



# INVEST IN GOOD MOMENTS

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*Hotels for people. Moments for sharing.*

**Campa**ile

Hotels for people. Moments for sharing.

# A CONVIVIAL CONCEPT

AND A RESOUNDING SUCCESS

Created in 1976, Campanile owes its success to an **innovative idea**: rethinking the hotel trade by imagining real “living spaces” for guests. Now, Campanile has **almost 400 hotels...**  
And the concept is exported around the world with the ambition to become a global midscale brand present in more than **25 countries.**

*Welcome home!*



Photographer : © Bruno Levy

# A GROWING PRESENCE WORLDWIDE

*Today*



*2025*

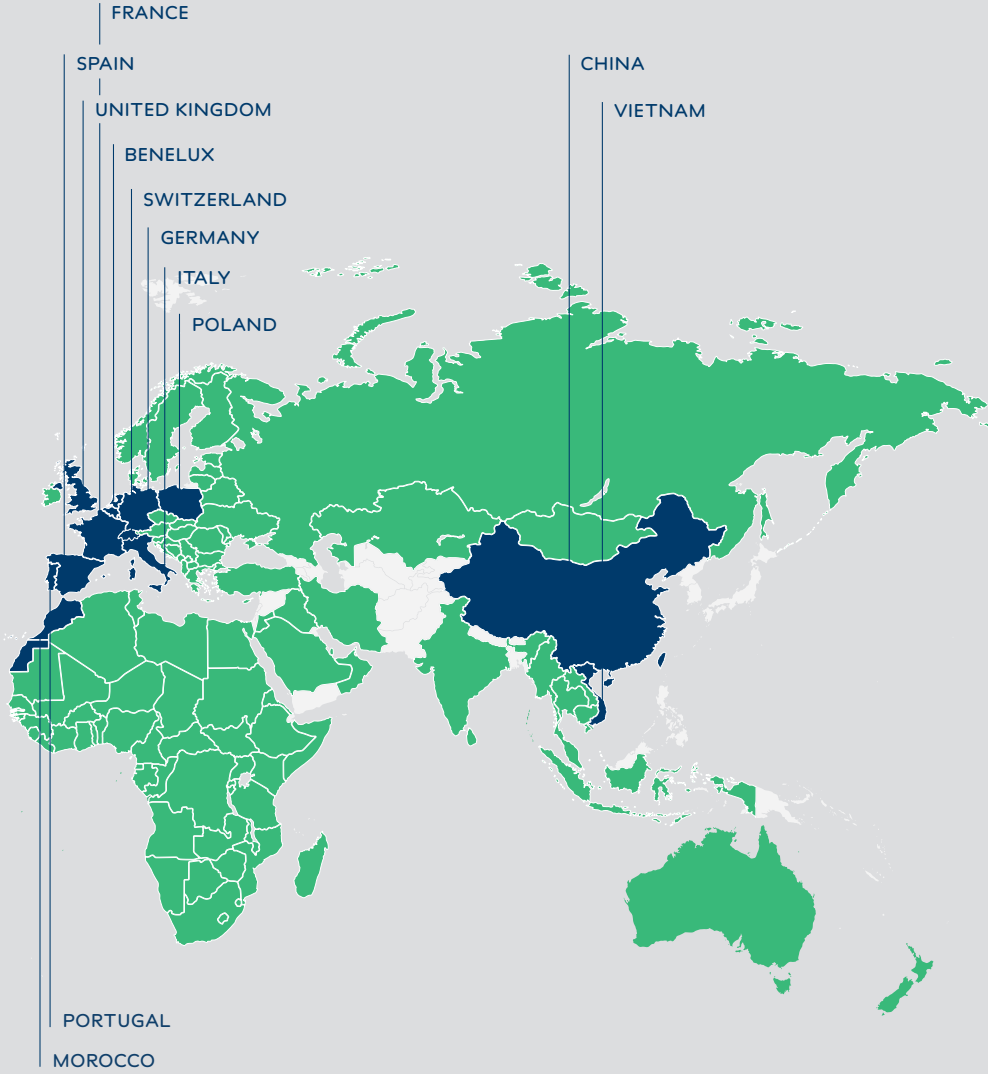


X2,5



X3

*Today*



*Tomorrow*

SOUTH-EAST ASIA  
AFRICA  
AUSTRALIA  
BRAZIL  
INDIA  
MIDDLE EAST



# OUR TARGETS

*Business travellers*



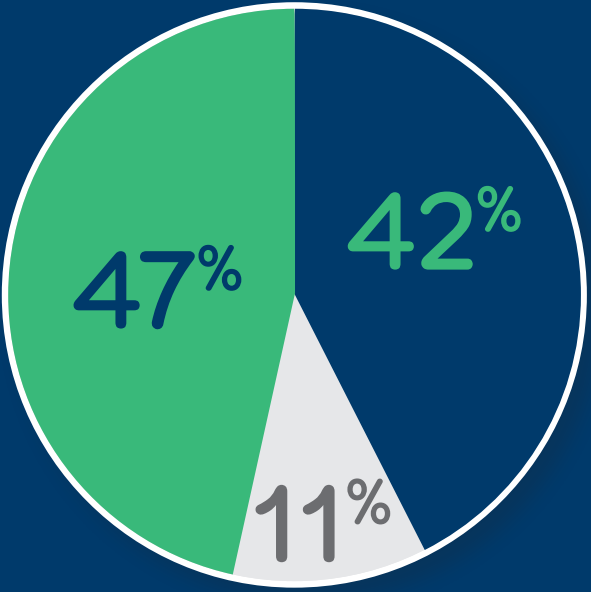
CAMPANILE

*Neighbours*

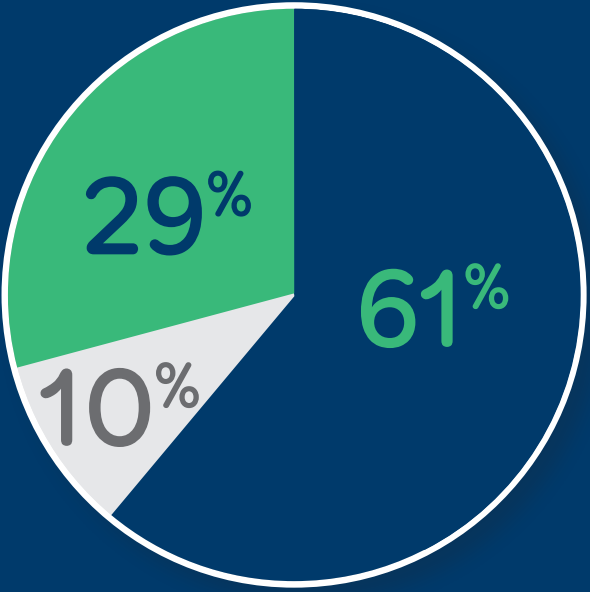


# OUR CUSTOMER PROFILES

SHARE OF CLIENTS



SHARE OF REVENUE



○ BUSINESS   ● MIXED   ● LEISURE

Source: Bees Consulting study for LHG, 2018 - 2019.

## BUSINESS CLIENTS

2.7  
NIGHTS  
PER YEAR

1.4  
STAYS  
PER YEAR

94€  
AVERAGE ROOM  
REVENUE/NIGHT

16€  
AVERAGE F&B  
REVENUE/NIGHT

5%  
OF REPEAT  
BUSINESS

11%  
OF REPEAT  
BUSINESS TOTAL

## LEISURE CLIENTS

1.3  
NIGHTS  
PER YEAR

1.2  
STAYS  
PER YEAR

85€  
AVERAGE ROOM  
REVENUE/NIGHT

18€  
AVERAGE F&B  
REVENUE/NIGHT

4%  
OF REPEAT  
BUSINESS

Source: Bees Consulting study for LHG, 2018 - 2019.



# OUR PROMISE

## “ The home of good moments ”

At Campanile hotels, every occasion and every place is a chance to create a moment.

**A together moment.**

A moment that says “here we are” instead of “poor old me”.

In short, we make sure good moments are never far away.

**Whether it's me time, us time, you time or time to share.**

*To sum-up, our promise:*

*Campanile is the only hotel where guests live and share convivial moments*



CAMPANILE

*Two guys going to a bar...*



Photographer : © Bruno Levy

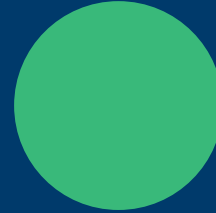
At Campanile, we welcome all sorts of moments. **The planned ones.** Ones with colleagues for an after-work, a lunch, a pre-lunch glass or an after-work beer. Co-working ones. Around the TV for a soccer game ones.

**Spontaneous ones** like an out-of-the-blue table foosball game or the sudden urge for a French pastry. Just like that.

**Chatty ones over drinks** at the same table. Getting-to-know you BBQ ones. And just good ones.

*Things that aren't in the diary,  
but simply happen.*

*Not just the bricks in the walls.  
More the moment-maker's tools.*



# OUR 6 EXPERIENCE PILLARS

THAT UNDERPIN OUR SUCCESS

The future of the hotel trade is decided today.  
That is why Campanile has **always innovated** by imagining locations and services,  
that anticipate the **needs of their clients**.  
By offering many unique and friendly experiences combined with our “**french touch**”,  
Campanile works every day to illustrate its brand signature:

“ Hotels for people.  
Moments for sharing. ”



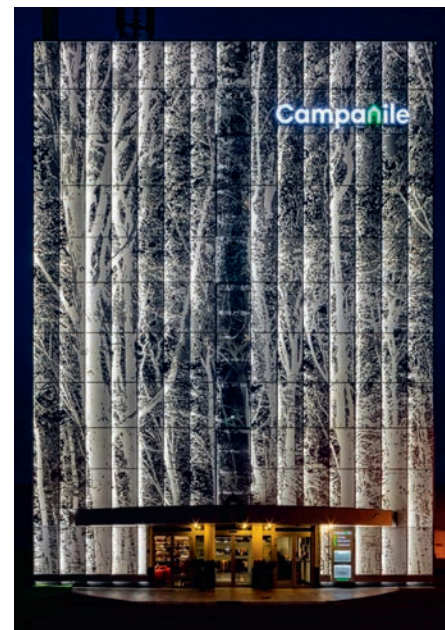


# ARCHITECTURE AND DESIGN

Our hotels are designed to make our guests feel welcome and at ease at every moment of their stay. From check-in to check-out, everything is done to encourage all sorts of good moments to simply happen. And here is how it is done from an architecture point of view.

## Impactful hotels exteriors

Our impactful hotel exteriors, with touches of nature and warm night lights, attract the eye and lure our customers inside. Who could resist all the warmth and conviviality that's just waiting to happen?!



## Animated living spaces

With its unique « Pleasure » concept, Campanile entices both business travelers and neighbours to share good moments in its modern, warm and animated living spaces, thereby increasing the brand's share of F&B revenue.



### A CONCEPT THAT STRONGLY APPEALS TO CUSTOMERS AND ENCOURAGES IN-HOUSE CONSUMPTION

A concept that appeals to customers and answers their needs:

**71%** of clients want to stay and enjoy our common spaces\*

Up to **+0.5pts/5** in e-reputation post-renovation (+0.05pts can increase RevPar by +1,42%")

Strong NPS **36**

A concept that encourages in-house consumption

Up to **+27 covers** post-renovation

**Incremental business** via our regular animations

Staff trained to animate the spaces, develop strong client relationships and generate upsell.

Sources: \*Harris Interactive study, \*\*Cornell University Study, \*\*\*IFOP customer study for LHG.

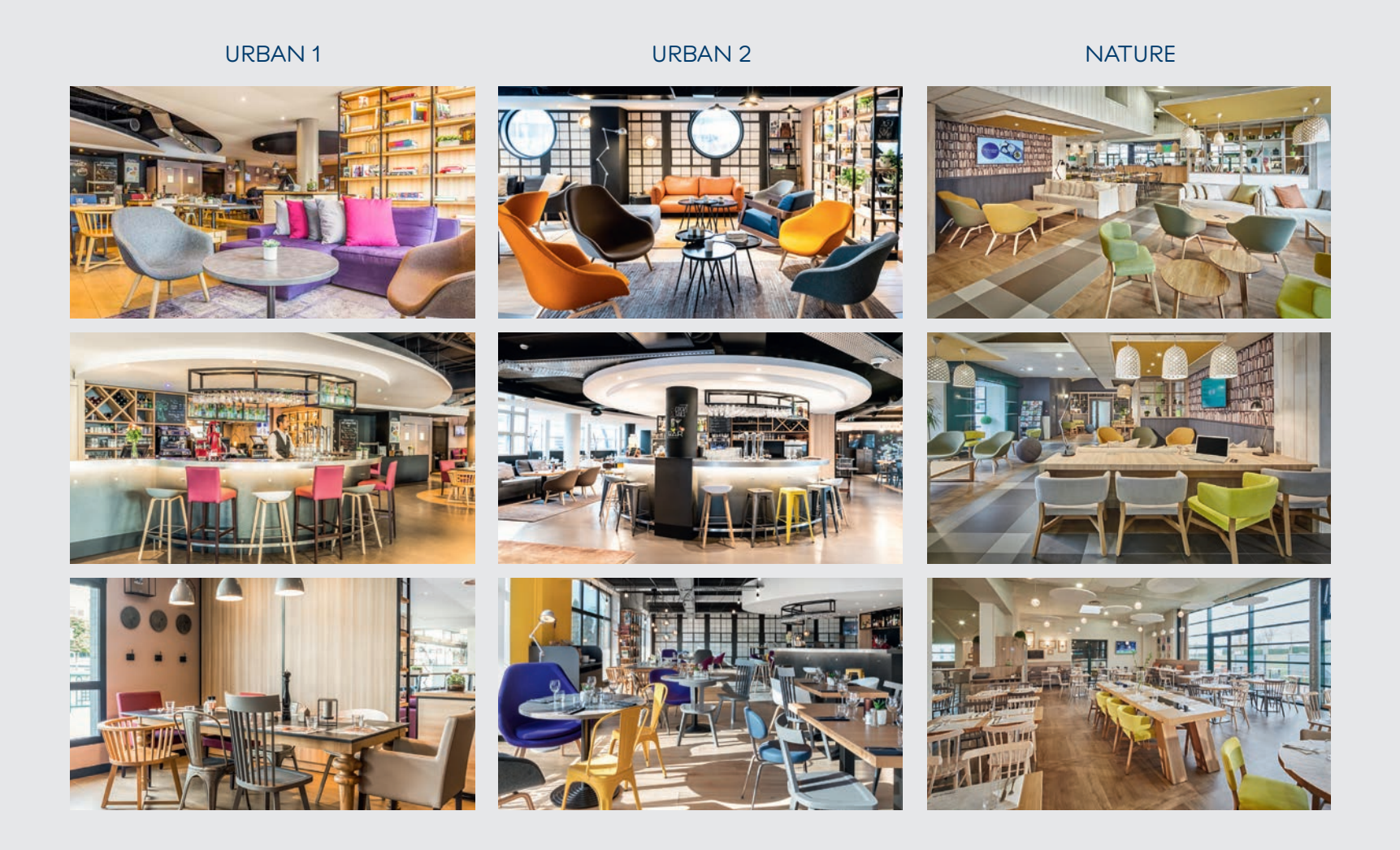


# Open, warm and multifunctional spaces, centered all around the bar



# 3 designs concepts

To suit our investor's needs





# Rooms designed like cozy and premium studios

Our clients will enjoy moving into our new rooms, where they'll find all the comfort of a cozy studio, smartly equipped and decorated with natural elements. Everything they need to relax and feel at ease.



WALK-IN DRESSING AREA & BATHROOM



NIGHT AREA




CONNECTED WORKSPACE




COZY LOUNGE AREA TO RELAX


- Meets the expectations of the midscale + clientele and adopts the statutory codes of this segment
  - Takes into account 2030 prospective trends
- Completes the existing "Pleasure" concept for the common areas
  - New standard for all constructions and renovations


An ergonomic studio layout optimizing space to facilitate maintenance for operational teams and made up of 4 distinct but complementary spaces:

 **A night area** designed to facilitate sleep (soundproofing, modular lighting, blackout curtains)

 **Walk-in dressing area and bathroom** (that also acts as a natural sound-isolation zone)

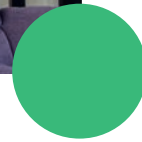


 **An ultra cozy lounge area**, with custom-made seating, a mobile coffee table and smart TV

 **A workspace** with a high desk and all the necessary connections



## 2 STAFF ATTITUDES



*Welcome to our team!*



## MOMENTS AND PEOPLE

THEY'RE NEARLY ALWAYS  
ONE AND THE SAME.

Moments don't just happen. They need encouragement,  
and that's down to everyone who works for us at Campanile hotels.  
Thanks to our culture and their attitudes, they give life to our conviviality  
and skilfully subtly make **all sorts of spontaneous moments** happen **every day**.  
**And night**, sometimes.  
Even when they're least expected.

Here's what we mean.  
Campanile is the only midscale  
hotel where **conviviality** comes first.

It's not just something we say.  
**It's a culture, brought to life by our staff.**

Nourished with good people and good things,  
it grows on its own.



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## EXPERIENCES & SERVICES

TO MEET ALL NEEDS

### ANIMATIONS & GOOD MOMENTS

Happy hours and after-works, complete with French platters of cheese and charcuterie. And naturally, events that just entertain.  
 Playing in a foosball tournament and beating someone you've just met.  
 Girls' nights out or seriously unmissable major sporting events on giant screens.  
 Not forgetting salsa class and karaoke nights. All there.

**At Campanile, seriously, we think of everyone and every interest.  
 No exceptions.**



Photographer : © Bruno Levy

### IT'S NOT JUST FOR FUN, IT BOOSTS BUSINESS TOO !

Our animations are key to **deliver our brand promise and to bring life to our common spaces:**

- Our audiences are looking for **experiences** and not just accomodation
- Our animations are a **key differentiator** vs competitors on the midscale segment
- Opportunity to share **French lifestyle/culture** internationally
- Opportunity for **incremental business:**
  - Direct: Bar & Restaurant
  - Indirect: Increase in customer loyalty and recruitment of neighb or customer target



### PLACES TO HOST EVENTS

For memorable moments, Campanile offers flexible rooms for private functions that meet professional or personal needs (weddings, conferences, meetings, etc).

*Sshhh, I am working!*

*I'm hungry, and you?*

### THE MINI-BOUTIQUE, FOR SNACKS AT ALL HOURS

A self-service corner available 24h a day (drinks, snacks, basic products, etc).



CERTIFIED WIFI ++



### HIGH QUALITY WIFI

Unlimited high speed and free wifi for all connected moments.

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## F&B

OUR PHILOSOPHY



### OUR CUISINE IS SIMPLY DELICIOUS:

Our guests can share delicious meals with our healthy and generous dishes, inspired by the best recipes of our regions, made with a selection of natural and local products. And with our famous all-you-can eat buffet and our 'cocottes' casseroles, they can treat themselves with no limits.



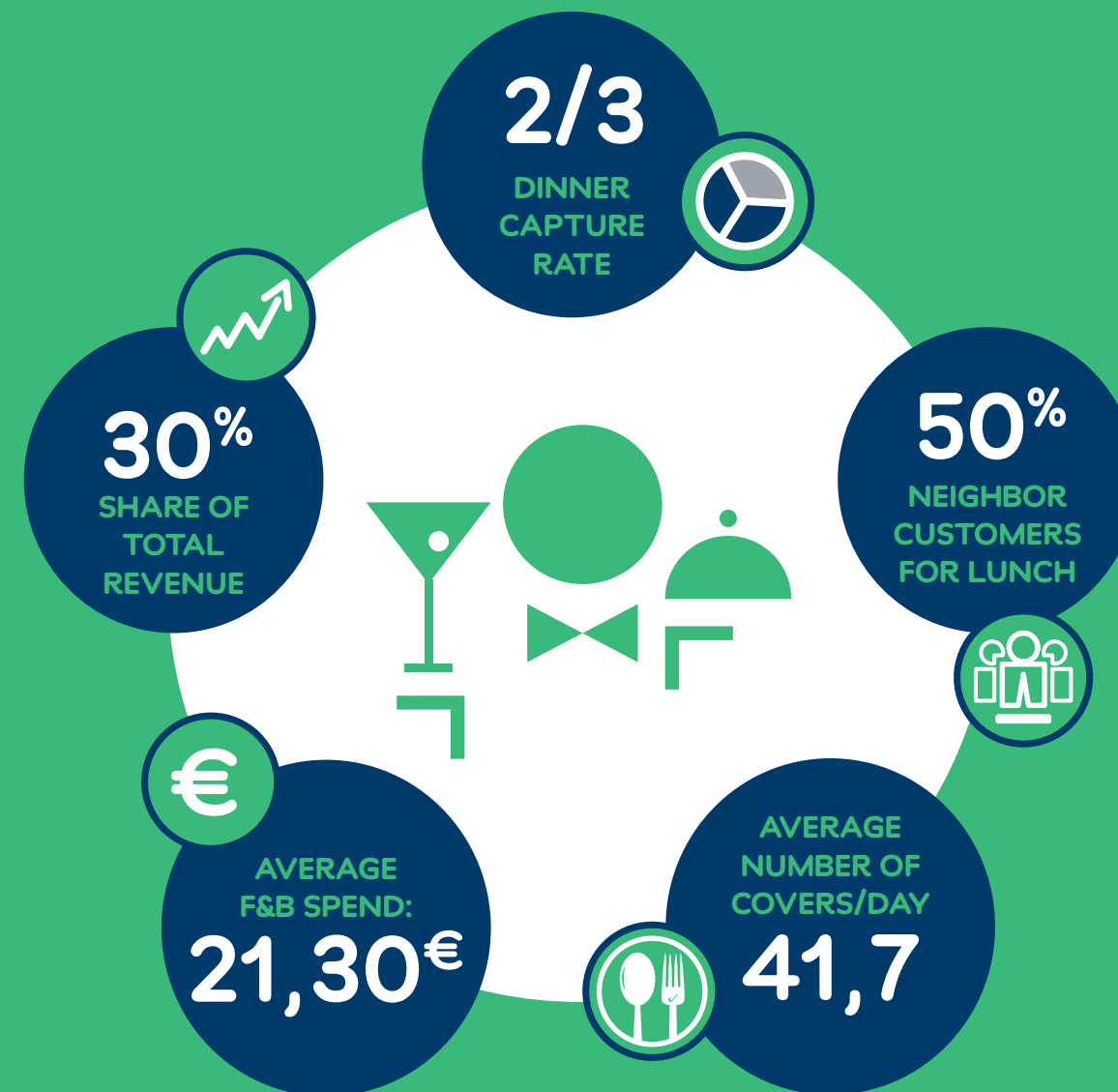
### JOIN US AT ANY TIME OF THE DAY:

In our lounge bars and our restaurants, it is always time to share a good moment with friends, family or colleagues. They can meet for a drink and an aperitif platter at any time of the day!



### OUR PRODUCTS, THE FINEST SELECTION:

In France, gastronomy is part of our culture and we pride ourselves in always selecting fine quality products from our regions. And in the other countries where we are present, we are proud to export our gastronomic expertise and encourage our clients to discover some iconic French products. We therefore offer in addition to local recipes delicious French croissants, French baguette and a selection of French cheeses and wine.





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## TOUCHES OF NATURE IN URBAN ENVIRONMENTS

Our **first hotels** were located in the suburbs  
and were **surrounded by green spaces**,  
offering a **relaxing and pleasant atmosphere** to our customers.

Over the years, our brand has evolved and moved  
to urban environments.

However, we **do not forget our roots**.

We believe that **natural environments help  
our customers to feel at ease**, even when away from home.

So whenever we can, we bring **touches of nature  
to urban environments**.

With **design elements**, like vegetal walls, indoor or outdoor  
terraces, natural materials and decorative elements.

But also foodwise, with a selection of **natural and local products**  
to savour. And last but not least, with local hotel initiatives  
in favour of **biodiversity** (beehives on hotel rooftops,  
collection of biowaste, etc.)



IMPACTFUL FACADE WITH A TOUCH OF NATURE



NATURAL MATERIALS

VEGETAL DESIGN  
ELEMENTS



LOCAL HOTEL INITIATIVES  
FOR BIODIVERSITY

INDOOR OR OUTDOOR TERRACES



ON DIT OUI  
AUX PRODUCTEURS LOCAUX !

Votre Campanile favorise les circuits courts et fait appel  
aux producteurs locaux.

Campanile  
Créateurs de bons moments.

A SELECTION OF NATURAL  
& LOCAL F&B PRODUCTS

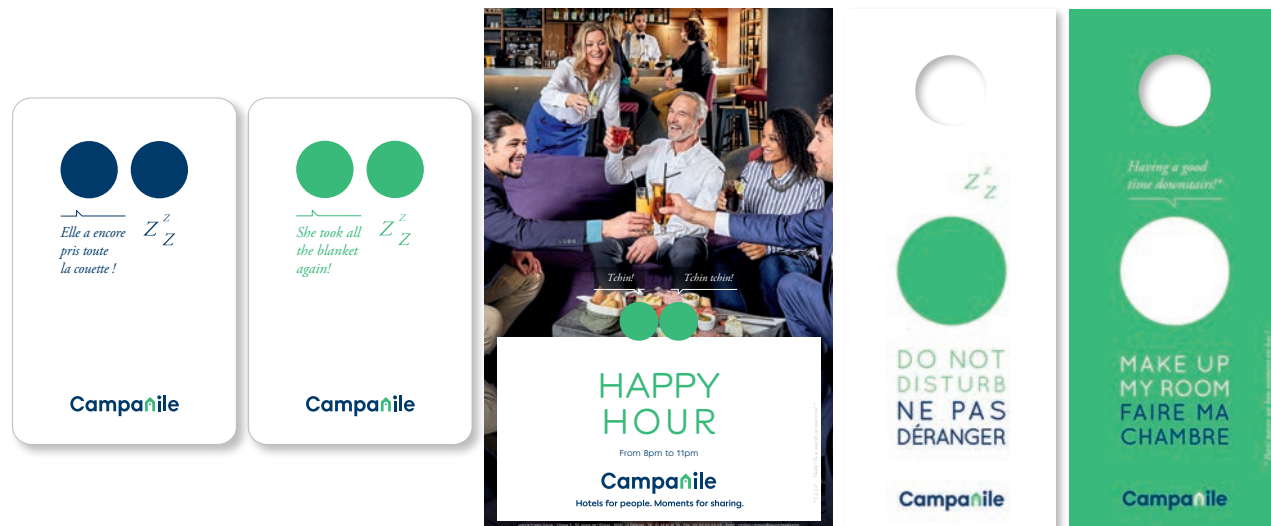


# BRAND CONTENT

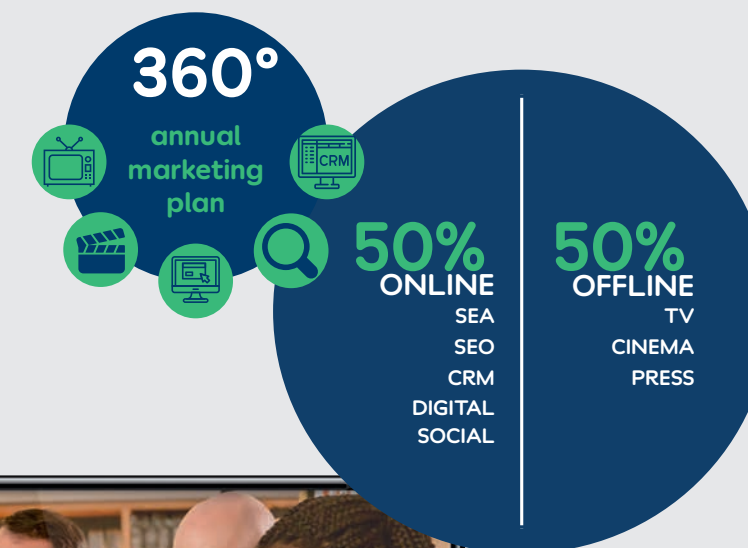
Benefit from powerful and relevant brand content highlighting the conviviality of our common spaces and all the good moments shared at Campanile

A WARM, QUALITATIVE AND DIFFERENTIATING VISUAL IDENTITY :

Our unique green “dots” tell the story of all the good moments spent at Campanile, bringing humanity and connivance to communications. Easily applied on all communication and merchandising supports.



A 360° connection & content strategy:



# POWERFUL SUPPORT SERVICES



By joining Campanile, you will benefit from the experience and expertise of Louvre Hotels Group, as well as the support of the 2<sup>nd</sup> largest hotel group in the world, Jin Jiang International.

Our teams will guide you thanks to our design & experience assistance contract, a full support solution for investors and the guarantee that Campanile’s product and experience concepts are fully respected and valued by all stakeholders.

## SUPPORTING DEPARTMENTS

Design  
Technical  
Human Resources  
Operations

## TOP LINE OPTIMISATION

Revenue Management  
Distribution  
E-commerce  
The Commercial Platform





## PROMOTING THE BRAND

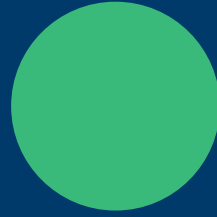
Advertising and Promotions  
Merchandising

CAMPANILE

# THE CAMPANILE PRODUCT CHARTER

ALL THE CONDITIONS FOR SUCCESS

MANDATORY		NICE-TO-HAVE
 LOCATION	<b>New hotels:</b> Tiers 1/ 2 city center or hub (airport, train station, conference center, etc)	
 COMMON SPACES	<b>Pleasure design:</b> 1 of the 3 concepts (Urban 1, Urban 2 or Nature) <b>Common spaces size:</b> New construction ≥ 200m² for 100 rooms. Existing buidling: to be studied <b>Iconic bar</b> <b>Lounge area</b> with 76’’ TV & bookshelf <b>Breakfast area</b> (can also be used as restaurant): Cold buffet <b>Guest table if restaurant</b> <b>Mini-boutique:</b> self-service corner <b>Co-working table</b>	<b>Breakfast area</b> (can also be used as restaurant): Hot buffet <b>Restaurant</b> <b>Guest table</b> <b>Meeting rooms</b> (min 1 for 20 persons) <b>Co-working space</b> (Campanile house)
 ROOMS	<b>80 - 120 rooms</b> <b>New building:</b> ≥ 22 m² (room + bathroom) <b>Existing building:</b> to be studied	
 OTHERS	<b>Impactful facade, with new external signage</b> <b>Private or public parking nearby</b> <b>Touches of nature</b> (internal or external) <b>CSR technical specs for new buildings</b>	<b>Terrace</b> <b>Charging stations for electric vehicles</b>



*Ready to join the adventure?*

For more information, don't hesitate to contact us:

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

**Campa****ile**

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