

Campanile reinvents itself in Bourgogne-Franche-Comté with the NATURE label

Campanile is continuing its extensive transformation plan in France with the renovation of its establishments in Besançon Ouest – Chateaufarine and Dijon Est – Saint-Apollinaire, both of which will now bear the Campanile NATURE label. Designed with comfort, relaxation and outdoor activities in mind, this label embodies a new generation of hotels where the customer experience is warm, contemporary and nature oriented. These two new renovations illustrate the ambition of Louvre Hotels Group, the second largest hotel group in France and Europe, to accelerate the modernization of its network and position Campanile among the top three brands in the midscale segment in France.

Where modern comfort meets warm hospitality

More than just a conventional renovation, the transformation of the Campanile Besançon Ouest Chateaufarine and Dijon – Saint Apollinaire hotels fully embodies the renewal of the Louvre Hotels Group's historic brand. Rooms, common areas, outdoor spaces, dining options... Every detail has been redesigned to combine authenticity, modern comfort and a cosy atmosphere. These two transformations illustrate the promise of the NATURE label rolled out by Campanile to promote its hotels with outdoor walkways, offering activities focused on the outdoors and inspired by the establishment's green surroundings.

As part of this initiative, Campanile plans to renovate around 60 of its hotels in France by early 2026, with nearly 50 of them bearing the NATURE label. This strategy has also been embraced by the Group's franchise partners, with more than 20 establishments set to adopt the label by the end of 2026. The Bourgogne-Franche-Comté region, where the Group owns more than fifteen Campanile hotels, thus remains a strategic area for the development of the NATURE label.



The bedrooms have been completely redesigned with distinctive, modern styles offering superior comfort: high-end bedding with thicker mattresses, soft pillows, 100% cotton duvets,

relaxing showers and ultra-soft towels. This modernization program, designed to exceed customer expectations and place the brand above the standards of its segment, is already bearing fruit, as demonstrated by Campanile NATURE – Besançon Ouest Châteaufarine, which has achieved a TrustYou customer satisfaction rating of 4.12/5 since its renovation.

In addition, the common areas and restaurant have been completely redesigned to create a contemporary yet authentic atmosphere. This new layout provides the ideal setting for sharing moments together, inviting guests to gather in a friendly environment throughout their stay. The renewal of these Campanile hotels is also reflected in the flavours on offer, with a revamped breakfast menu combining pleasure and quality. From the morning onwards, guests can enjoy a generous buffet of carefully selected products, including a signature artisan brioche made by hand from 100% French ingredients. A gourmet experience faithful to the Campanile spirit, extending the attention paid to guests at every moment of their stay.



A place to escape, surrounded by peace and nature

Designed as true havens of peace, the Campanile NATURE Besançon Ouest – Châteaufarine and Campanile NATURE Dijon Est – Saint Apollinaire hotels reinterpret the brand's architectural heritage with a touch of modernity.

They offer an ideal setting for relaxation and unwinding, thanks to new outdoor facilities: green terraces and relaxation areas with deckchairs, perfect for getting together with family, friends or colleagues on sunny days.

As part of Campanile's overall transformation programme, these two establishments are also committed to more responsible hospitality and have adopted the Hotel Sustainability Basics (HSB), 12 criteria divided into three main areas: Efficiency, Planet and People. These globally recognised standards aim to promote a more environmentally friendly hotel industry, in line with Campanile's commitment to sustainable tourism.

"The recent renovations of the Campanile NATURE hotels in Besançon and Dijon perfectly illustrate our desire to offer our guests an experience that combines authenticity, comfort and modernity. Through the NATURE label, we are redesigning our hotels by creating spaces that are warm, flexible and inspired by nature, to meet the expectations of today's travelers. This initiative, which is part of the Louvre Hotels Group's overall strategy, has been a great success with our franchise partners, with around 20 establishments in France set to adopt the NATURE label by the end of 2026," explains **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.

Campanile Press Contact

Lorène JULIA - 06 74 87 38 17 – lorene.julia.ext@change.bz



Kyriad



Louvre Hotels
GROUP