

## Golden Tulip opens a new French establishment in Dieppe

Golden Tulip, Louvre Hotels Group's premium brand, opened its 161st hotel on 5 June 2023 in the center of Dieppe. This new establishment brings distinctive hotel offering to the area, reflecting the mischievous and resolutely offbeat spirit of the brand and its unique personality. With a range of services tailored to both tourists and business travellers, this hotel is a sure way of attracting and supporting the tourism development in Normandy.

### A hotel on the Normandy coast that includes a restaurant and a spa

This brand-new Golden Tulip, strategically located in the centre of the Côte d'Albâtre, offers rooms and services to meet the needs of every traveller, with premium comfort and services in a casual atmosphere. Whether you're staying with family or friends, on a romantic getaway or on a business trip, in addition to its top-class rooms the hotel has a 70-seat restaurant and a lounge bar. These are managed by chef Kevin Levasseur and the barman Brice Attouin, both of whom are well known to Dieppe locals.

This Golden Tulip has everything it takes to attract guests with its 400 square meter spa dedicated to their well-being and relaxation. With wet and dry zones and a double cabin, the spa delivers on its promise of absolute wellness. The spa manager, Emma Corue, is supported by three professionals.

With 48 rooms, including a 90 square meter suite that can be adapted to suit requirements and accommodate from one to six people, the Golden Tulip in Dieppe is sure to meet local demand, especially as the summer season gets under way.

A 25-seat work room is also available to meet the needs of business guests. This service ideally complements the hotel's other offerings and illustrates the brand's credo, "Playtime, Anytime". This slogan promotes a more relaxed approach to business travel, offering a range of spaces that provide the opportunity to switch between work and play in the same place.

### A new establishment to boost the local economy

To ensure the day-to-day running of this premium hotel, no fewer than 25 people, mostly from the local area, have been recruited to join the Golden Tulip staff. The team is headed by Laure Visse, who benefits from great experience in the hospitality industry.

The brand is committed to being part of the local economy and has therefore developed various partnerships with nearby businesses. For example, 100% of the staff's clothing is supplied by DeepTown Clothing.

The restaurant has also decided to offer a sustainable, healthy and delicious menu, including rational purchasing and focusing on short-distance supplies and seasonal products. This is why it has also forged partnerships with local producers, in order to promote some of the region's specialties. These include Deepthang beer, Dieppe apple caramel and Dieppe mustard.



Emmanuel Ollier, Golden Tulip Operational Brand Director, said: « *We are delighted to welcome this new establishment to the Golden Tulip brand, which strengthens our position in France. Golden Tulip offers a distinctive concept in the 4-star market, providing a non-standardized and informal premium experience. The flexibility of the brand's standards makes it possible to adapt to each local context.* »

**About Golden Tulip**

*The Golden Tulip hotel chain was founded in the 1960's, when the first properties opened in the Netherlands. Then, it experienced a constant development and expanded across the globe, while always remaining attentive to the evolution of its clients' needs and expectations. As part of Louvre Hotels Group, the brand is present with over 160 high-end hotels in 38 countries. Each establishment is committed to quality standards, while taking on the personality of its manager and embracing the local culture. The Golden Tulip hotels provide a playful outlook on life, work and travel. Aligned with the business travelers' behaviors, our hotels encourage guests to mix work and play, allowing them to live and share unique and playful experiences.*

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