

## In the South-West, the Campanile NATURE label sets the tone for renewal

In Nouvelle-Aquitaine, Campanile has reached a key milestone in the transformation of its network with the renovation of five establishments, which now bear the Campanile NATURE label. Driven by the strategic plan launched at the end of 2023 by Louvre Hotels Group, the second largest hotel group in France and Europe, this transformation is part of a vast programme to modernise its network on a national scale. Through the roll-out of its new Campanile PRIME and Campanile NATURE labels, the brand is affirming its desire to offer accessible, welcoming hotels with a strong local identity, while highlighting the architectural features of each site and placing comfort and conviviality at the heart of the customer experience.

As a concrete illustration of the brand's renewal, the South-West is already undergoing several major renovations on five of the Campanile hotels in Nouvelle-Aquitaine. All now bear the Campanile NATURE label, which is being rolled out across the brand's hotels with external walkways and carefully designed landscaping to provide a setting conducive to relaxation and outdoor activities.



Beyond this architectural signature, the interiors of these establishments have also been completely redesigned to offer a resolutely contemporary and welcoming experience. With a refurbished reception area, transformed restaurant and modernised lobby, each living space has been designed to encourage moments of sharing with family, friends or colleagues. The rooms, divided into standard and superior categories, have been designed as true havens of well-being, incorporating the new comfort essentials developed by Louvre Hotels Group to place each brand above the standards of its segment: high-end bedding with premium mattresses, soft pillows, 100% cotton duvets, relaxing jet showers and ultra-soft bath towels.

This promise of comfort and modernity is already appealing to travellers, as evidenced by the customer satisfaction scores of hotels in the region, such as Campanile NATURE – Bordeaux Sud Gradignan Talence, Campanile NATURE – Bordeaux Est Artigues and Campanile NATURE – Mont de Marsan, which have achieved scores of 4.12/5, 4.31/5 and 4.22/5 respectively on TrustYou since their renovation.



As part of this extensive modernisation plan, the Campanile brand plans to renovate nearly 90 subsidiary establishments in France by 2028. This momentum is also appealing to the Group's franchise investors: 29 franchised hotels plan to adopt one of the brand's two new labels, NATURE or PRIME, starting this year.

## Campanile NATURE: a break to unwind

Campanile NATURE hotels are reinventing the brand's iconic heritage with a modern twist, enhancing the architecture with the typical external walkways found in its buildings. This new identity emphasises outdoor experiences and encourages guests to disconnect and share good times thanks to new landscaping.

Depending on the hotel, gardens or green terraces, pétanque courts, deckchairs and outdoor games such as Mölkky make up these calm and soothing outdoor spaces.

### *Renovated Campanile NATURE hotels:*

- Campanile NATURE - Bordeaux Sud Pessac, 33600 – 49 rooms
- Campanile NATURE - Bordeaux Sud Gradignan Talence, 33170 – 48 rooms
- Campanile NATURE - Bordeaux Est-Artigues, 33370 – 47 rooms
- Campanile NATURE - Bordeaux Lac, 33300 – 136 rooms:
- Campanile NATURE - Mont de Marsan – 51 rooms

*The Campanile hotel in Bayonne will also be renovated by the end of 2025 and will thus adopt the NATURE label..*



While the NATURE label embodies an authentic, outward-looking approach, the Campanile PRIME concept is aimed at urban customers seeking modernity and comfort in an atmosphere that remains as welcoming as ever. It stands out with new facilities designed for travellers' well-being, such as fully equipped fitness rooms and fitness kits available in rooms, including dumbbells, resistance bands, floor mats and access to the Decathlon Coach app.

## A taste for renewal at Campanile

This Campanile revival is also reflected on the plate, with a redesigned culinary offering that combines pleasure, generosity and responsible commitment. Breakfast, in particular, showcases carefully selected products, while respecting the brand's sustainable commitments. Among the must-haves is a signature artisan brioche, handmade from French ingredients, offering guests an authentic gourmet experience to start the day off right.



## Towards a more responsible and committed hotel industry

As part of their transformation, Campanile hotels are also adopting Hotel Sustainability Basics (HSB), a set of globally recognised social and environmental responsibility standards. Developed by and for the industry, they comprise 12 fundamental actions to promote sustainability in hotels. True to its DNA, the brand combines operational excellence with a





commitment to responsible tourism that is more sustainable and in line with the expectations of today's and tomorrow's customers.

*"The renovations carried out in our Campanile establishments, particularly in the south-west, fully embody the new dynamic promoted by the Campanile NATURE label. By enhancing the iconic architecture of buildings with external walkways and incorporating landscaping designed for outdoor activities and relaxation, we are meeting the expectations of travellers seeking green spaces, calm and conviviality. This positioning is part of our five-year strategic plan to modernise 80% of our network by 2028, strengthen the brand's appeal and generate sustainable value for our partners,"* says **Krystel Blondeau, Managing Director France 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.

[Campanile Press Contact](#)

Lorène JULIA - 06 74 87 38 17 – [lorene.julia.ext@change.bz](mailto:lorene.julia.ext@change.bz)



Kyriad



ROYAL  
TULIP

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