

## Première Classe - Valenciennes Sud Rouvignies, a new showcase of the low-cost hotel's renewal at Louvre Hotels Group

Louvre Hotels Group, the second-largest hotel group in France and Europe, is accelerating the transformation of its budget brand, Première Classe, with the complete renovation of one of its hotels in Valenciennes. As the first owned property in the French network to feature the brand's new concept, the hotel marks a strategic milestone for Première Classe: a fully redesigned interior, a new digital guest journey, and an updated breakfast and snack offering, all while maintaining its value-for-money promise. Every detail has been carefully designed to offer a simple and seamless experience. This evolution is part of Louvre Hotels Group's extensive modernization program under its strategic five-year plan, which includes a total investment of €400 million.

### A new design for enhanced comfort

As the first owned property in the Première Classe network in France to undergo a full renovation, Première Classe – Valenciennes Sud Rouvignies represents a key milestone in the brand's ambitious hotel portfolio transformation.



All 74 guest rooms, each equipped with a private bathroom, have been completely redesigned in a contemporary, understated, and elegant style inspired by midscale hotel standards. Durable, high-quality materials combined with a carefully updated color palette reflect a strong focus on both comfort and aesthetics, giving the hotel a distinctly modern feel. Each room now meets Louvre Hotels Group's new comfort standards, including enhanced bedding with the latest-generation mattresses and bed bases, plush pillows, 100% cotton

towels, anti-bed bug covers, and enlarged, water-efficient showers. The renovated bathrooms are brighter and more comfortable, enhancing the overall guest experience.

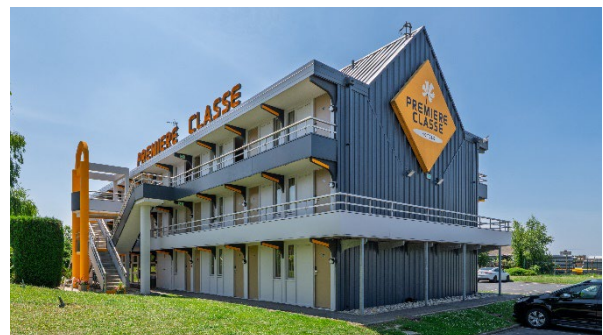


### A hotel for smart travelers

Designed to meet the needs of smart travelers seeking the best value per night, whether for a stopover or a weekend with family or friends, the hotel offers a flexible range of options tailored to each stay, with double and triple rooms, some equipped with a refrigerator and microwave.

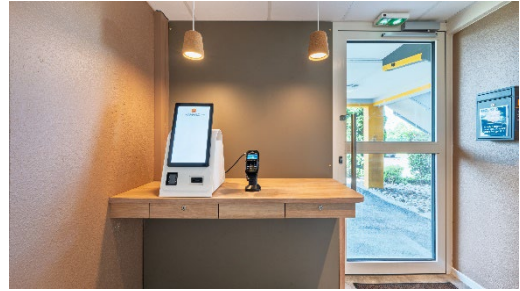
The common areas have been redesigned to create a welcoming and multifunctional environment. A bright reception area and adaptable dining spaces allow guests to work, enjoy breakfast, grab a quick meal, or relax in a modern, harmonious setting.

Finally, the hotel's façade has been refreshed with a combination of anthracite grey and bright yellow tones, reflecting modernity and energy, and offering guests a first glimpse of the hotel's renewal from the moment they arrive.



## A smooth experience

To streamline the guest journey and optimize 24/7 reception, the hotel has replaced the traditional front desk with a digital check-in kiosk. Guests can now check in independently upon arrival, simplifying every step of their stay and reducing waiting times.



The traditional counter has been replaced by an “assistance corner,” where staff guide and support guests according to their needs. Freed from routine tasks, they can focus on what really matters: guest comfort and well-being, while ensuring a seamless experience. This new setup meets modern expectations for simplicity, autonomy, and freedom.

In the same spirit, the hotel’s new signage, implemented throughout the property, reinforces the Première Classe identity and guides guests with clear and consistent visual cues. Designed for practicality and efficiency, it combines muted and bright colors with bold typography, reflecting Première Classe’s confidence in its value proposition.

## A revamped breakfast & snack offering

A new symbol of the brand’s renewal, Première Classe – Valenciennes Sud Rouvignies reflects this fresh energy right down to the plate. The breakfast menu has been completely redesigned, with a focus on product origin and reducing single-use packaging. Guests can now enjoy Andros jams made in the Lot region without single-use plastic, breads made in France from French flour, a range of Plaisir des Alpes yogurts made with locally sourced milk, as well as a cocoa-hazelnut spread from Lot-et-Garonne, palm oil-free, by Lucien Georgelin. Tableware has been thoughtfully designed without plastic, in a responsible, practical approach that aligns perfectly with the new Première Classe spirit.



To meet the needs of travelers at any hour, the snacking offering has also been updated. New vending machines, accessible 24/7, provide snacks and ready-to-eat meals, offering a practical solution for guests with irregular schedules. This modernization fully supports the group’s commitment to smart, responsible, locally sourced, and easily accessible hospitality.





« *Première Classe – Valenciennes Sud Rouvignies showcases the brand’s ongoing transformation under Louvre Hotels Group’s five-year strategic plan, announced in late 2023. With more than 180 Première Classe hotels set to be renovated by 2028, the program prioritizes modern, multifunctional designs and a seamless, practical experience for every guest. It’s a clear example of Première Classe’s renewed approach: superior comfort and quality services, without compromising on their budget.* » 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 Première Classe**

*Première Classe has been reshaping the low-cost hotel industry for over 30 years: 230 hotels, mostly in France, offer the lowest prices on the market. The brand caters to customers who do not want to compromise on either their night or their budget. The hotels provide superior quality bedding and a private bathroom. The on-site options and services ensure a simple and smooth experience, 24/7. It is the smart consumer's choice in search of the best deal.*

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