

Campanile speeds up its revamp across the Paris region

Campanile is undertaking a major transformation of its hotel network, particularly in the Paris region, with an ambitious renovation plan and the introduction of two new brand labels at the heart of its refreshed brand architecture: **Campanile PRIME** and **Campanile NATURE**. This initiative aims to highlight the architectural uniqueness of each property while reaffirming the brand's DNA: warm hospitality, a friendly atmosphere, and delicious regional cuisine.

Campanile is undertaking an extensive renovation of its hotel network across France, with a particular focus on the Paris region. The goal is to deliver an enhanced guest experience that is clearer, more engaging, and better aligned with evolving needs. Rooms, façade claddings, public areas, and outdoor spaces are all undergoing transformation. With around a dozen company-owned hotels in the Île-de-France region already renovated, the momentum continues: by the end of 2025, more than 20 hotels in the Paris area will have been renovated or upgraded, driven by two new experience concepts: Campanile PRIME and Campanile NATURE.



This ambitious project reflects a clear ambition: to modernize the hotel offering while taking into account the diversity of locations, traveler profiles, and expectations in terms of design, dining, and enhanced comfort. Thicker and softer mattresses, premium pillows, 100% cotton duvets, relaxing showers, and plush bath linens...Every detail has been carefully considered to exceed guest expectations.

Early guest feedback highlights the positive impact of this transformation, as seen in the cases of **Campanile PRIME – Paris La Villette** and **Campanile NATURE – Villennes-sur-Seine**, which have achieved guest satisfaction scores of 4.27/5 and 4.07/5 respectively since their

renovation. As part of this modernization strategy, the Campanile brand plans to upgrade **nearly 90 company-owned properties in France by 2028**. This momentum is also generating strong enthusiasm among the Group's network of franchise investors: **15 franchised** Campanile hotels have already been renovated, **and 29 more** are set to adopt the PRIME and NATURE labels this year.

Campanile PRIME: where city living meets modern comfort

Designed for travelers seeking vibrant city experiences, Campanile PRIME hotels are primarily located in urban centers or nearby suburbs. Featuring contemporary and cozy design, these hotels offer welcoming public areas that foster a friendly atmosphere. Guests can also enjoy modern amenities such as fully equipped fitness rooms or in-room Fitness Kits, which include dumbbells, resistance bands, yoga mats, and access to the Decathlon Coach app.

Recently renovated Campanile PRIME hotels:

- Campanile PRIME - Paris La Villette, 75019 – 208 rooms
- Campanile PRIME - Paris Ouest Boulogne, 92100 – 55 rooms
- Campanile PRIME - Marne la Vallée Torcy, 77200 – 164 rooms
- Campanile PRIME - Paris Ouest Porte de Champerret Levallois, 92300 – 58 rooms
- Campanile PRIME - Paris 15 Tour Eiffel, 75015 – 72 rooms
- Campanile PRIME - Rungis Orly, 94550 – 84 rooms

Upcoming renovations:

- Campanile PRIME - Paris Sud Porte d'Italie, 94270 – 155 rooms
- Campanile PRIME - Paris Sud Porte d'Orléans Arcueil, 94110 – 85 rooms
- Campanile PRIME - Nanterre, 92000 – 83 rooms
- Campanile PRIME - Paris Ouest Pont de Suresnes, 92150 – 143 rooms
- Campanile PRIME - Hôtel & Résidence Le Blanc-Mesnil, 93150 – 243 rooms
- Campanile PRIME - Paris Est Pantin, 93500 – 130 rooms
- Campanile PRIME - Argenteuil, 95100 – 104 rooms
- Campanile PRIME - Marne la Vallée Bussy-Saint-Georges, 77600 – 97 rooms



Campanile NATURE: authentic charm and a green escape

Campanile NATURE hotels pay tribute to the brand's heritage with their "motel-style" with exterior corridors buildings, now revitalized through landscaped areas designed to encourage relaxation and outdoor activities. From Mölkky and pétanque to deck chairs and fitness zones for sports enthusiasts, a wide variety of outdoor activities are available within the lush gardens or green terraces, depending on the hotel. This makes each stay a peaceful and simple retreat, combining comfort and tranquility in a verdant setting.

Recently renovated Campanile NATURE hotels:

- Campanile NATURE - Marne La Vallée Chelles, 77500 – 54 rooms
- Campanile NATURE - Cergy Saint-Christophe, 95520 – 49 rooms
- Campanile NATURE - Paris Ouest Gennevilliers Port, 92230 – 51 rooms
- Campanile NATURE - Les Ulis, 91940 – 53 rooms
- Campanile NATURE - Taverny, 95150 – 77 rooms
- Campanile NATURE - Villennes-sur-Seine, 78670 – 82 rooms
- Campanile NATURE - Sannois Ermont, 95110 – 46 rooms

Upcoming renovations:

- Campanile NATURE - Meaux, 77100 – 48 rooms
- Campanile NATURE - Cergy Pontoise, 95300 – 91 rooms
- Campanile NATURE - Épône, 78680 – 53 rooms



A fresh & renewed culinary experience

The Campanile transformation goes beyond design; it extends to the plate. The breakfast offering has been completely redesigned to meet the diverse needs of each location while staying true to the brand's sustainable commitments. Breakfast is now a unique indulgent moment, featuring a signature artisanal brioche, handcrafted from carefully selected French ingredients.



Sustainable commitment at the core of the brand strategy

Rooted in its core values, the brand is deeply committed to advancing responsible hospitality through the introduction of the Hotel Sustainability Basics (HSB). These essential principles of sustainable hotel management revolve around Efficiency, the Planet, and People. With this approach, Campanile reinforces its dedication to minimizing its environmental footprint while promoting responsible practices throughout every step of the guest experience.

“This renovation plan for our Campanile hotels in the Paris region perfectly illustrates the transformation the brand is undertaking nationwide as part of Louvre Hotels Group’s five-year strategic plan. With clear positioning through the creation of the PRIME and NATURE labels, innovative, modern, and flexible designs, and a completely redesigned offer, our network meets the expectations of today’s travelers while ensuring a strong return on investment for our partners. We plan to renovate 80% of our network by 2028 to make every stay a moment of warmth and sharing for our guests,” says 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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