

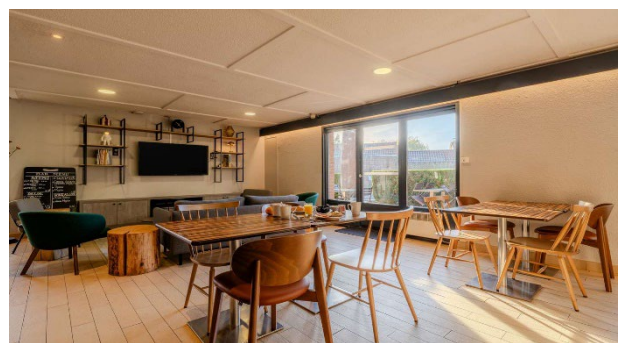
Campanile NATURE – Lille Est Villeneuve-d’Ascq unveils its transformation: a green haven at the gateway to Lille

Renovated between February and June 2024 without closing its doors, Campanile Lille Est Villeneuve-d’Ascq now proudly bears the Campanile NATURE label. This transformation is part of Louvre Hotels Group’s broader strategy to modernize its network, positioning itself as the second-largest hotel group in France and Europe, with the goal of reimagining the guest experience. Through this new label, which highlights its iconic outdoor-corridor properties, Campanile introduces a refreshed vision of hospitality that blends comfort, disconnection, and open-air activities.

A refreshed environment delivering warmth and simplicity

Completed in just five months, the renovation of the property has modernized all 50 standard and superior rooms, including 2 accessible to guests with reduced mobility, combining a cozy yet contemporary style. This upgrade comes without compromising on the quality of the stay, as the hotel has introduced new comfort essentials developed by Louvre Hotels Group across all its brands. These redefine the guest experience with high-end mattresses, extra-soft pillows, and 100% cotton duvets. Every detail in the rooms has been carefully redesigned to offer memorable experiences and position Campanile well above the standards of the three-star segment.

The common areas and the restaurant have also been completely reimaged to create a modern and inviting atmosphere, providing an ideal setting for socializing and sharing moments throughout the stay. Additionally, the hotel’s façade has been fully refreshed, incorporating the new design codes of the Campanile NATURE label and showcasing the hotel’s transformation at first glance. To meet the needs of business clientele, the hotel also features a seminar room of approximately 40 m².



Sharing pleasure also comes through dining: the food offering at Campanile NATURE – Lille Est Villeneuve d’Ascq has been completely revamped for a flavorful and gourmet experience. The hotel now offers a generous buffet breakfast made up of carefully selected products and a signature artisanal brioche, hand-crafted from 100% French ingredients. For lunch and dinner, guests can enjoy homemade seasonal cuisine prepared on-site by the chef, featuring tasty and comforting dishes.



The extensive renovation is already paying off, with the hotel’s customer satisfaction score climbing to 4.33 out of 5 from the beginning of the year. Riding this positive momentum, Campanile aims to refurbish 60 hotels across France by early 2026, including seven additional locations in the Nord region.

A nature escape in the heart of the Lille metropolitan area

As part of its transition to the NATURE label, Campanile NATURE – Lille Est Villeneuve d’Ascq has undergone landscaping improvements designed to promote relaxation and outdoor activities. Special attention was given to the choice of materials, natural tones, and greenery around the hotel, creating a calming atmosphere perfectly aligned with this concept focused on outdoor living and authenticity. A newly constructed pétanque court enriches the range of outdoor activities, complementing the large planted terrace and existing Mölkky games.





Located just 15 minutes from Lille city center and the airport, the hotel offers a refreshing environment while it remains well connected to major transport routes. Its immediate proximity to Parc du Héron—a favorite spot for runners—and Lille Métropole Museum of Modern Art makes it an ideal base for stays combining relaxation, culture, and nature.

« The renovation of Campanile NATURE – Lille Est Villeneuve d’Ascq clearly reflects our brand’s ambition to evolve our hotel offering in line with today’s customer expectations and lifestyles. By providing a warm, flexible setting inspired by nature, the hotel paves the way for a new Campanile experience. This is the first project in our extensive transformation program in France, which plans to modernize around sixty hotels nationwide by early 2026, including seven in the Northern region. Through this initiative, we aim to strengthen our network’s competitiveness and consolidate Campanile’s appeal across the country» 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

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Kyriad



SAROVAR HOTELS



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