

The Campanile NATURE – Thionville Yutz is reinventing itself for a rejuvenating stay at the gateway to the Grand Est region.

As part of its extensive network renovation plan, Campanile, the historic brand of Louvre Hotels Group, the second largest hotel operator in France and Europe, has taken a new step forward with the recent transformation of Campanile NATURE - Thionville Yutz. This ambitious renovation was designed to offer travellers an authentic, more modern experience in line with new expectations. Ideally located between the Moselle, Luxembourg and the centre of Metz, the hotel combines accessibility and comfort and has established itself as a key player in the local hotel landscape.

A major transformation for superior comfort

Carried out in collaboration with Artelia and Bertolani, the renovation of Campanile NATURE – Thionville Yutz has resulted in the redesign of the hotel's 51 rooms, including three accessible to people with reduced mobility, in a cosy, contemporary style.

Beyond the aesthetic aspect, all rooms now feature the new comfort essentials rolled out by Louvre Hotels Group across the entire Campanile network: high-end 30 cm thick mattresses, ultra-soft pillows, 100% cotton duvets and showers with massage jets.



This attention to detail illustrates the brand's commitment to ensuring superior comfort that exceeds travellers' expectations and makes every stay a memorable experience. The initial effects are already visible on a national scale, with an average 10% increase in e-reputation scores for renovated establishments. Building on these promising results, the Campanile brand plans to modernise more than 60 subsidiary establishments in France by 2026.

In addition, the reception area, lobby and restaurant have also been completely redesigned, combining modern style with a welcoming atmosphere. Warm, neutral tones, combined with natural materials and careful lighting, create an atmosphere conducive to relaxation and sharing good times throughout your stay. The dining options have also been completely revamped: a generous breakfast buffet with carefully selected products, including handmade artisan brioche made with 100% French ingredients.



The transformation of Campanile NATURE – Thionville Yutz is also evident on the outside, with a modernized façade repainted in shades of terracotta, illustrating the establishment's renewal from the moment you arrive. To ensure optimal accessibility for all visitors, the circulation areas and entry points have been adapted, and a modular, fully equipped seminar room that can accommodate up to 40 people is also available for business customers or private events.

A breath of nature on the banks of the Moselle

The Campanile NATURE – Thionville Yutz has been completely redesigned to create an outdoor-oriented setting. Inspired by the surrounding green spaces, the hotel features landscaping designed for outdoor relaxation and fun times with family, friends or colleagues. Green terraces, relaxation areas with deckchairs and outdoor games such as Mölkky, frisbees and ring toss invite you to unwind and enjoy yourself. The brand's architectural heritage, the buildings with external walkways stand out for their authentic charm, combining classic lines and contemporary details to create a visual signature that complements the overall experience of the site.

Located close to the A31 motorway and just a few minutes from Thionville train station, the Campanile NATURE – Thionville Yutz is the ideal base for exploring the region's tourist attractions, such as Amnéville Zoo, Metz city centre and nearby Luxembourg. As a key player in the local community, the hotel has also forged several local partnerships, notably with the town hall and the Amphy theatre in Yutz, enabling its guests to enjoy a wide range of cultural and leisure activities.

"With this new renovation of the Campanile NATURE – Thionville Yutz, we are rethinking our offering to exceed the expectations of today's travellers. These modular spaces, inspired by nature and combined with a warm atmosphere, allow guests to fully enjoy the Campanile experience. This project is part of a broader initiative: around twenty hotels in France plan to adopt the NATURE label by the end of 2026. This large-scale transformation also reflects our commitment to more sustainable tourism, while strengthening the brand's appeal and creating value for our franchise partners," 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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