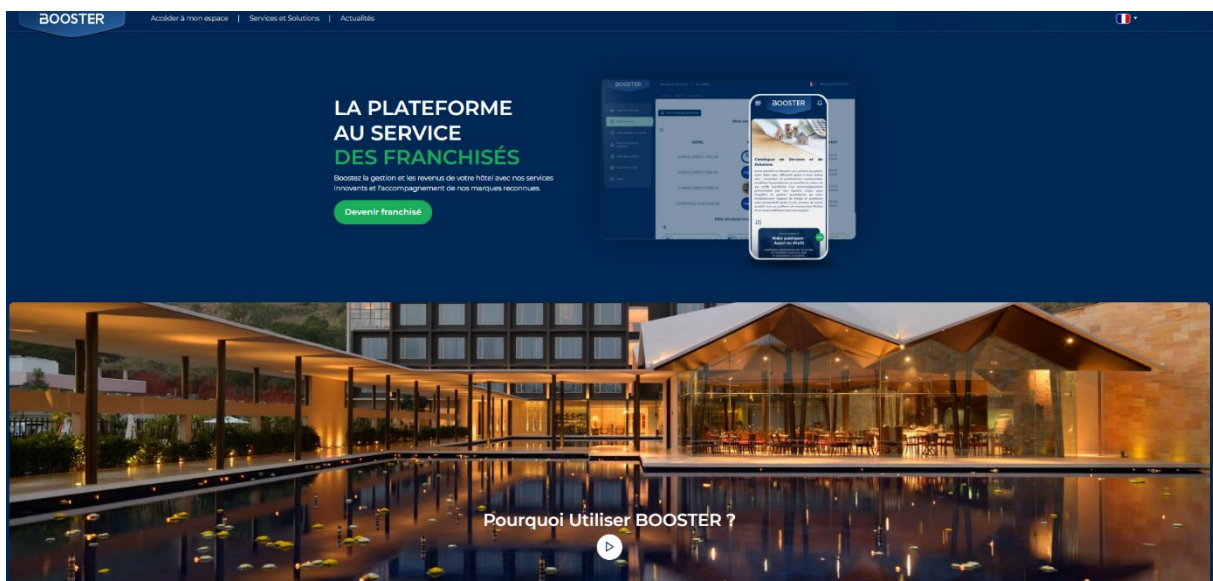


Press release
December, 19 2024

Louvre Hotels Group rolls out the digital platform **Booster** to provide franchisees with a full range of personalized services and management tools

Unveiled in December 2023 during the launch of Louvre Hotels Group's 5-year strategic plan, the digital service platform for franchisees has come to life less than a year after its announcement.

Innovative and user-friendly, the **Booster** platform reinforces the central role of franchise partners within the Group's operational model. It delivers key benefits by optimizing performance, enhancing accessibility and streamlining communication, while strengthening the relationship between franchisees and Louvre Hotels Group.



Deployed by Louvre Hotels Group for its franchisees, the *Booster* platform is set to further streamline the relationship between the Group and its partners.

Designed to deliver agility, simplicity, and transparency, its primary goal is to maximize the performance of franchised properties by providing simplified access to a comprehensive catalog of services and tools. Franchisees will have all the essential resources at their fingertips to effectively manage their relationship with the Group.

This strategic development, focused on the continuous improvement of partner relations and the creation of value for all stakeholders, will also serve as a valuable tool for operational teams. It will simplify interactions with franchisees, ensuring faster and more efficient exchange.

Louvre Hotels

GROUP

« This digital platform is a prime example of the significant transformation of our operational model. We place our franchisees at the heart of our strategy by providing them with tools that are both innovative and accessible », says **Krystel Blondeau, President of Franchise, Marketing & Brands at Louvre Hotels Group.**

Deployed in just six months, this platform was co-designed with the company UPPER-LINK. This collaboration enabled the rapid development of a tailor-made solution for Louvre Hotels Group — both comprehensive and user-friendly — seamlessly integrated into a complex digital ecosystem. UPPER-LINK supported the group on both the architecture of *Booster* and the user journey and design.

« Our collaboration with Louvre Hotels Group has been ongoing for 15 years, particularly through the development of strategic applications for which we handle monitoring and updates. I am proud of this new example of our longstanding partnership », comments **René-Louis Adda, President of UPPER-LINK.**

The platform optimizes three main functions:

- **A personalized management space:** This module allows franchisees to centralize and organize all the necessary documents for managing their relationship with Louvre Hotels Group. Contracts, invoices, quality reports, and other service deliverables are available in one single location.
- **A service catalog:** In addition to the services included in the franchise agreement, the group offers a wide range of additional services designed to maximize commercial performance, improve operational efficiency, and increase the property value of hotels. Each service is accompanied by explanatory videos and detailed fact sheets created by the group's industry experts.
- **A dedicated information flow:** The platform provides specific data for investors, including market trends, KPIs, and indicators to track the commercial and operational performance of their hotels. Franchisees will also have access to all the latest news from the Louvre Hotels Group network.

A personalized support for optimal digitalization

Beyond its digital features, the *Booster* platform ensures personalized support during every interaction with partners. It combines the benefits of a fast and efficient interface with the expertise and advice of professionals to best support and address the needs of our franchisees

Louvre Hotels

GROUP

« *Booster is both a performance accelerator through a range of expert services offered and a facilitator with unique access to all key information related to the operations of our franchisee establishments* », adds **Krystel Blondeau, President of Franchise, Marketing & Brands at Louvre Hotels Group.**

This strategic initiative reflects Louvre Hotels Group's commitment to innovating for its partners while strengthening the franchisor-franchisee relationship in an ever-evolving hospitality and tourism market.

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, Campanile, TULIP Hotels & Residences, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the French Group Hôtels & Préférence and the brand TemptingPlaces.

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

Louvre Hotels Group press contact :

Cécile Saint-Paul | cecile.saint-paul@change.bz | 06 07 84 42 59



Kyriad



Louvre Hotels
GROUP