

## Louvre Hotels Group and Pôle emploi partner to promote careers in the French hospitality industry

Louvre Hotels Group and its brands (including Campanile, Kyriad, Première Classe, Golden Tulip) have signed a national partnership agreement with Pôle emploi, the French Employment Development Office. They will work together to find positions for employment-seekers, strengthen the attraction of careers in the hospitality industry and respond to the Group's recruiting needs in France. This commitment is part of the shared goal of the two organizations to provide jobseekers with a better induction, guidance and support, to help them find long-term positions.

This is a strategic partnership for Pôle emploi and Louvre Hotels Group as it aims to fight against the strain on recruitment in the hospitality market. It comes at an important moment in the job market landscaper, which includes the 2024 Paris Olympics.

### A partnership to develop a territory-wide network adapted to recruitment needs

Through this partnership, Pôle emploi and Louvre Hotels Group hope to use their strong local and national synergies together to build their information and recruitment outreach towards jobseekers. This commitment is based upon an enhanced coordination among the regional Pôle emploi administrators and Louvre Hotels Group, as well as an optimal sharing of communication operations and recruitment at the local level. The two organizations' staff will therefore regularly share information related to the different actions and recruitment strategies they use to optimize their operating partnership.

### Promoting Pôle emploi's expertise

To facilitate the recruiting operations of its hotels, Louvre Hotels Group will have the opportunity through this partnership to rely on the many services and tools developed by Pôle emploi: pre-recruitment immersion and training workshops, identifying the candidate's strengths and potential, Simulating Recruitment Method... This method allows to hire candidates by evaluating the skills and aptitudes which correspond to a potential position without submitting a resume, diploma or having previous experience in the sector.

This optimized partnership will therefore provide Louvre Hotels Group recruiters with Pôle emploi's expertise, to better identify their needs and better highlight the employment and growth opportunities that exist in the company.

### Promoting the opportunities at the heart of the hospitality industry

Promoting the hospitality's offers and training is a key factor for success when recruiting, especially in a context where there is a shortage of candidates in this industry. With Pôle emploi teams, Louvre Hotels Group will conduct awareness initiatives dedicated to jobseekers, focusing on the stakes and

the opportunities in this sector. At the same time, Pôle emploi's tools will be helpful in recruiting new profiles, some candidates who may be far away or lacking experience.

This strategy is part of the Group's voluntary policy to spread awareness about the opportunities in the hotel industry and to facilitate the on-boarding of new recruits coming from the hospitality universe, those changing career paths, or those hoping to discover a career-building sector. In response, in 2020 the company opened its own culinary university called "Chaud Devant!", which is located just next to the Rungis International Market, to offer all its talent a place to train in the different jobs related to gastronomy and hospitality. The Group and all its brands offer over 90 training workshops held at the University U (Qualiopi-certified). In 2022, over 50% of its staff were able to take advantage of the training workshops!

### Strengthening inclusion outreach to far away employment-seekers

Louvre Hotels Group, whose DNA is passionately human, is committed to accessibility for all, including those far away from the job market. This is why the Group is committed, with Pôle emploi, to strengthening its inclusion outreach towards all audiences, whether they be disabled, young, older, living in underprivileged neighborhoods, or refugees.

*« This nationwide partnership with Pôle emploi, France's number one recruitment agency, is essential for Louvre Hotels Group to help show the value and highlight the wonderful opportunities that exist in our 900 hotels in all the countries' territories. The hospitality industry is in fact a sector that has the advantage of offering a powerful upward mobility tool; at Louvre Hotels Group, 80% of our hotel directors come from internal promotion. Thanks to this shared opportunity with Pôle emploi, we will be able to reinforce our outreach in different territories to attract and recruit any person ready to join in on this beautiful human adventure. »* Aurore Mercier, Talent Management Director at Louvre Hotels Group.

For Paul Bazin, Deputy General Manager in charge of Pôle emploi's services: *« Through this agreement, Pôle emploi and Louvre Hotels Group join together for the recruiting needs of the group throughout the territory. Most notably through our simulation recruiting methods, our pre-hiring or professional immersion training, we put everything in place to make jobseekers aware of the different positions and to support the recruiting. Growing our collaboration with a group such as Louvre Hotels Group who is committed to inclusive recruitment, open to candidates who may be far away from the job available...this is an opportunity at the heart of our mission ».*

### **About Louvre Hotels Group**

*Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes about 1,700 hotels in 60 countries. It has a full hotel offering, spanning 1 star to 5 stars, with the brands: Première Classe, Kyriad, Kyriad Direct, Tulip Inn, Tulip Residences, Campanile, Golden Tulip, Royal Tulip; the 5 brands of the Sarovar network in India and the French Group Hôtels & Préférence. The group also has a distribution agreement with the Barrière Group. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2nd hospitality group in the world.*

### **About Pôle emploi**

*Pôle emploi is a public service agency for those seeking employment. As part of its public service mission, the agency commits to providing support for employment-seekers in their job search and to responding to companies' recruitment needs. Pôle emploi includes nearly 900 agencies and outlets. The pole-emploi.fr website receives 42 million visits each month.*

*[www.pole-emploi.org](http://www.pole-emploi.org) or @pole\_emploi.*

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