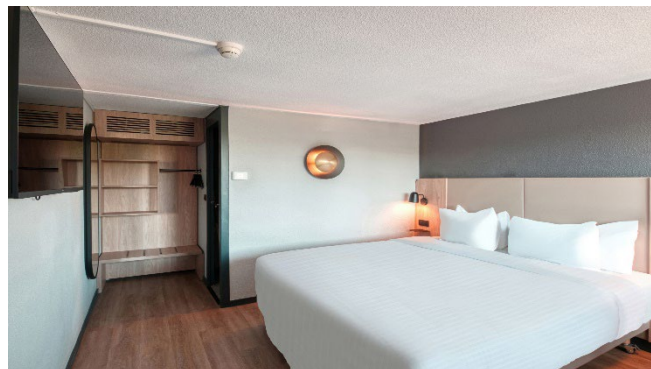


Campanile NATURE – Dreux unveils its new look: a peaceful getaway in the heart of nature

The Campanile NATURE - Dreux continues the nationwide renovation program launched by Louvre Hotels Group, the second-largest hotel group in France and Europe, unveiling a completely redesigned setting. With modernized rooms, a renovated lobby and restaurant, reimagined outdoor spaces, and its new NATURE label, every detail has been carefully crafted to meet travelers' expectations and create an atmosphere that is warm, contemporary, and inspired by nature.

A renovation dedicated to comfort

Launched in early November 2024, the works led by the JLL and RCa&a firms have completely transformed the hotel, with renovated rooms, restaurant, façades, and outdoor areas. Thanks to a carefully planned phased approach façade by façade, the Campanile NATURE - Dreux was able to continue welcoming guests without any disruption to operations. The installation of the new signage is the final step, set to be completed in the coming weeks, marking the finishing touch of this ambitious project.



Now divided into Standard and Superior categories, the 48 rooms, including three accessible to guests with reduced mobility, feature all the comfort essentials deployed by Louvre Hotels Group across its Campanile network: 30 cm-thick mattresses, plush pillows, 100% cotton duvets, and invigorating shower jets. The renovation also included the replacement of all in-room fan coil units and water heaters.

In the public areas, the restaurant, bar, and reception have been completely remodeled to create a warm and modern atmosphere that remains true to Campanile's DNA. The restaurant, open Monday to Thursday from 7 p.m. to 10 p.m., offers a menu celebrating



regional specialties. At lunchtime and on weekends, the hotel complements this with a selection of pizzas, croque-monsieur, salads, and sweet tarts.

The transformation at Campanile NATURE – Dreux is already paying off: across the renovated properties, online reputation scores have risen by an average of 10%. This renovation marks the beginning of a strong momentum in the Centre-Val de Loire region, where Louvre Hotels Group already operates more than forty properties. Building on this success, the Campanile brand plans to renovate around 90 company-owned hotels in France by 2028, while 29 franchised establishments have also begun their own renovation projects this year.

A natural and green setting in the heart of Eure-et-Loir

Now proudly bearing the NATURE label, the Campanile Dreux offers a refreshed experience centered on the outdoors, featuring a terrace, a relaxation area with deckchairs, outdoor games such as Mölkky and badminton, and even an insect hotel contributing to biodiversity preservation.

This initiative is fully aligned with the Hotel Sustainability Basics (HSB), a set of globally recognized social and environmental responsibility standards. In line with these commitments, the hotel has implemented a water recycling system, waste-sorting facilities, and charging stations for electric vehicles.

Ideally located just off the N12 and less than an hour from Chartres and Versailles, Campanile NATURE - Dreux provides quick access to the city's main cultural landmarks such as the Belfry and the Royal Chapel. Travelers seeking nature can explore the Écluzelles pond and the Maison des Espaces Naturels, while leisure enthusiasts will enjoy nearby attractions including the skating rink, bowling alley, cinema, and rally circuit. To meet guests' practical needs, the hotel also offers a secure car park with 45 spaces, closed at night and under video surveillance.

« The renovation of Campanile NATURE – Dreux perfectly illustrates our desire to evolve the hotel offering in tune with travelers' new expectations. By creating a warm, flexible, and nature-inspired environment, this new label embodies the Campanile renewal and represents one of the first milestones in our wide transformation program, which aims to modernize around sixty hotels in France by early 2026, including four in the Centre-Val de Loire region », 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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