

LOUVRE HOTELS GROUP PUTS TECHNOLOGY AT THE HEART OF THE CLIENT EXPERIENCE WITH THE OPENING OF ITS FIRST ESTABLISHMENT IN EUROPE WHICH CARRIES THE "SMART INSIDE" LABEL



Louvre Hotels Group, the 2nd European hotel group and subsidiary of Jin Jiang International, the 2nd hotel group in the world, is unveiling its new « SMART INSIDE » label in Lyon, at the heart of the dynamic and economic pole near the Bron airport. Its promise is simple: the 1st European midscale hotel to be 100% connected at each point of the client's stay for a smoother, more secure and intelligent hotel experience. A pure product from the Global Innovation Center, the R&D platform of Jin Jiang International, based between Paris and Shanghai, this hotel of the future is connected, ecological, secure and a source of well-being.

SMART INSIDE, the new label of the Louvre Hotels Group in Europe

After the successful launch in 2018 of the first Campanile Smart Hotel in Shanghai, Louvre Hotels Group launched its technological label in Europe at the heart of the Campanile Smart Lyon. This first intelligent hotel, with the "SMART INSIDE" label, offers no less than 20 innovations during the client's hotel experience for an enhanced stay. Initially launched under the Campanile brand, the label aims to be replicable on all the group's brands, all over the world.

The hotel's innovative technologies are centralized in a Web App, a light version of a classic application, which does not need to be downloaded onto a phone. Intuitive, it is available everywhere and all the time, on all connected devices. The concept of the label is simple: it offers the client, should they wish, a hotel stay that is 100% digital, a « touchless » experience, smooth and quick. That said the client may choose to leave the technological experience at any time to return to the classic experience with teams available to them.

A technological experience from start to finish for the client

Technology is present at each point of strategic contact during the client's stay. Upon arrival, they can check-in using a connected kiosk which allows for an autonomous check-in at any time of day. At this stage, they discover a QR code which will guide them during their hotel experience. They don't need to wait for an elevator to access the upper floors of the hotel; they can call it directly from their smartphone.

Once inside their room, nothing is left to chance to create a custom-made experience. A robot who takes care of the room is available through the Web App to respond to all the client's needs through the online concierge service. Through the same channel, and for an optimal night, the traveler can also adjust the mood of the room, from the intensity of the lighting to the ambient temperature.

For more entertainment, a connected TV lets the traveler share and watch their favorite content directly from their smartphone. Feel like reading? The Web App can access a vast print media catalog with more than 7,000 magazine and newspapers.

Hungry as a bear? A connected bar-restaurant will provide the traveler with a tasty and seasonal menu that will delight even the fussiest eater, all without having to leave the room. In the lobby the client can, if they wish, personalize their drinks with a printer that will reproduce right onto the foamy top whatever design they select.

Smart Inside: technologies and teams dedicated to sustainable development

The Campanile Smart Hotel's goal is to become **the referential player in the sustainable city of Lyon**, voted European capital of sustainable and intelligent tourism in 2019. The establishment's staff, all trained in sustainable development, have put into place a local strategy to engage all of their stakeholders in three poles:

- **Innovation that benefits the environment:** the « Smart Inside" label allows for the control and management of energy resources through the Web App: heating, air conditioning, electricity, etc. The traveler can also take advantage at no cost of the charging stations for electric cars which are installed at the entrance to the hotel.
- **Local commitment:** the establishment is also situated very near to its local ecosystem, proposing an access to sustainable mobility, local products and eco-responsible outings to the heart of the city of Lyon.
- **Client eco-education:** All throughout their technological and physical experience, the client accesses eco-educational content. For example, "nudges" which serve to remind them of eco-friendly gestures are implanted in the key contact points during the client's experience. The hotel also proposes a unique service to engage its clients: their room key is placed in a card wallet that contains seasonal seeds (herbs, flowers, etc), which can later be planted by the client themselves or by the establishment's staff. A fun way to contribute to biodiversity all while preventing waste.

« This concept of the future has been created thanks to our intercultural collaboration between France and China. Through Jin Jiang GIC, we want to offer an innovative, sustainable and connected product. After a big success in China, we are very proud to launch this new label for European midscale segment » **Pierre-Frédéric Roulot, CEO Louvre Hotels Group**

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A propos de Louvre Hotels Group

Louvre Hotels Group est un acteur majeur du secteur de l'hôtellerie mondiale, dont le portefeuille compte aujourd'hui plus de 1 500 hôtels dans 54 pays. Il dispose d'une offre hôtelière complète de 1 à 5 étoiles avec les marques historiques de Louvre Hotels Group : Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn, et Première Classe ; les 5 marques du réseau Sarovar en Inde, le groupe Hôtels & Préférence, ainsi que la marque chinoise Metropolo. Le groupe a également un accord de distribution avec le groupe Barrière.

Louvre Hotels Group est une filiale de Jin Jiang International Holdings Co., Ltd., 2ème groupe hôtelier mondial.