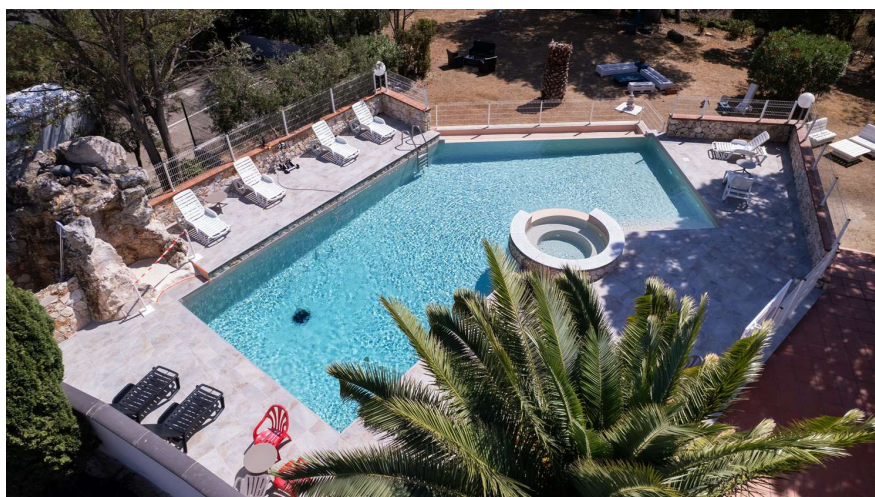


Campanile Perpignan Nord transforms to offer an enhanced guest experience

After the first phase of renovating its common areas, which began in 2023, the Campanile Perpignan Nord has completed its transformation, unveiling a fully modernized environment. Driven by an investment of €1.5 million, this project highlights Louvre Hotels Group's ambition to enhance the attractiveness and positioning of the Group's historic brand, continuously improving customer experience.



A global transformation for optimized comfort

Striking the perfect balance between modernity and conviviality, the Campanile Perpignan Nord unveils today an entirely renovated setting, offering a cozy atmosphere where every detail has been carefully designed for the well-being of travelers. This extensive 18-month project involved a complete overhaul of the hotel's infrastructure, including renovations to the electrical and plumbing systems.

The 60 rooms (double, twin, triple, family) and bathrooms have been modernized, with the creation of a new range of superior rooms that blend contemporary design, high-end amenities, and thoughtful services for enhanced comfort. A brand-new elevator has also been installed to provide easy access to all areas of the hotel, ensuring a seamless experience for all guests.

Warm and welcoming, the new lobby invites relaxation with a library, a foosball table, and a connected table, encouraging times for interaction and sharing. The hotel also meets the needs of business travelers seeking a functional and pleasant environment with its five modular seminar rooms, each equipped with connected screens.



A key actor in local development

Alongside the renovation, the hotel has also evolved its offerings to provide a more authentic experience, deeply connected to the local area. True to Campanile's brand values, the property focuses on sustainability and has been recognized for meeting the "*Hotel Sustainability Basics*», a globally recognized set of 12 sustainability standards developed by the World Travel & Tourism Council.

The restaurant, serves homemade, seasonal dishes that highlight Mediterranean specialties and locally sourced ingredients from nearby producers such as **Le Potager de Louis** for fruits and vegetables, and the **Gardiès, Bardetis, Villalongue** vineyards, and **Arnaud de Villeneuve** winery. This initiative is part of a broader commitment to support the regional economy and offer an authentic culinary experience.



Campanile

Owned by the Gauze Group, the Campanile Perpignan Nord, with a team of 11 employees, plays an active role in the local community, making it a key player in regional tourism, thanks to its strategic location near the highway and the **Rivesaltes and Perpignan** train stations.

"As a family of winemakers deeply rooted in the region, we are proud to contribute to its economic and tourism development. The renovation of Campanile Perpignan Nord reflects our commitment to adapting the hotel to the expectations of our visitors, while staying true to our core values: social responsibility, team loyalty, and the training of young talents. Located near major roadways, this hotel is also the headquarters of our company. We wanted to make homemade, locally sourced cuisine the heart of the guest experience, offering an authentic and welcoming moment," says **Henry Gauze, CEO of the Gauze Group**.

"We are proud of the commitment shown by our franchise partners. They play a key role in transforming the Campanile brand. This renovation project, carried out by the Gauze Group, illustrates our shared goal of meeting the new expectations of travelers while remaining true to the brand's values of warmth and community. The property is also set to join the Campanile Prime label, which highlights recently renovated urban hotels. This transition is part of the Group's new brand architecture, aimed at modernizing and enhancing the traveler experience," adds **Krystel Blondeau, France General Director at Louvre Hotels Group**.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes over 1,750 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.

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.

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Kyriad



Louvre Hotels
GROUP