

Louvre Hotels

GROUP



Shaping the future of Hospitality

Create memorable moments



Kyriad





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**Federico
J. GONZÁLEZ**
Louvre Hotels Group
CEO

*Develop hotel
brands that
rank among
the top 3
performers
in their
segments*

With nearly 50 years of experience, Louvre Hotels Group is a leading hotel operator and franchisor whose portfolio includes over 1,750 hotels in 70 countries. It is now the second-largest hotel group in France, Europe and India.

With the power and support of our shareholder, Jin Jiang International, the leading hotel group in China and the second largest in the world, we aim to develop hotel brands that rank among the TOP 3 performing ones in the segments and countries where we operate.

Louvre Hotels Group operates and supports a portfolio of powerful brands all over the world, spanning 1 to 5 stars. Our experts provide dedicated support to hoteliers and their owners by providing an effective, best-in-class central contribution platform :

- Strong distribution
- Customer care expertise
- Dynamic central sales
- Revenue management expertise
- Marketing
- Operational excellence

At Louvre Hotels Group, our teams work every day to build the future of Hospitality and provide our owners and guests with innovative solutions.

Nearly
50
years of
experience

1,750
hotels

70
countries

2nd
hospitality
group
in France,
Europe
and India

Global & growing

01

Ongoing transformation with a clear vision

Louvre Hotels Group is a unique company run by true operators, offering the right ownership and management services for each unique situation.

- New value proposition.
- A complete repositioning plan.
- Highly cost-efficient.
- Productivity drivers.

03

Significant investments in hotel renovation

- More than 80% of our France network to be repositioned until 2028.
- More than €400 million in capital investment in our hotels and brands with average ROCE of 15-20%.

02

Global portfolio of powerful brands

We have redefined our global portfolio of brands to meet the needs of the changing travel sector.

- Clear brand architecture with powerful brands across all segments, from 1 to 5 stars.
- New tools to implement our brands in a consistent way (Brand Guidelines, Brand Books...).

04

Powerful commercial drivers

Our commercial drivers will drive revenue across the system.

- Most efficient Revenue Management Tools (Pulse, The Club) to boost revenue across our portfolio.
- A dedicated sales force with proven expertise and strategic partners.
- Optimized acquisitions costs and distribution channels.



Golden Tulip Reims
(France)



Kyriad Lyon Ouest Techlid - Limonest (France)

05

Delivering operational efficiency

We aim to deliver the best results to your hotels by increasing productivity in all our properties.

- Structured operating system & organizational model.
- Significant investments in information technology and support systems.

06

Pragmatic and approachable

Our solutions for owners are unique and customized to fit your needs.

- Personalized approach.
- Bespoke solutions (Franchise Service Platform).
- Exceptional “glocal” support team.

07

Technical excellence

We support you from design to delivery to ensure the technical success of your hotel project.

- Selection of a project management team and definition of the program, with a detailed budget estimate and an optimized timeline.
- Analysis of technical documents and assistance with the submission of permits.
- Precise implementation of the design and management of furniture orders.

08

Sustainable solutions

From construction and renovation to daily operations, we help our partners run resilient hotels and reduce their environmental impact.

- Reduction in energy and water consumption, as well as waste.
- Adoption of more sustainable practices.
- Sourcing of eco-friendly solutions.
- Implementation of Sustainable Development Standards or CSR labels.

Our brands portfolio

Louvre Hotels Group offers a full range of hotels, with brands spanning from 1 to 5 stars. Strong concepts and proven profitability that deliver the promise consistently to both consumers and owners.

A platform of renowned brands in France and internationally, providing:

- Greater flexibility.
- Cost optimization.
- Improved conversion, thus unlocking new growth opportunities.



BUDGET

The essential for a good stay

- Good price, always
- Good sleep, truly
- Smooth experience



BUDGET

My bed in town

- Great deal
- Comfy & safe
- Easy-going



MIDSCALE

Always good, always unique

- Uniqueness
- Comfort
- Discovery



MIDSCALE

Enjoy the moment !

- Cozy
- Convivial
- Sustainable



MIDSCALE

Living with style

- Comfort with style
- Chill Dutch
- Work & pleasure



MIDSCALE /
UPSCALE

Superior hospitality

- Smart service
- Warm hospitality
- Refreshing stay



UPSCALE

Unconventional premium

- Unique places
- Cool Dutch
- Work & pleasure



UPPER
UPSCALE

Making memories

- Chic & authentic
- Business and leisure properties
- High-end service



UPPER
UPSCALE

The most unique boutique hotels

- Intimate haven
- Prime destination
- Exclusive experience



UPPER
UPSCALE

Boost your French lifestyle

- Glamorous
- Bold
- French touch



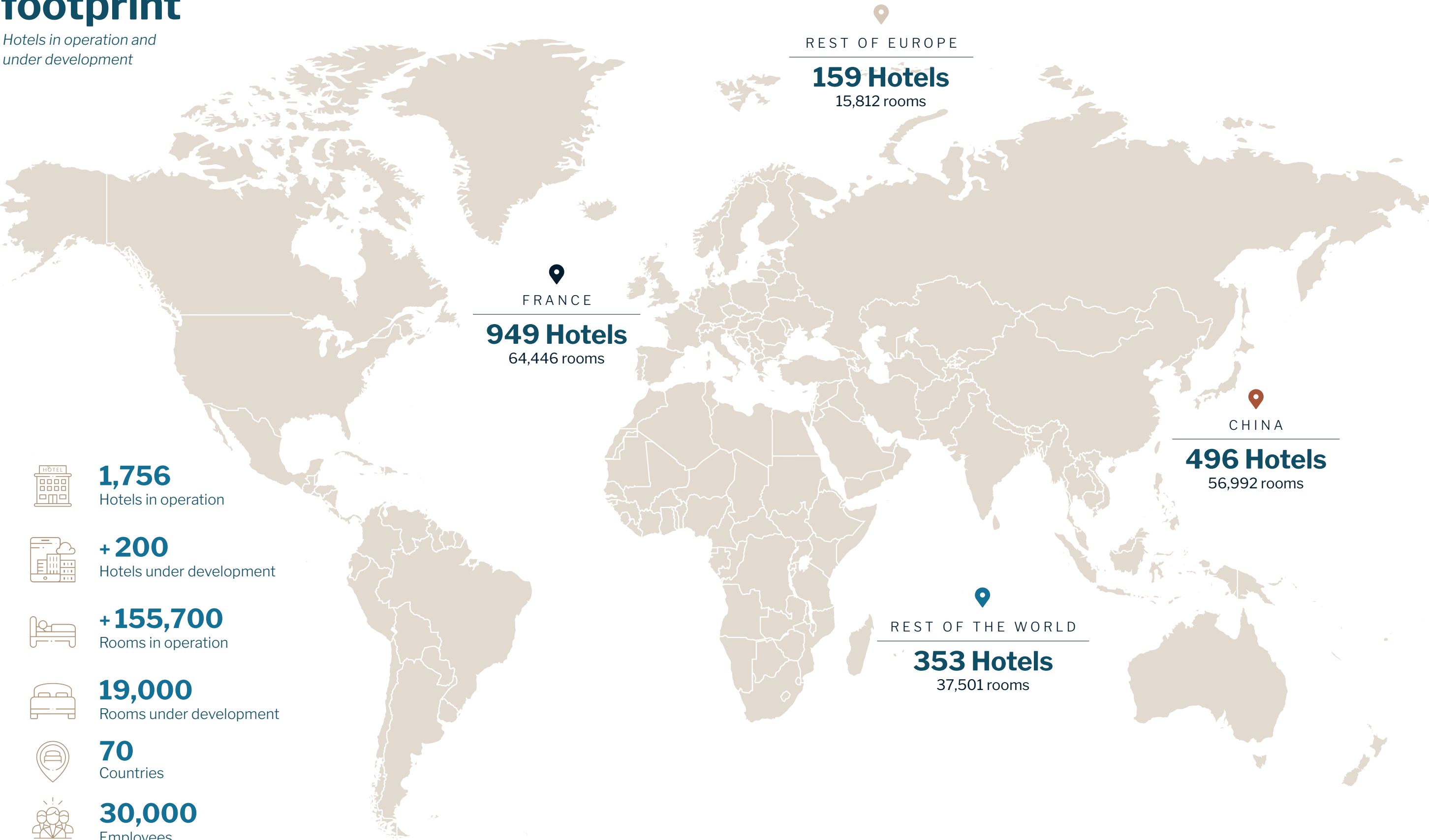
UPPER
UPSCALE

Unconventional luxury

- Exceptional places
- Sophisticated Dutch
- Work & pleasure

Global footprint

Hotels in operation and under development



Source : January 2025

Our network in France

A strong network of franchisees



300
investor
partners



75%
franchised
and managed
hotels



+900
hotels
in France



215
hotels



1
hotel



274
hotels



263
hotels







5
hotels ⁽¹⁾

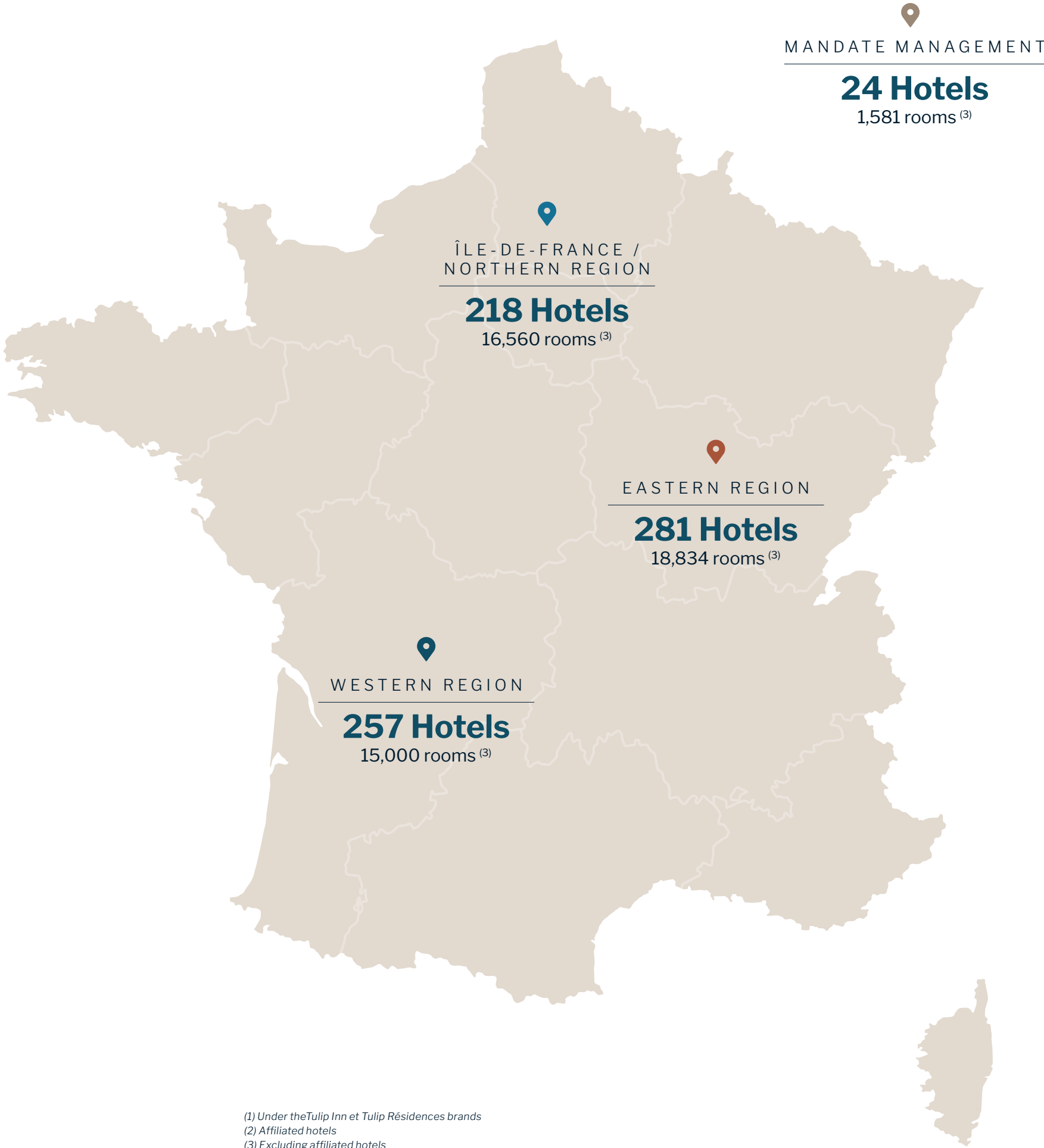


22
hotels

OTHER BRANDS



154
hotels ⁽²⁾



Louvre Hotels Group, a member of Jin Jiang's galaxy



Since 2015, Louvre Hotels Group has been part of Jin Jiang International, the world's second-largest hotel group by number of rooms.* This marks a key milestone in our development strategy, with a renewed business model that will continue to drive our growth momentum.

*In operation and under development by the end of 2023

More than
12,300 hotels

More than
1,200,000 rooms

150,000,000
Members of the Jin Jiang Club loyalty program, gaining access to global opportunities in the Chinese market

2nd
Largest hotel group in the world

1st
International hotel operator in Eastern Europe and India

1st
Largest pipeline of upscale hotels in Africa



Campanile Yunnan Kunming
Wuhua Gaoxin District
(China)

Present in
over 120 countries
worldwide

2nd
Hotel group operating in France, Europe, Morocco, and Scandinavia

Our brands



The essential for
a good stay

The brand that has been
reinventing low-cost for over
30 years.

Première Classe targets customers looking for an enjoyable yet affordable stay. The hotels offer top-quality bedding and private bathrooms, with on-site options and services to ensure a 24/7 seamless experience.

224 HOTELS
16,430 ROOMS

In operation
in January 2025.



Première Classe Freyming-Merlebach
(France)



Première Classe Freyming-Merlebach
(France)



Première Classe Freyming-Merlebach
(France)



OWNER VALUE
PROPOSITION

Budget hotels with superior bedding and en-suite bathrooms. Optional extras and services available on-site to ensure a straightforward, frictionless experience, 24/7.

NUMBER OF ROOMS

Around 75 rooms.

POSITIONING

Budget.

LOCATION

Close to transport hubs, primarily located in the suburban areas of metropolitan regions.

DESIGN

Welcoming and multipurpose areas as well as practical and comfortable rooms.

ROOM SIZE

11 m².

Our brands



My bed in town

More than a hotel, more than a hostel, a new generation of urban hospitality.

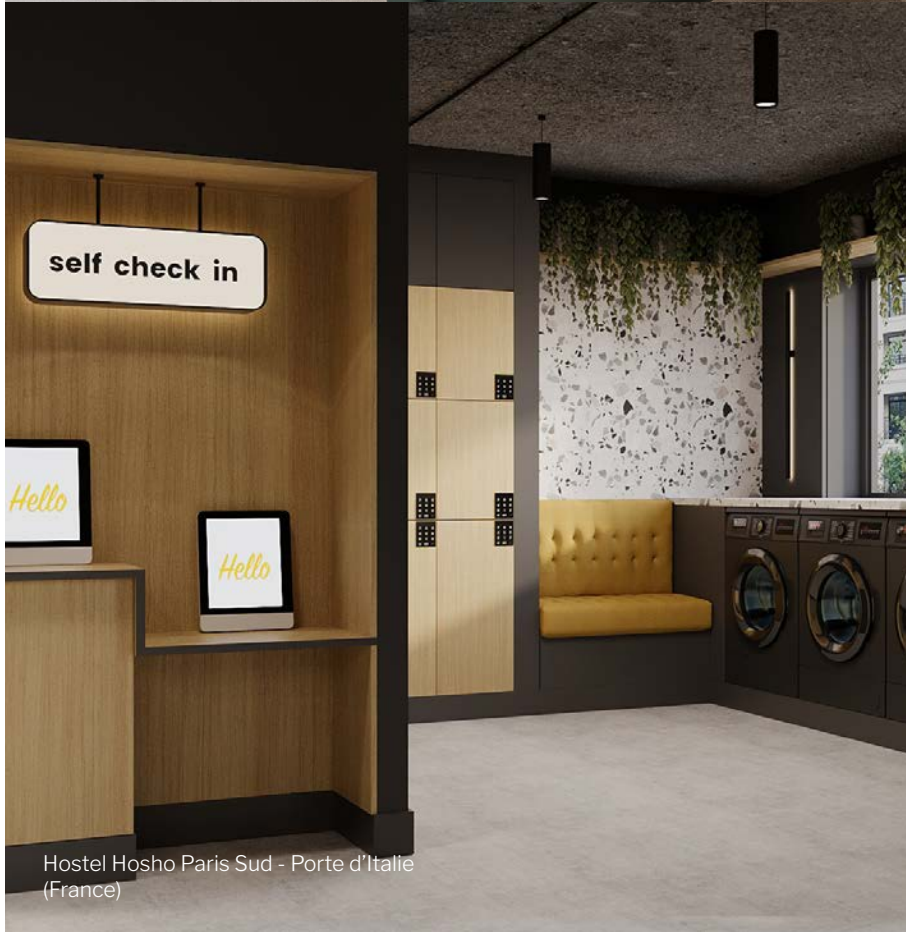
Hosho caters to a new generation of ‘urban explorers’ with a mix of shared and private dorms as well as double rooms.

1 HOTEL

In operation in January 2025.



Hostel Hosho Paris Sud - Porte d'Italie (France)



Hostel Hosho Paris Sud - Porte d'Italie (France)



Hostel Hosho Paris Sud - Porte d'Italie (France)



Hostel Hosho Paris Sud - Porte d'Italie (France)

OWNER VALUE PROPOSITION

More than just a hotel or hostel, Hosho is a hybrid concept blending the spirit of a youth hostel with the affordability of a budget hotel within a peaceful, comfortable, and secure setting. Targeting young travelers and travel tribes, the sleeping options can be private or shared.

NUMBER OF ROOMS

Room mix of 90% beds and 10% private rooms, totaling around 270 beds.

POSITIONING

Budget.

LOCATION

Close to transport hubs.

DESIGN

Serene and inviting spaces to unwind and create memorable group experiences or connect with fellow travelers.

ROOM SIZE

> 8m².

Our brands



Always good,
always unique

The fastest-growing
midscale brand in terms of
brand awareness.

Kyriad focuses on making
discovery a central part of the
guest experience. Each hotel is
unique, reflecting the
personality of the hotelier
while offering a perfect blend
of comfort, accessibility, and
local charm.

575 HOTELS
49,273 ROOMS

In operation
in January 2025.



Kyriad Tours Sud - Ballan Miré
(France)



Kyriad Tours Sud - Ballan Miré
(France)



Kyriad Les Ulis
(France)



Kyriad Lyon Ouest Techlid - Limonest
(France)

OWNER VALUE
PROPOSITION

Soft brand concept, flexible
and easy to implement, with
strong and unique brand
markers and solid
operational standards that
guarantee a qualitative and
memorable experience for
business and leisure
travelers.

NUMBER OF ROOMS

70 to 100 rooms.

POSITIONING

Midscale.

LOCATION

Urban areas, transport hubs,
and second-tier cities.

DESIGN

Each hotel stands apart with
its character and design,
creating an atmosphere that
reflects the local essence.

ROOM SIZE

Around 18 m².

As a conversion brand,
Kyriad offers a smooth
rebranding process.

Our Kyriad labels



Kyriad Eco is the agile and economical conversion brand of the Kyriad family. As Kyriad’s playful little sister, it proudly embraces simplicity with a touch of lightness.

OWNER VALUE PROPOSITION

A low initial investment : low brand implementation costs, thanks to a light and agile marketing approach.

NUMBER OF ROOMS

40 to 80 rooms.

POSITIONING

Budget.

LOCATION

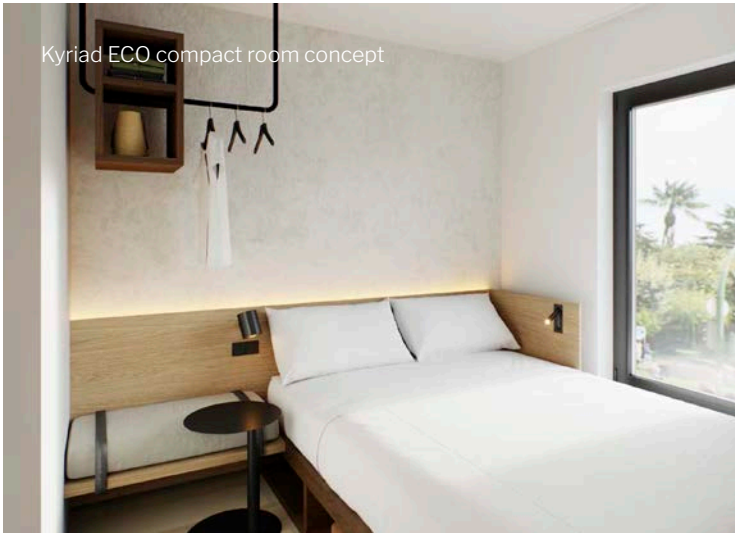
Peripheral and urban areas, commercial zones, and transport hubs.

DESIGN

A non-standardized design : an inspiration décor book is available, but the hotel remains free to make its own design choices.



Kyriad ECO standard room concept



Kyriad ECO compact room concept



Our Kyriad labels



Kyriad Prestige is the premium brand of the Kyriad family. It promotes the spirit of discovery enhanced by superior comfort standards.

OWNER VALUE PROPOSITION

The perfect balance between premium comfort and local charm.

NUMBER OF ROOMS

70 to 100 rooms.

POSITIONING

Upscale.

LOCATION

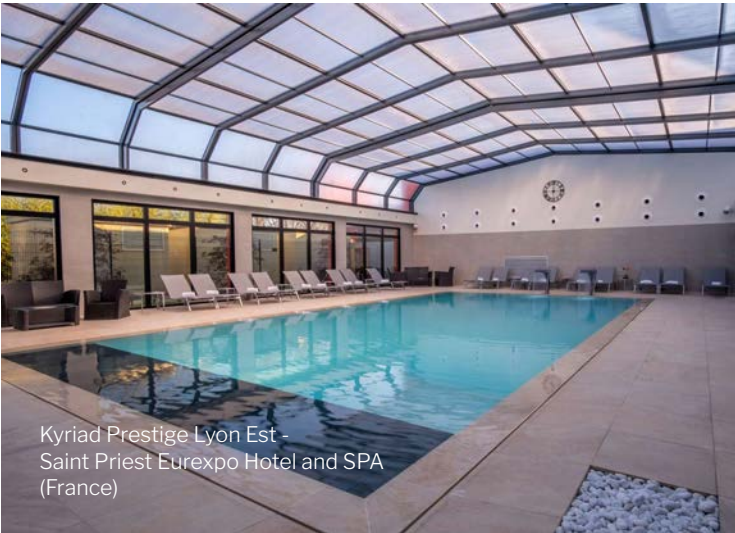
Urban and suburban areas, transportation hubs.

DESIGN

A design inspired by the Kyriad décor notebook with a high-end twist.



Kyriad Prestige Asnières-sur-Seine (France)



Kyriad Prestige Lyon Est - Saint Priest Eurexpo Hotel and SPA (France)



Kyriad Prestige Asnières-sur-Seine (France)

Our brands



Enjoy
the moment !

2nd midscale brand in France

Staying at Campanile means feeling simply good, just like being at home. Campanile’s comfort and service make it the place to share good times.

409 HOTELS
32,882 ROOMS

In operation
in January 2025.



Campanile Prime - Paris La Villette (France)



Campanile Paris Ouest - Pont De Suresnes (France)



Campanile Porte d'Italie (France)



Campanile Nature Villennes-sur-Seine (France)



Campanile Porte d'Italie (France)

OWNER VALUE
PROPOSITION

A conversion brand with additional F&B revenue, thanks to a positioning that emphasizes celebrating good times together.

NUMBER OF ROOMS

Around 100 rooms.

POSITIONING

Midscale.

LOCATION

City centers or close to commercial, tourism or transport hubs.

DESIGN

Exteriors that exude warmth and hospitality, vibrant and multifunctional common areas, and stylish yet comfortable rooms.

ROOM SIZE

18 m².

Our brands



Living with style

For a nigh or for a month, stylish comfort for business and pleasure.

Imagine a space that blends the best of a hotel, a home, and an office – the perfect setting for our increasingly nomadic lifestyles. A casual style and functional design combined with a special focus on comfort to create spaces where every guest feels at home.

130 HOTELS
Target by 2028.



TULIP Hotels & Residences Joinville-le-Pont (France)



TULIP Hotels & Residences Joinville-le-Pont (France)

OWNER VALUE PROPOSITION

Hybrid concept that works for standard or long-term stays and combines high-quality service and rapid return on investment.

NUMBER OF ROOMS

Around 100 rooms.

POSITIONING

Midscale.

LOCATION

First- and second-tier cities, close to business districts and transportation hubs.

DESIGN

Modern, lifestyle, functional, and stylish. Comfort and style are two of the most important factors.

ROOM SIZE

> 16 m².

Our brands



Superior
hospitality

Dive into a world of
tranquility and absolute
comfort.

Each Sarovar hotel is designed to meet the needs of today’s travelers. With modern spaces inspired by elegant design, from essentials to refined comforts, Sarovar promises the perfect setting for a pleasant and memorable stay.

113 HOTELS
8,398 ROOMS

In operation
in January 2025.



Hotel Marine Plaza, Mumbai
(India)



Marasa Sarovar Premiere, Tirupati
(India)



Sobit Sarovar Portico, Goa
(India)



RVR Sarovar Portico, Dindi
(India)



Royal Sarovar Portico, Agra
(India)

OWNER VALUE
PROPOSITION

A portfolio of services that reflect superior standards in accommodation, cuisine, and infrastructure in the Indian market.

POSITIONING

Midscale/upscale.

DESIGN

Spaces with a contemporary and sophisticated design.

Our brands



Unconventional
premium

Premium comforts with a
spirited twist.

With 160 hotels across 30 countries, Golden Tulip is an upscale four-star brand. 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.

159 HOTELS
22,377 ROOMS

In operation
in January 2025.



Golden Tulip Warsaw Centre
(Poland)



Golden Tulip Jalandhar
(India)



Golden Tulip Lyon Ouest – Hotel & Spa
(France)



Golden Tulip Reims
(France)

OWNER VALUE
PROPOSITION

A premium concept with a unique and unconventional design, profitable, and easily adaptable to local needs.

NUMBER OF ROOMS

100 rooms or more.

POSITIONING

Upscale.

LOCATION

First- and second-tier cities, around business districts and transportation networks.

DESIGN

Ultra-design rooms, hybrid spaces with unique design touches.

ROOM SIZE

About 21 m².

Our brands



Making memories

Dream beyond.

Demeure, Business, Resort, Boutique, Luxury, and Palace are the six categories of the Group, catering to a clientele that values both luxurious hotels and cozy venues with an intimate, welcoming atmosphere. The diversity of the hotels, each with its unique character, prime location, and high-quality service, is a treasured asset that the chain carefully preserves.

150 HOTELS
10,500 ROOMS

In operation
in January 2025.



Sugar Beach
(Mauritius)



Les Oliviers de Salettes Castle
(France)



Les Trésoms, Lake and Spa Resort
(France)



Bloom House Hotel & Spa Paris
(France)



Relais Spa Val d'Europe
(France)

OWNER VALUE
PROPOSITION

A prestigious network of 4 and 5-star properties, offering visibility, marketing expertise, and efficient distribution, backed by the commercial strength of its spaces dedicated to corporate seminars.

POSITIONING

Upper upscale.

DESIGN

Chic & authentic.

Our brands



*The most unique
boutique hotels*

**The first hotel brand
exclusively dedicated to
exceptional boutique hotels
worldwide.**

Today, TemptingPlaces continues to captivate hedonistic travelers by unveiling unique destinations and offering them an unforgettable travel experience.

**35 HOTELS
2,900 ROOMS**

In operation
in January 2025.



Hotel de Pourtalès
(France)



Palau Sunrise Landison Retreat
(Palau)



Castelbrac Hotel & Spa
(France)



Bleu Hôtel & Spa
(France)



Ekies All Senses Resort
(Grèce)

**OWNER VALUE
PROPOSITION**

A hotel label designed to
rethink hotels at the heart
of the guest experience and
drive qualified sales.

POSITIONING

Luxury.

DESIGN

Elegant, authentic, inspiring.

Our brands



Boost your
French lifestyle

French touch signature.

At TemptingPlaces Collection, the essence of the French touch is an indelible signature in every franchised 5-star hotel. French excellence comes together to celebrate refined gastronomy, elegant design, the warmth of French hospitality, and the delicacy of the wellness experience. With TemptingPlaces Collection, every stay is an invitation to immerse yourself in the charm and authenticity of French culture. Here, all good things come with a sequel!

2 HOTELS
130 ROOMS

Openings in
April 2025.



OWNER VALUE
PROPOSITION

A network of 5-star franchised hotels offering all the charm and excellence of the French touch.

NUMBER OF ROOMS

Between 40 and 200 rooms & suites.

POSITIONING

Luxury.

DESIGN

Unique emotional design.

ROOM SIZE

From 28 to 300 m².

Our brands



Unconventional
luxury

A collection of exceptional
high-end hotels.

Royal Tulip hotels offer inspiring and outstanding stays that include refined amenities, bespoke services, and luxurious comfort. Unique. Flawless. Remarkable. Staying at a Royal Tulip hotel is never ordinary; every moment is an opportunity to craft a treasured memory.

22 HOTELS
5,270 ROOMS

In operation
in January 2025.



Royal Tulip Gunung Geulis Resort & Golf
(Indonesia)



Royal Tulip Visesa Ubud
(Indonesia)



Royal Tulip Warsaw Centre
(Pologne)



Royal Tulip Gunung Geulis Resort & Golf
(Indonesia)



OWNER VALUE
PROPOSITION

A refined luxury experience with 5-star properties, ensuring high standards in accommodation, services, and design.

POSITIONING

Luxury.

DESIGN

Refined, sophisticated, contemporary.

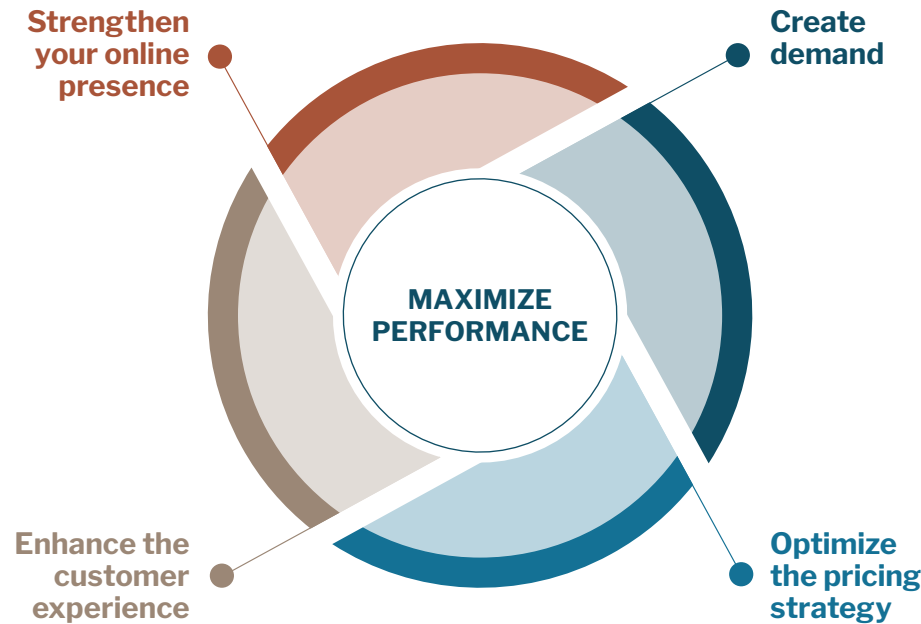
Create memorable moments

Your investment, our mission:
optimizing value creation at every
step of your project.

Maximizing the revenue generation

With our expertise and international network, we maximize performance and mitigate risks to ensure the profitability of your investment.

To offer you a cost-effective and tailor-made solution, Louvre Hotels Group provides various contract types, each designed to meet the specific needs of your project with different levels of support :



● Create demand

Our growth potential is exceptional, driven by our teams of experts and revamped brand designs that significantly enhance customer satisfaction. We offer a fully integrated strategy encompassing revenue management, sales, marketing, public relations, and communications, ensuring message consistency across all media channels. We maximize hotel revenue by boosting demand through a high-performing branded web platform and strategic collaboration with online travel agencies, global distribution networks, and

long-term strategic partnerships with an extensive B2B client ecosystem, all while optimizing distribution costs. Through this 360° strategic approach, we strengthen brand awareness, drive engagement, and increase conversion. Over the past four years, we have implemented a suite of cutting-edge decision-making tools to deepen customer insights and track campaigns, allowing us to anticipate trends and make real-time adjustments to optimize performance and return on investment.

● Optimize the pricing strategy

We offer our franchisees a portfolio of strong brands, robust reservation systems, and a comprehensive revenue management system. Industry-leading operational technologies support our hotels in their daily planning and enhance productivity, ensuring that revenue growth translates into profits.

Furthermore, the rollout of new technological solutions across our hotels will drive the company’s largest transformation to date, delivering new capabilities to our hotels more quickly, cost-effectively, and consistently.

● Enhance the customer experience

The brand standards and design of each of our brands have been redefined to make every stay a memorable experience for our guests while ensuring profitability for investors. We closely monitor guest feedback and satisfaction, as well

as brand consistency across our hotels, through our enhanced and reimagined quality assurance program. Our digital platforms are continuously improved and enriched to provide a seamless and consistent omnichannel customer experience.

● Strengthen your online presence

Increased visibility for your hotel and an enhanced guest experience. Today, from any digital source, we reach our customers by offering them the most relevant deals from our portfolio of hotels. Organic and acquisition campaigns drive traffic to our digital platforms. Once visitors are engaged, we personalize their experience by providing

relevant, visual, and immersive content. These digital strategies have proven to be key factors in turning simple visits into bookings. Our commitment to an ever more personalized and interactive digital experience is constantly evolving.

The best partner during each phase of your investment

As a franchisee at Louvre Hotels Group, you benefit from three dedicated teams by your side, **supporting you every step of the way through the three key phases of your hotel :**



Over

210

international partners already trust us

1

DEVELOPMENT

We have a dedicated team of experts committed to supporting you. Our approach combines innovative solutions to optimize design and construction with efficient methods to manage timelines and costs, all while adhering to the highest standards of sustainability and compliance. Whether for new developments or hotel conversions, our team brings the expertise needed to identify the most effective solutions for your property, enhance development efficiency, and minimize initial investment costs.

2

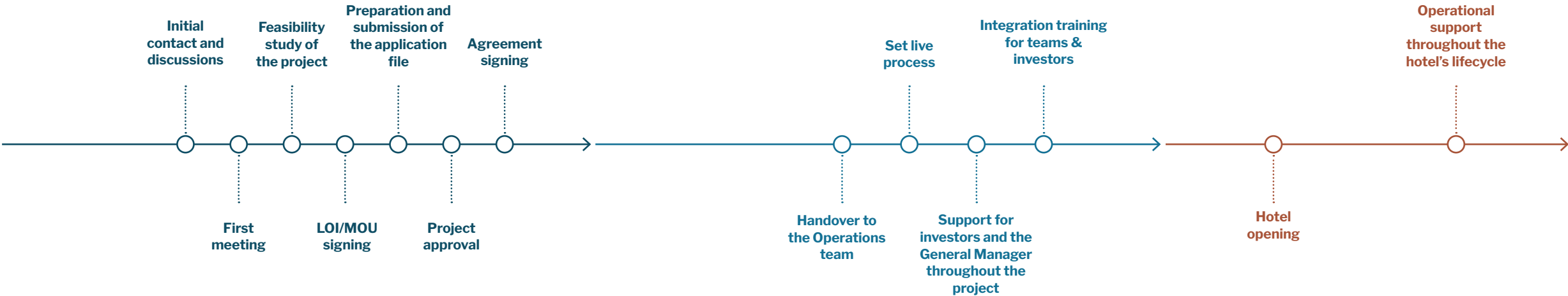
OPENING

Prior to opening, we ensure that all operational procedures are in place by providing team training, implementing systems, and optimizing processes. After the opening, we remain by your side to ensure a seamless transition to operations, making real-time adjustments to drive the long-term success of your establishment.

3

OPERATIONS

We allocate top talent and resources to ensure an efficient management of your hotel. From the very first stages, our sales team works to generate the necessary revenue as quickly as possible. With the daily support of experts in revenue management, online distribution, marketing, and sales, we are committed to delivering optimal performance for your hotel. Additionally, our operational efficiency enables us to reduce costs and improve your bottom line.

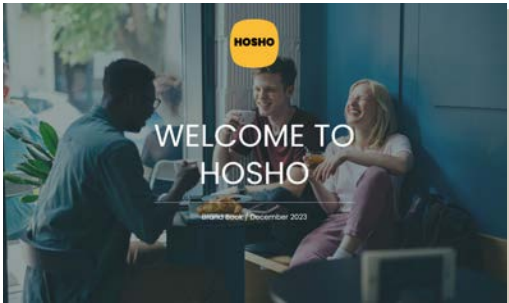


Supports & resources

to enhance your performance, both in terms of concepts and guest experience.

BRAND BOOKS

Selling line, brand pillars and key brand experiences



BRAND GUIDELINES

Brand visual identity, graphic elements, imagery, and tone of voice



BRAND STANDARDS

Products and services available in every hotel for each brand to uphold our quality standards



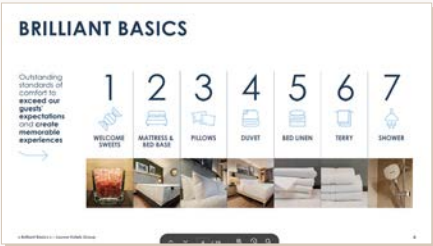
DESIGN GUIDELINES

Room design, public areas, and associated costs



BRILLIANT BASICS

Standards of comfort to deliver on each brand's promise



SIGNAGE GUIDELINES

Mandatory and optional indoor and outdoor signage elements



A dedicated support team

Whether you are a **hotelier looking for a strong brand** to boost your revenue or an **investor seeking to entrust the management of your property to an expert group** to maximize profitability, our development team is at your disposal to assess your project and support you in its implementation.



Arnoud VINK
Chief Development
Officer
avink@louvre-hotels.com

CORPORATE SUPPORT, PARIS HQ



Rémi GONTIER
Senior Manager Development
Strategy & Analysis
rgontier@louvre-hotels.com



Solène TROMPE
Senior Development Analyst
strompe@louvre-hotels.com



Marie-Christelle MARVILLE
Development Coordinator
mcmarville@louvre-hotels.com



Juliette DUBOSCQ
Feasibility Analyst
jduboscq@louvre-hotels.com



Golden Tulip Warsaw Centre
(Poland)

Create
memorable moments

developpement@louvre-hotels.com



Kyriad



SAROVAR
HOTELS & RESORTS



Louvre Hotels
GROUP