

Golden Tulip reveals its new campaign "Witty Moments"

Following up on its communication campaign launched in 2023, Golden Tulip supports its hotels network with a new social media activation kit. Among the numerous ready-to-use visuals and content of this kit, a 15-second film titled "Witty Moments" reinforces the "Unconventional Premium" positioning of the upscale brand of Louvre Hotels Group, the second-largest hotel group in Europe. This communication kit is intended to be distributed by the 160 hotels of the brand, present in 30 countries.

Golden Tulip unveils its new digital campaign titled "**Witty Moments**" inspired by its relaxed approach to business travel. Directed by Eddy Blanchard and produced by the Prodigious agency in the idyllic setting of Golden Tulip Porto-Vecchio, this 15-second video perfectly encapsulates the "unconventional premium" positioning of the Dutch-origin brand. It invites viewers to take a playful and relaxed look at life and work. The film is elegant, lively, mischievous, and surprising, highlighting the impeccable sense of hospitality and service found at Golden Tulip hotels, always with a touch of lightness and spirit.



Launched at the beginning of summer, this new communication tool is part of an activation kit specially designed for social media and will be shared with all 160 Golden Tulip hotels in France and internationally. It includes graphic and visual elements tailored for social media, as well as guidelines to locally enhance the communication plans and activations of the establishments. To support the launch of this campaign, Golden Tulip also plans to assist regional offices and hotels through webinars designed to facilitate local adoption of the content.

« *This social media activation kit reflects the Group's commitment to closely supporting our regional offices and hotels in their local activation strategies. The film was conceived as a celebration of 'bleisure' travel, a playful and pop culture nod to our clients who blend business and leisure travel.* » says Etienne Pernet, Senior Brand Manager Budget, Lifestyle & Upscale.

Discover the film: <https://youtube.com/shorts/dLKga5AXF3g>

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 evolving needs and expectations of its clients. As part of Louvre Hotels Group, the upscale brand is present with over 160 high-end hotels in 30 countries. Each unique, the brand's hotels feature a discreet and elegant style. They offer stays that combine relaxation, uncompromising service, and refined cuisine for all travelers, whether they are there for business or leisure.

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