

Campanile PRIME & Campanile NATURE: The new Campanile labels expand across Provence

Campanile unveils a new milestone in its transformation with the renovation of three hotels in Marseille and Aix-en-Provence, along with the implementation of the Campanile PRIME and Campanile NATURE labels. Through this evolution, the historic brand of Louvre Hotels Group, the second-largest hotel group in France and Europe, reaffirms its unique positioning by showcasing its diverse hotel types, making every stay a moment of sharing and conviviality. These transformations are part of the ambitious nationwide renovation program rolled out by Louvre Hotels Group, in line with its 5-year strategic plan launched at the end of 2023.



In the South-East of France, in Marseille and Aix-en-Provence, Campanile is launching a new phase of its hotel renovation program, aiming to offer a more modern, welcoming experience that meets the expectations of today's travelers. Every space is being redesigned, from guest rooms to façades and outdoor areas, as well as common areas. As part of this transformation, the hotels now carry the new Campanile PRIME or Campanile NATURE labels, two complementary concepts tailored to the brand's different types of properties. By 2026, more than 60 company-owned hotels across France are expected to be renovated, including 5 in the Provence-Alpes-Côte d'Azur region.

When it comes to comfort, every detail has been carefully considered to significantly enhance the guest experience and exceed midscale standards, with superior bedding including premium mattresses, plush pillows, 100% cotton duvets, relaxing rain showers, and ultra-soft bath towels. This program reflects a strong commitment to evolving the Campanile offering both in Provence and across France, while taking into account local specificities, diverse customer profiles, and their growing expectations in terms of comfort, design, and dining. The benefits of this transformation are already visible, with e-reputation scores increasing by an average of **10%** for renovated Campanile hotels in France.

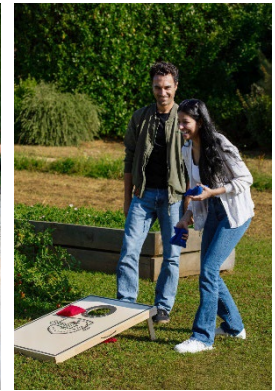


Experience the Outdoors with Campanile NATURE

Campanile NATURE hotels offer a modern reinterpretation of the brand's architectural heritage, highlighting their exterior-corridor buildings. They provide a chance to unwind, with landscaped areas designed for outdoor relaxation. In this spirit, **Campanile NATURE – Aix-en-Provence Meyreuil** and **Campanile NATURE – Marseille Saint Antoine** now offer a serene and welcoming environment, featuring hotel-specific amenities such as outdoor play areas, pétanque courts, ping-pong tables, green terraces, spacious gardens, and decorative ponds with fish.

This attention to detail is also reflected in the design of **Campanile NATURE – Marseille Saint Antoine**, whose façades now feature bright blue and yellow hues, evoking Mediterranean warmth and perfectly complementing the landscapes of southeastern France.

Conveniently located at major road intersections and near the cities of Aix-en-Provence and Marseille, both hotels strike a perfect balance between accessibility and tranquility. True to the Campanile NATURE spirit, they offer a green retreat where comfort, nature, and simplicity come together in harmony.



Discover a cozy and urban experience with Campanile PRIME

Located in the heart of Aix-en-Provence, **Campanile PRIME – Aix-en-Provence Pont de l'Arc** is the perfect hotel for travelers seeking both comfort and modern style. Its warm, contemporary design is complemented by common spaces that encourage socializing and relaxation. To enhance the guest experience, the hotel also offers new amenities, including fitness kits available on request at reception, featuring mats, dumbbells, resistance bands, and access to the Decathlon Coach app.

The hotel provides easy access to Aix-en-Provence's historic center, allowing guests to explore its vibrant streets, elegant townhouses, the iconic Cours Mirabeau, and the city's major museums within minutes.



"The renovations at our Campanile hotels in Marseille and Aix-en-Provence reflect the fresh momentum of the brand. Through the PRIME and NATURE labels, we are redefining our offerings by combining modern design, comfort, and flexibility to better meet the expectations of today's travelers. This initiative is part of a broader ambition aligned with Louvre Hotels Group's five-year strategic plan: to renovate 80% of our network by 2028, enhance brand appeal, and create value for our partners," says Krystel Blondeau, G France.

« Les rénovations menées dans les hôtels Campanile de Marseille et Aix-en-Provence illustrent la nouvelle dynamique impulsée par la marque. À travers les labels PRIME et NATURE, nous réinventons notre offre en associant design, confort et modularité pour mieux répondre aux attentes des voyageurs d'aujourd'hui. Ce programme s'inscrit dans une ambition plus large en lien avec le plan stratégique à 5 ans de Louvre Hotels Group : moderniser 80 % de notre réseau à horizon 2028, renforcer l'attractivité de la marque et créer de la valeur pour nos partenaires », souligne Krystel Blondeau, France General Director at Louvre Hotels Group.

Generosity on the menu

The transformation of these Campanile hotels is also reflected in their culinary offerings. Breakfast has been completely revamped, with a refreshed menu designed with sustainability in mind. On the menu: carefully selected products, including a signature artisanal brioche made from French-sourced ingredients, offering a deliciously authentic start to the day.





Towards a greener hospitality experience

As part of this extensive renovation program, these three Campanile properties are also implementing the Hotel Sustainability Basics (HSB). Built around three pillars, Efficiency, Planet, and People, these 12 globally recognized standards promote more responsible hospitality, in line with the brand's commitment to sustainable tourism. True to its DNA, Campanile combines operational excellence with responsible practices at every stage of the guest experience.

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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Kyriad



SAROVAR HOTELS



TEMPTINGPLACES
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ROYAL
TULIP

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