



CAMPANILE, LOUVRE HOTELS GROUP'S ICONIC BRAND, OPENS IN BUDAPEST

LOUVRE HOTELS GROUP, THE 2ND LARGEST EUROPEAN HOTEL GROUP, WITH AN ALREADY ESTABLISHED PRESENCE IN CENTRAL AND EASTERN EUROPE, IS STRENGTHENING ITS POSITION WITH THE OPENING OF THE FIRST CAMPANILE HOTEL IN THE HUNGARIAN MARKET IN LATE 2023.

Louvre Hotels Group, an affiliate of Jin Jiang International, is preparing to enter the Hungarian market in the midscale segment with an 88-room hotel currently under construction in Budapest. As our reliable partner, the hotel will be opened in Festetics György Street, next to the Eastern Railway Station, thanks to Accent Hotels support, with their extensive experience in Hungary, especially in Budapest.

Ideally situated in the heart of Budapest, this hotel, with its modern architecture, will integrate perfectly with the historical heritage of the city.

The hotel's interior design has been entrusted to the Polish design firm Tremend, which has over the past years developed unique design concepts and modifiable architectural solutions for several Campanile hotels in Poland and Germany.

"Louvre Hotels Group has an important presence in the region and the opening of our first hotel in Hungary is a new step in strengthening our leadership by introducing our core brand, Campanile, with a new-built project in a strategic location," explains **Max Cergneux, Louvre Hotels Group's Chief Development Officer.**

The first Campanile hotel in Hungary will offer the same quality standards that contribute to Campanile's success worldwide: light-filled rooms, comfortable bedding, gathering spaces as well as a restaurant serving dishes typical of local cuisine, prepared with fresh and locally sourced ingredients.

"Campanile has a privileged place in the landscape of midscale hotels because our brand, born in France, is known worldwide as "the place of good moments", adds Max Cergneux.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel industry, whose portfolio today includes over 1600 hotels in 54 countries. It offers a range of hotel stays from 1 to 5 stars, with the historical brands of the Louvre Hotels Group: Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip, Royal Tulip; 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. Louvre Hotels Group is an affiliate of Jin Jiang International Holdings, Co, Ltd., the 2nd largest hotel group in the world.

Louvre Hotels
GROUP

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