

Press release
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Louvre Hotels Group and Heintz hôtellerie cap off the renovation of the Première Classe brand with the opening of the Freyming Merlebach hotel

After two years of work and a significant investment of almost two million euros in its renovation, the Première Classe Freyming Merlebach hotel is ready to open its doors. One of the first hotels to incorporate the new design of the Première Classe brand created by Louvre Hotels Group - the second-largest hotel group in France and in Europe - this hotel, part of the Heintz hôtellerie Group, promises to provide an unforgettable experience for its customers, all while guaranteeing affordable rates.

A resurgence of low-cost hotels in France

As a first step in the large-scale transformation of the Première Classe network, this renovation is part of the five-year plan announced in 2023 by Louvre Hotels Group. Its goal is to renovate over 180 hotels of the budget brand before 2028. The 71 rooms in the Freyming-Merlebach hotel, three of which are handicapped-accessible, were renovated with a new design inspired by midscale codes, incorporating solid, neutral, and elegant materials with an eye towards durability and aligned with customers' tastes. In terms of comfort, the standards were completely rethought, offering three-star bedding for the price of a one-star hotel and a new generation of more modern and light private bathrooms.

Additionally, per the Heintz immobilier & hôtellerie group's policies, the hotel was completely renovated to bring together the "client experience" and control energy usage. Significant changes were made, notably with double-gable exterior insulation and the interior insulation of all rooms. Each door and window were also replaced with a dual goal: improving the thermal insulation and the building's aesthetic. Reopening the hotel meant the creation of six positions: three dedicated to the rooms and three multi-skilled positions, which were created with the help of the Forbach France Travail agency.

Economical comfort for a wide range of customers

With the promise of an improved experience for all, the Première Classe brand also meets savvy customers' new expectations: they want expenditures to go towards essentials. Thanks to the hotel's range of rooms that can host one to three guests (double/twin rooms, triple rooms with double or twin beds, and an elevated bed), the Première Classe Freyming Merlebach hotel meets the diverse needs of its clientele, whether they are business travelers, workers, employees or non-profit groups.

With the latest generation self-check-in kiosks, snacks available 24/7, direct entrance to rooms through exterior walkways... Everything has been thought out to guarantee a smooth experience and to meet the needs of customers in terms of comfort, independence, and freedom. An important extra: the hotel has parking that can accommodate buses as well as individual vehicles. This is a practical solution for sports teams and tourist groups.

Its strategic position on the Germany-France and Strasbourg-Paris axis makes it an ideal stop for travelers. Its proximity to major thoroughfares makes it easily accessible without noise impacting the hotel, as it is situated in a lovely wooded park.

About Heintz hôtellerie

With its portfolio of 12 hotels, the Heintz Hotel Group is a major player in the tourism industry in eastern France. Committed to excellence and innovation, the Group aims to provide exceptional lodging experiences to its clientele, all while upholding the highest standards of comfort and quality of service.

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About Première Classe

Première Classe has been reshaping the low-cost hotel industry for over 30 years: 230 hotels, mostly in France, offer the lowest prices on the market. The brand caters to customers who do not want to compromise on either their night or their budget. The hotels provide superior quality bedding and a private bathroom. The on-site options and services ensure a simple and smooth experience, 24/7. It is the smart consumer's choice in search of the best deal.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes over 1,700 hotels in 70 countries. It has a full hotel offering, spanning 1 star to 5 stars, with the brands: Première Classe, Hoshō, Kyriad Direct, Kyriad, Campanile, Tulip Hotels & Residences, Golden Tulip et Royal Tulip the 5 brands of the Sarovar network in India and the French Group Hôtels & Préférence.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2nd hospitality group in the world.

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