

Press Release
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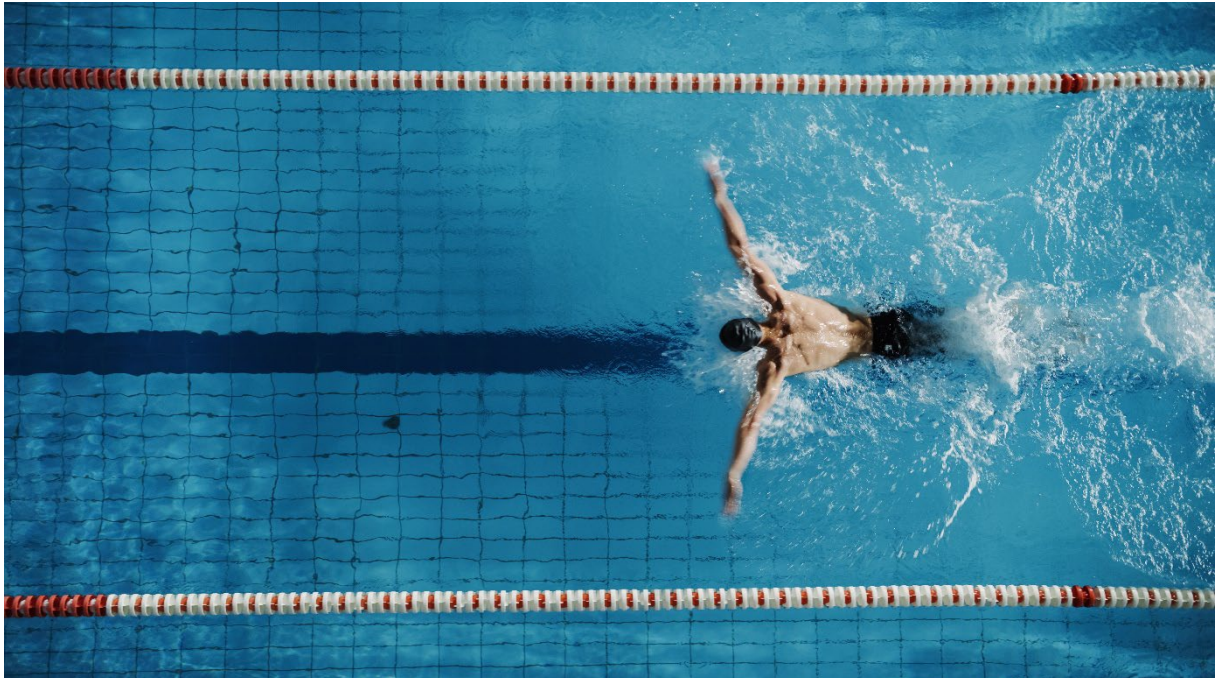
Première Classe, Kyriad and Campanile hotels welcome the athletic community with a new, custom-made offer

Première Classe, Kyriad Direct, Kyriad and Campanile hotels unveil a new, sporty offer targeted towards welcoming not only professional athletes but their support teams (volunteers, umpires, doctors and parents) as well as their fans. Everyone can take advantage of reduced rates of up to -30% with stays specially geared towards meeting the unique needs of athletes and those who travel with them.

This ambitious initiative aims to meet the needs of the entire athletic community by offering a quality welcome and specialized services.

A global offer for a diverse athletic clientele

Widening our outreach towards a larger athletic clientele: this is the goal of the new offer developed by Louvre Hotels Group and its brands **Première Classe, Kyriad Direct, Kyriad and Campanile**, who now propose a specific rate and specialized services **for athletes, support teams and their fans**.



Available upon proof of affiliation with a sports team or a certificate of participation in an athletic event, this offer* includes an **attractive rate reduction** from -20% at Première Classe and Kyriad Direct, to -30% at Kyriad and Campanile.

These preferential rates, non-cumulative with the loyalty program, are available for stays on Fridays, Saturdays, Sundays and holidays, holiday eves and during school vacations for group reservations from one to nine rooms.

For group reservations of over nine rooms, these preferential rates apply year-round.

Special services for athletes' comfort:

In addition to these reduced rates, clients will enjoy personalized services, according to the hotel's availability:

- **Specialized menus featuring balanced offerings** for the athletes
- **Massage or briefing rooms available**
- **Late check-out until 5:00 p.m.** instead of noon

« We hope to propose a new offer open to those who love sports and those who travel to follow the competitions. This initiative is part of our diversification and personalization strategy. By meeting the specific needs of professional athletes and those who accompany them as well as their fans, we strengthen our position as outstanding hospitality providers for hotel stays that combine custom-made comfort and services» states Krystel Blondeau, President of Franchise, Marketing & Brands at Louvre Hotels Group.

**Reservations must be made directly on the brand's website to take advantage of this offer.*

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 Kyriad Direct

Kyriad Direct, with 80 hotels, is a budget brand of the Louvre Hotels Group (two stars), mostly present in France. The brand promises the simplicity, efficiency, and comfort of a two-star hotel, all at an affordable price. These hotels redefine affordable accommodation without compromising quality, offering a straightforward and efficient stay at the best price.



Kyriad

Campanile

Louvre Hotels
GROUP

About Kyriad

With a network of about 460 3-star hotels, Kyriad is a midscale brand of the Louvre Hotels Group present in France, China, and Southeast Asia. It places discovery at the heart of the customer experience. Each hotel is unique and reflects the personality of the hotelier while making the promise of the perfect balance between comfort, accessibility, and local charm.

About Campanile

Founded in 1976, Campanile is the historic midscale brand of Louvre Hotels Group (three stars), with 410 hotels mostly located in France, Europe, and China. Staying at Campanile is about feeling simply good, like at home. It involves enjoying a warm welcome, cozy rooms, simple and delicious French cuisine, joyful entertainment, all within a responsible approach. Comfort and service make Campanile the place to enjoy the moment.

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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