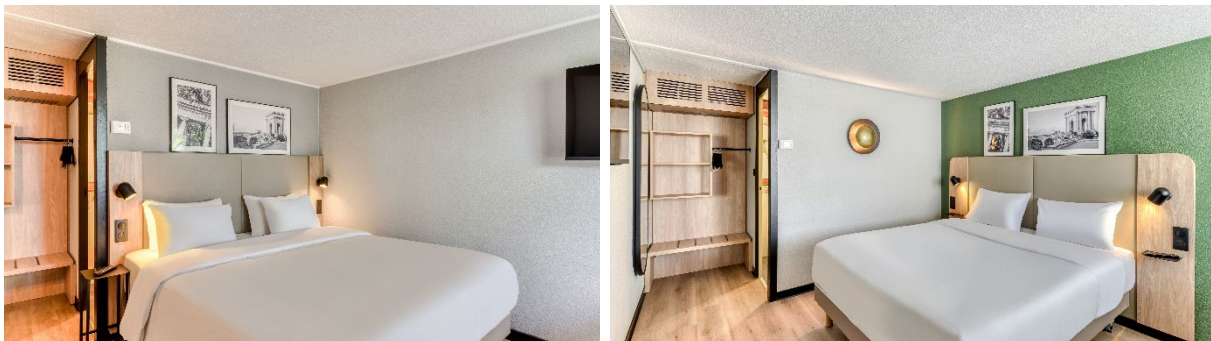


Campanile PRIME & Campanile NATURE: Campanile's renewal accelerates in Montpellier

Campanile is continuing the modernization of its network through an ambitious renovation program, notably in Montpellier, and the introduction of two new labels: Campanile PRIME and Campanile NATURE. As a historic brand of Louvre Hotels Group, the second-largest hotel group in France and Europe, Campanile aims to showcase the different types of its properties and reaffirm its positioning based on authenticity and sharing memorable moments. This nationwide transformation is part of the five-year strategic plan launched by Louvre Hotels Group at the end of 2023.

In the Hérault capital, Campanile - Montpellier Sud and Campanile - Montpellier Est Le Millénaire unveil their new look today after several months of renovation. Guided respectively by the Campanile NATURE and Campanile PRIME labels, this transformation aims to offer travelers a more distinctive, contemporary experience aligned with modern expectations. From guest rooms to common areas, including façades and outdoor spaces, every corner has been redesigned to combine comfort, modern design, and a welcoming atmosphere.



Attention to detail is evident throughout the guest journey, starting with the rooms, which now feature Campanile's updated standards. Premium bedding with thicker mattresses, soft pillows, 100% cotton duvets, relaxing showers, and ultra-soft towels are just some of the touches designed to deliver a memorable stay that exceeds traveler's expectations.

The renewal extends beyond the rooms to the common areas: the reception has been redesigned for a warmer welcome, the lobby modernized to create a versatile space for different moments of the day, and the restaurant has been transformed to enjoyable experiences with family, friends, or colleagues.



This fresh energy also extends to the culinary experience, with a fully redesigned breakfast offering a moment of indulgence. Carefully selected products and original recipes make up this new menu. Among the highlights, the signature artisanal brioche, handcrafted with French ingredients, adds a generous touch to start the day on the right note.

From décor to cuisine, every detail has been thought through to create a welcoming atmosphere that reflects Campanile's spirit. Early feedback has already been very positive, as shown by Campanile NATURE – Montpellier Sud's **TrustYou satisfaction score of 4.05/5** since the renovation. Building on this initial success, Campanile plans to **upgrade nearly 90 hotels across France by 2028 under Louvre Hotels Group**.

Campanile PRIME – Montpellier Est Le Millénaire : keeping pace with urban life

Just minutes from the city center, Campanile PRIME – Montpellier Est Le Millénaire offers 88 rooms combining a cozy atmosphere with urban energy. The hotel provides quick access to key attractions such as the Odysseum shopping center, Place de la Comédie, the historic Écusson district, and the famous Mare Nostrum aquarium.

Active guests can also enjoy fitness kits available upon request at the front desk, including a yoga mat, dumbbells, resistance bands, and access to the Decathlon Coach app, allowing them to maintain their workout routine while traveling or on vacation.

Campanile NATURE – Montpellier Sud : a green getaway

Inspired by the spirit of outdoor stays, Campanile NATURE – Montpellier Sud elegantly reimagines the brand's architectural heritage and now offers 56 fully renovated rooms, along with redesigned outdoor spaces to encourage relaxation and disconnection. A planted restaurant terrace, deck chairs, and outdoor games such as Mölkky complete this lush setting, designed to provide guests with a peaceful green escape. A pétanque court, planned for 2026, will further enhance the range of outdoor activities.



Staying true to the brand's DNA, Campanile NATURE – Montpellier Sud is also committed to more responsible hospitality by implementing the Hotel Sustainability Basics (HSB), a globally recognized set of social and environmental responsibility standards. Developed by and for the industry, these 12 core actions promote the long-term sustainability of the property.

« The recent transformations of Campanile NATURE – Montpellier Sud and Campanile PRIME – Montpellier Est Le Millénaire fully reflect the momentum driven by the brand as part of Louvre Hotels Group's five-year strategic plan. With the PRIME and NATURE labels, we are reinventing the Campanile experience by combining innovative design, flexibility, and comfort to better meet the expectations of today's travelers. The average 10% increase in e-reputation scores for our already renovated hotels confirms the effectiveness of our approach, which is part of our ambitious program to modernize 80% of our portfolio by 2028 » 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 moment.

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Kyriad



SAROVAR HOTELS



TEMPTINGPLACES
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