



## LOUVRE HOTELS GROUP CONTINUES ITS EXPANSION IN CHINA WITH THE SIGNING OF ITS 500th HOTEL IN THE COUNTRY

Louvre Hotels Group, an affiliate of Jin Jiang International, the 2nd largest hotel group in the world, has started the construction of its 500th project in China, the Campanile Shanghai Lingang, with its local partner Jin Jang Hotels China Region. Evaluated at 70 million RMB, this new flagship of the Chinese group will have 212 rooms and open its doors in February 2023.

In 2016 Louvre Hotels Group marked its arrival on the Chinese market with its first Campanile in the heart of the Bund area in Shanghai. Year after year the group has opened hotels in the most prestigious Chinese cities such as Shanghai and Shenzhen. In 2017, the **Golden Tulip Rainbow Shanghai** opened its doors, followed by the iconic **Smart Hotel Campanile Jing'An Shanghai** in 2018 and, more recently, the **Kyriad Marvelous Hotel Shenzhen Bao'an International Convention and Exhibition Center**, situated in the heart of the Exhibition Palace in the city of Shenzhen.

In total there are 11 Golden Tulips, 63 Campaniles and no less than 189 Kyriads already open in China.

Strengthened by this powerful development, the Kyriad brand is today the number one international brand for the Jin Jiang group in China.

Today, the group is celebrating the signing of its **500th project in China**, a symbol of its rapid and remarkable expansion. The Group's ambition is to consolidate and continue to expand the network of *Campanile*, *Kyriad* and *Golden Tulip* brands within the framework of the 3-year development plan in the region.

Louvre Hotels Group builds on the strength of its stakeholder in the territory to accelerate the development of its brands. Following the fast growth in the largest Chinese cities, Louvre Hotels Group is looking to invest in strategic locations to expand its presence, such as Chongqing, Chengdu and Guiyang.

*"The signing of the Campanile Shanghai Lingang is part of the Group's development strategy to reinforce our presence in Asia and in particular China, a country with a strong business and leisure tourism potential. From now through 2025, we are predicting the signing of over 1000 hotels under Kyriad, Campanile and Golden Tulip flags. In addition, Tulip Lodj, our extended-stay brand, has also made a notable entry this year in China and is generating a lot of development interest in the region."* stated **Max Cergneux, Chief Development Officer at Louvre Hotels Group.**

### About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel industry, whose portfolio today includes over 1600 hotels in 60 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.

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**Kyriad**

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