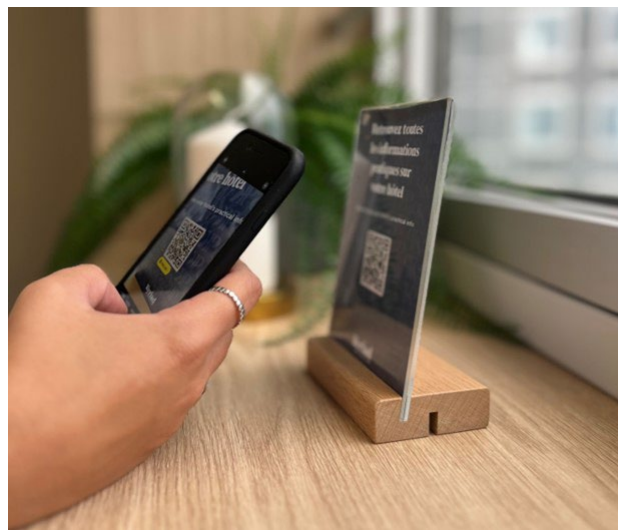


*Press release
June 5th, 2025*

Louvre Hotels Group partners with GetWelcom to enhance the digital guest experience

Louvre Hotels Group and GetWelcom announce the launch of a strategic partnership to support the digital transformation of the Group's hotels. By combining Louvre Hotels Group's hospitality expertise with the technological innovation of French start-up GetWelcom, this partnership aims to modernize the guest experience and streamline in-room operations through the digitalization of traditional materials.



A solution designed to enhance both guest experience and hotel operations

Launched at the end of 2024, this partnership enables hotels across the network—both managed and franchised—to benefit from an innovative solution that replaces the traditional in-room welcome booklet with an intuitive, multilingual digital interface. Accessible via a QR code, the platform also features a VOIP phone service, allowing guests to contact the reception or hotel services directly from their own device, without the need for a physical phone.

This solution is part of a broader operational efficiency strategy: it has led to a 30% reduction in front desk calls related to recurring questions. Over 80% of guests use it during their stay, demonstrating both rapid adoption and its perceived added value.

A progressive and customized rollout across Louvre Hotels Group network

Already adopted by over 100 hotels in France, with 100 more currently in the rollout phase, the GetWelcom solution is being deployed as a priority in Kyriad hotels and is strongly encouraged across the Group's other brands. It is particularly well suited to hotels undergoing renovation or construction, helping to generate savings at each site while maintaining brand standards and meeting Atout France classification criteria.

"The digital transformation of our hotels is a top priority, but it should never come at the expense of operational simplicity. With GetWelcom, we have found a partner offering an agile, intuitive solution that aligns with our brand standards. This rollout marks a new step forward in enhancing the guest experience while supporting our teams in the field", underlines **Christine Bravo, Global Marketing Senior Director at Louvre Hotels Group.**

Each solution is fully customized by GetWelcom to fit the specific needs of every hotel. A user-friendly back office allows teams to update information instantly.

"This partnership reflects what we have believed in from the very beginning: innovation only has value if it can be easily integrated into daily operations. Together with Louvre Hotels Group, we are using technology to support operational teams and deliver a smoother guest experience—without unnecessary complexity," says **Paul Menanteau, CEO and co-founder of GetWelcom.**

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 GetWelcom

GetWelcom is a French startup founded four years ago, specializing in digital solutions for the hospitality industry. The company offers an intuitive platform that digitizes traditional in-room materials—such as the room directory and telephone services—to enhance the guest experience and streamline operations. Adopted by over 500 properties across Europe, GetWelcom stands out for its ability to adapt to all hotel segments in a simple, efficient, and environmentally responsible way.

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