

Campanile NATURE: a breath of fresh air blows through the Occitanie region

As part of the extensive renovation programme led by Louvre Hotels Group, the second largest hotel group in France and Europe, three new hotels in Occitanie are adopting the Campanile NATURE label. This label, which emphasises green spaces and outdoor activities, will be gradually rolled out across all hotels with external walkways in the Campanile network by 2028. Following in the footsteps of the recently renovated establishments in Toulouse Sud Balma - Cité de l'Espace and Toulouse - Blagnac Aéroport, the three hotels are unveiling a brand new look, combining modern spaces, a warm atmosphere and new outdoor experiences.

A major refurbishment for a redesigned experience

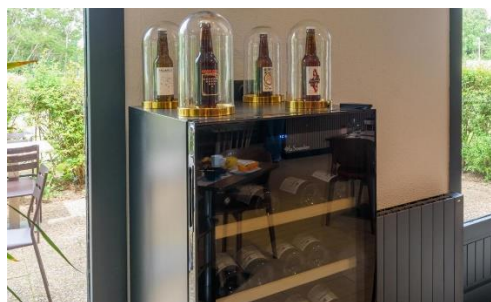
In the Haute Garonne, Lot and Aveyron departments, Campanile is continuing its transformation with the complete renovation of three Campanile hotels in Toulouse Nord l'Union, Rodez and Cahors. These hotels now offer a redesigned hotel experience, combining modern comfort, friendliness and a calm, green environment. All the rooms, façades, outdoor areas, reception, lounge bar and restaurant have been completely modernised, with an emphasis on natural, warm materials and a soft, soothing colour palette, in keeping with the Campanile NATURE spirit.

Designed to meet the expectations of today's travellers, the rooms now feature the new comfort essentials developed by Louvre Hotels Group. High-end mattresses, extra-soft pillows, 100% cotton duvets, ultra-soft bath towels, massage shower heads... Nothing has been left to chance in order to position the Campanile brand above the standards of its segment.

This transformation is already reflected in the TrustYou customer satisfaction scores for the Campanile NATURE - Toulouse Nord l'Union, Cahors and Rodez, which have achieved average scores of 4.02/5, 4.11/5 and 4.08/5 respectively since their renovation.



In addition to the modernisation of the rooms, the lobby and dining area have been completely transformed, redesigned in a contemporary style combining clean lines and a warm atmosphere. A gourmet breakfast buffet is served every morning, featuring carefully selected products such as the signature brioche, handmade from 100% French ingredients.



And to ensure an experience that is firmly rooted in the local area, Campanile establishments have also chosen to collaborate with local businesses. For example, Campanile NATURE – Toulouse Nord l'Union has partnered with Le Gué brewery to offer a selection of craft beers from the region, showcasing local expertise.

A green stopover in the heart of the Occitan region

With the NATURE label, the Campanile brand is revisiting the spirit of its iconic hotels by showcasing its buildings with external walkways, a historic marker of its identity. The renovated establishments now open onto welcoming landscaped areas, designed as genuine outdoor living spaces.

Renovated Campanile NATURE hotels:

- Campanile NATURE – Toulouse Nord L'Union, 31240 – 70 rooms
- Campanile NATURE – Rodez, 12000 – 47 rooms
- Campanile NATURE – Cahors, 46000 – 51 rooms



Upon arrival, guests will discover the new look of Campanile hotels, featuring a renovated façade in terracotta tones that blend in with the natural surroundings. The green setting extends to a tree-lined garden designed as a haven of peace, a large green terrace, a pétanque court ideal for socialising, and an outdoor play area for children and adults, depending on the establishment.



Driven by its transformation, the Campanile brand is also strengthening its commitment to more responsible tourism by adopting the Hotel Sustainability Basics (HSB). This set of 12 globally recognised fundamentals is based on three key dimensions: Efficiency, Planet and People. This commitment is reflected in local, tangible initiatives, such as the installation of insect hotels in the outdoor areas of the Toulouse Nord l'Union and Cahors hotels. This concrete approach embodies the brand's sustainable vision, which is focused on evolving its model while remaining aligned with the current and future expectations of travellers.

A national transformation programme

These renovation projects are part of Louvre Hotels Group's stated desire to breathe new life into its historic network. At the same time, the group is also rolling out the Campanile PRIME label for travellers seeking city experiences in contemporary-style hotels offering fitness rooms with modern equipment or fitness kits available at reception, including dumbbells, resistance bands, floor mats and access to a sports app.



By 2026, more than 60 subsidiary establishments in France, including eight in the Occitanie region, will be modernised to make every stay a memorable experience for guests.

"The renovations of these three Campanile establishments are a concrete expression of our brand's ambition to evolve the hotel offering by exceeding the expectations of today's customers. By offering a warm, flexible setting inspired by nature, these hotels are paving the way for a new Campanile experience. Campanile NATURE – Toulouse Nord l'Union is one of the first projects in our extensive transformation programme in France, which plans to modernise 80% of our hotel portfolio by 2028. Through this initiative, we aim to strengthen the competitiveness of our network and consolidate Campanile's appeal in the region," 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.

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