING APPLICATION TRAINME



**French people's desire to practice sports has never been so high as during this period of health restrictions: since the first lockdown, 66% practice a sport at least once a week. Therefore, after having launched a new fitness room concept in China, the Innovation Center (GIC) of Louvre Hotels Group is testing its « Fit Up » certification label in France, in conjunction with Decathlon and the coaching application TrainMe.**

### *A meaningful certification label, in response to French people's expectations*

More than ever, the French clients are looking to practice a sport on a regular basis. Since the first lockdown, 6 out of 10 French people practice at least one hour of sports per week. 58% of them do it at home.\* In order to meet this growing need, but also in reaction to the health crisis, Louvre Hotels group is rethinking tomorrow's hotel as a hybrid space that can accommodate a variety of activities.

Created as **a certification label that can be adapted to all the group brands**, « Fit Up » offers a never-before-seen experience, transforming a classic hotel room into a private gym. This new service, deployed in China by the Jin Jiang International Innovation Center (GIC) in partnership with Decathlon in almost 10 hotels is coming to France in mid-April, thanks to the adaptation of the concept by the Louvre Hotels Group teams.

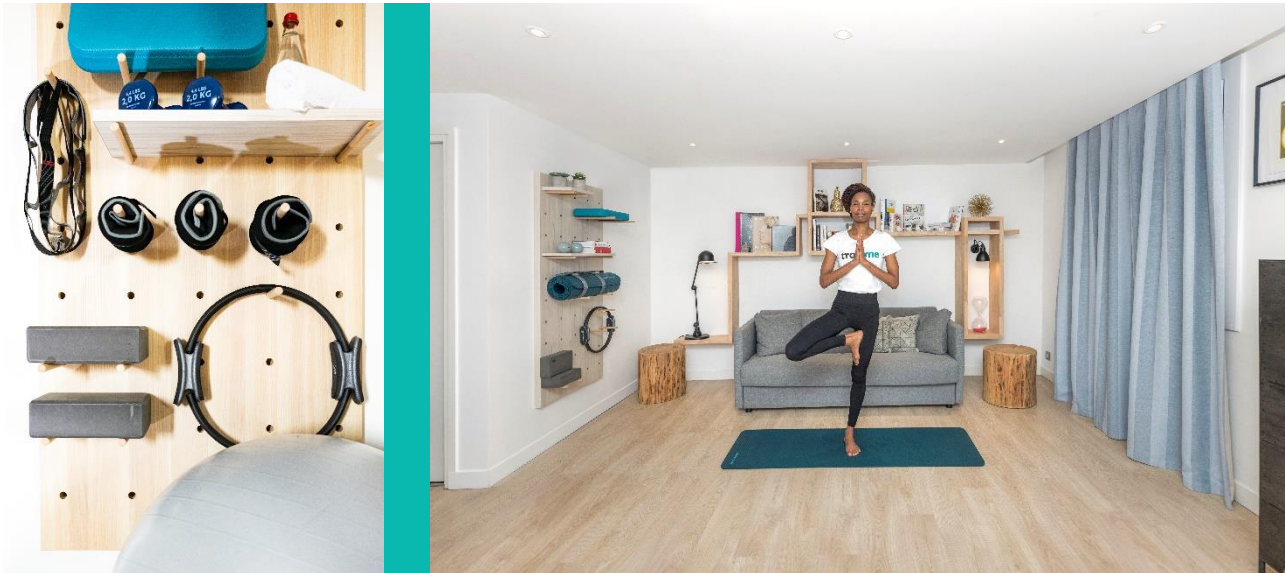
### *A new room category 100% fitness equipped by Decathlon and led by the TrainMe coaches.*

This new fitness room category offers its clients a chance to stay in shape, even during their travels, thanks to a new partnership with two renowned sports brands.

The room is equipped with **two fitness elements** to enhance the sports experience:

- **A" FitUp Wall"** outfitted by the **Decathlon** brand, offering everything needed for a quality fitness session: hand weights, straps, mat, toning balls, etc.
- **8 coaching videos** readily available on the room's television, custom-made by the **TrainMe** fitness expert and done by certified coaches: stretching, cardio or pilates sessions to keep up the pace while practicing a physical activity adapted to your needs.

With this, the client has everything on hand to keep fit without having to leave their room, when it is convenient for them, whatever their level. If they like, a QR code will allow them to order any equipment they enjoyed from the Decathlon.fr website.



### Testing at three group establishments with an eye towards a national and European rollout.

As of April, Louvre Hotels Group is launching the test of its "Fit Up" certification label in three of its Campanile brand establishments in the Paris region. The goal: to collect clients' opinions and enhance the concept based on their feedback. The group's goal is to rollout this certification label in other of its brands, but also to further develop its partnership with the two fitness brands, all while reflecting on the adaptation of other spaces in its establishments.

*« Despite the catastrophic impact on our sector, the health crisis gave birth to new expectations from our clients. We see in this a key moment to test new concepts and gather feedback from our users. The FitUp certification label is a fascinating opportunity for the group to adapt to a concept already in use by our Chinese users, all supported by partnerships with expert brands known by the French.»*

Pierre-Frédéric Roulot, CEO Louvre Hotels Group

*"As with our "SmartHotel" certification label which will be launched in Lyon in May, "Fit Up" is an innovative and never-before-seen service which can be adapted to all of our brands in order to offer to our clients and our investors a richer and better-adapted answer to their expectations. Louvre Hotels Group has always had at heart the goal to transform the hospitality sector by integrating new services."*

Françoise Houdebine, VP Marketing Louvre Hotels Group

Discover the concept here:



Louvre Hotels  
GROUP

## About the Louvre Hotels Group

The Louvre Hotels Group is a major player in the worldwide hotel industry, whose portfolio today includes over 1500 hotels in 54 countries. It offers a range of hotel stays from 1 to 5 star, with the historical brands of the Louvre Hotels Group: Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn and Première Class; the five brands of the Sarovar network in India, the Hôtels et Préférence Group, as well as the Chinese brand Metropolo. The group also has a distribution agreement with Lucien Barrière. The Louvre Hotels Group is an affiliate of Jin Jiang International Holdings, Co, Ltd., the 2nd largest hotel group in the world.

## A propos de TrainMe

Since 2015, TrainMe has connected sports professionals (Personal Trainer, Yoga teachers,..) with individuals and corporates  
By providing more than 1,4000 graduate trainers throughout France. TrainMe offers more than 45 activities and organizes more than 5,000 lessons by month  
The French leader wants to expand in Europe.

trainme

## Contact Presse We Agency

Constance Billiet

+33 1 44 37 22 11 - +33 6 73 29 35 80

[constance.billiet@we-agency.fr](mailto:constance.billiet@we-agency.fr)

## Contact Presse Louvre Hotels Group

Marie Nonell

[mnonell@louvre-hotels.com](mailto:mnonell@louvre-hotels.com)