



Tulip Residences is the newest brand of Louvre Hotels Group for medium and long term stays. Our residences offer a range of innovative services for the comfort of our clients and feature spacious and elegant apartments equipped with a kitchenette, a coworking space, a Tulip Café, a product boutique and a wellness area.

About the brand

Positioning: Middle-upscale

Target: business travelers, leisure travelers (families, couples, etc.)

Experience contract: the only lifestyle aparthotel with a Tulip Café open to the public 7 days a week and a local coworking solution.

Keywords: Welcome home

Brand uniqueness: the only brand with a lifestyle concept in a tourist residence

Value proposition for the investor: an innovative concept with high added value for a strong and resilient profitability allowing a quick return on investment.

Experience markers



Includes spacious and comfortable studios and apartments



Includes Tulip Café open 7/7



Includes additional services



Includes wellness and relaxation area



Includes coworking spaces

Network

2021

2 countries

2 residences

202 studios

2025

8 countries

130 residences

5225 studios



Central contribution

65%

is the average contribution of the central office to the sales of the residences brought by the solutions and channels central reservation system developed by Louvre Hotels Group.



Product criteria



- Construction cost per key: 85K€.
- Renovation cost per key: 17K€.
- FF&E per room: 8K€ (excluding work)
- FF&E common parts : 1K€/m2 (excluding works)

Localisation

Rank 1 or 2 cities, city centers or hubs (airport, train station, conference center, etc.)

Accommodation

Minimum of 80 apartments with kitchenettes

- 90% T1 from 21 to 26m2
- 10% T2 from 32 to 36 m2
- Common areas
- Lounge area
- Tulip Café
- Meeting room / coworking
- Wellness / relaxation area
- Parking 50% of the accommodation capacity
- Automatic laundry



Operational performance



REV PAR
75€



TO
75%



ADR
85€



GOP
50%

Annual marketing plan

