

The Campanile Aix-les-Bains adopts the Campanile NATURE label: a peaceful escape in the heart of the Alps

Fully renovated in just four months, Campanile NATURE - Aix-les-Bains unveils its new look today. Nestled in a privileged setting between the lake, golf course, and mountains, the hotel now embodies a fresh approach to hospitality, designed to promote relaxation, comfort, and outdoor activities.

This transformation is part of a broader initiative led by Campanile, a historic brand of Louvre Hotels Group, which has launched a nationwide modernization plan aiming to upgrade around sixty hotels by early 2026. To highlight this renewal, the brand has introduced a new label, Campanile NATURE.

A comprehensive transformation to redefine the guest experience

Launched in autumn 2024 and overseen by project managers Artélia and Korus, the renovation of Campanile NATURE – Aix-les-Bains has modernized the hotel while highlighting its architectural character, with landscaped areas designed for relaxation and outdoor activities. The façade, outdoor spaces, guest rooms, restaurant, and reception have all been completely redesigned to offer a warm, functional, and harmonious environment.

The hotel now features 59 contemporary-style rooms, including 10 twin rooms, 8 superior rooms, 10 family double rooms with sofa beds, 28 standard double rooms, and 3 accessible rooms for guests with reduced mobility. In addition, the new comfort essentials developed by Louvre Hotels Group have been installed throughout the hotel to enhance the guest experience and exceed three-star standards. Thicker mattresses, plush pillows, 100% cotton duvets, and showers with massage jets have all been carefully selected to ensure a restful stay and restorative sleep in a modern, welcoming setting.



Public areas have also been redesigned to create a friendly, inviting atmosphere true to the Campanile spirit. The restaurant and lobby, now styled in a cozy yet contemporary way, provide the perfect setting for family, friends, or business gatherings.

Campanile

This transformation is complemented by a new dining offering: the generous breakfast features a signature artisan brioche, handmade from 100% French ingredients. For dinner, the hotel serves seasonal cuisine prepared on-site by the chef, highlighting comforting dishes and high-quality local products.



A fully equipped meeting room, ideal for professional events, and free parking further enhance the hotel's offering, providing a convenient and pleasant environment for both business and leisure travelers. Demonstrating the positive impact of this renewal, Campanile NATURE – Aix-les-Bains has seen a significant increase in guest satisfaction, now reaching a score of 4.02 out of 5.

An exceptional setting for a rejuvenating stay

As part of its transition to the Campanile NATURE label, the Aix-les-Bains hotel has undergone landscaping designed for relaxation and outdoor socializing. Natural tones, greenery around the property, and the use of simple, sustainable materials create a calm and soothing atmosphere. In this privileged setting between lake and mountains, guests can enjoy a spacious terrace, sun loungers, and outdoor games such as Mölkky, extending the experience in a preserved natural environment.



With a focus on local connections, Campanile NATURE – Aix-les-Bains has also developed partnerships with nearby organizations, including the Aix Maurienne Basket Club, the Golf Club Aix-les-Bains Riviera des Alpes 1895, and the local racecourse, strengthening its ties with the region.

Ideally located just 1.5 km from the A41 motorway and 3 km from the train station and city center, Campanile NATURE – Aix-les-Bains enjoys a prime location at the crossroads of major routes and Alpine landscapes. Its strategic position makes it the perfect starting point to explore the area's natural and cultural attractions. Lake Bourget, the largest natural lake in



France, is just five minutes away, while the nearest ski resorts can be reached in under an hour, offering a wide range of activities throughout the year.

« The renovation of Campanile Aix-les-Bains fully reflects the new direction we want to give to the Campanile brand with the NATURE label: hospitality that is both welcoming and connected to the outdoors, featuring open-air spaces dedicated to relaxation and leisure. By enhancing our hotels with thoughtfully redesigned landscapes, we offer a more authentic experience, in harmony with nature and the evolving expectations of travelers. This renovation is part of our ambitious transformation plan, aiming to upgrade 80% of our portfolio by 2028, thereby strengthening the long-term competitiveness and appeal of our network », says Krystel Blondeau, France General Director at Louvre Hotels Group.

To showcase its renovation and generate excitement, Campanile NATURE – Aix-les-Bains recently launched an influencer campaign featuring @nichelattikerya, @zoelamodeuze, and @martinsdaniela. These content creators shared their stay, highlighting the nature-focused setting near Lake Bourget, the comfort of the rooms, the quality of the breakfast, and the hotel's warm atmosphere:

<https://www.instagram.com/p/DOtaUG3jEBF/>

<https://www.instagram.com/p/DOygeaziJQp/>

<https://www.instagram.com/reel/DO39QesDQYv/>

During the campaign, the influencers took part in the BeFit event held at Lake Bourget, enjoying activities dedicated to sports and relaxation, including Pilates, floor barre, and paddle yoga. These initiatives helped showcase the hotel's full range of offerings while engaging directly with communities interested in wellness and active lifestyles.

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



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