

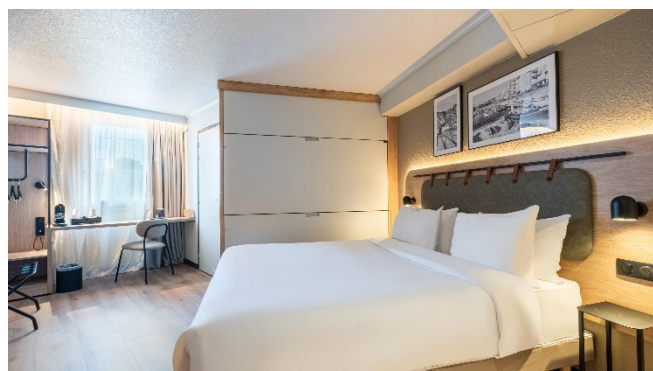
Campanile PRIME: a new era for Campanile Nice Airport

After nine months of work, the Campanile Nice Airport hotel has completed its renovation, earning the new Campanile PRIME label, the result of a modernisation plan launched by Louvre Hotels Group to renovate 80% of its hotel portfolio by 2028. With superior comfort, contemporary design and cosy spaces, the Nice establishment is reaffirming its status as an essential stopover for travellers, offering a welcoming, warm and functional setting, just a stone's throw from Nice Airport and the Promenade des Anglais.

A major refurbishment for a whole new experience

Launched in autumn 2024, the renovation project for the Campanile PRIME – Nice Airport, entrusted to architect Fabrice Knoll, is nearing completion. This ambitious transformation has enabled the hotel's spaces to be redesigned to offer guests a whole new experience in a modern, comfortable and friendly setting.

The establishment's 170 rooms have been renovated to meet the needs of all types of travellers. Carefully modernised and equipped with connected services, they are now available in three categories: standard, superior and junior suite, including five rooms accessible to people with reduced mobility. These rooms are accessible via an external lift from the underground car park, a dedicated ramp and an internal lift serving all floors. To exceed its guests' expectations, the hotel now incorporates the new comfort standards developed by Louvre Hotels Group. Premium bedding with 30 cm thick mattresses, extra-soft pillows and 100% cotton duvets: every detail has been designed to make each stay a memorable experience. This attention to detail has paid off, as the transformation has been accompanied by a significant improvement in e-reputation scores, **which have increased by an average of 10% at the renovated Campanile establishments.**



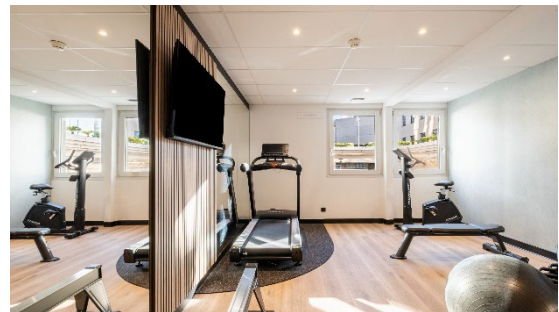
Beyond the rooms, all of the common areas at Campanile PRIME – Nice Airport have undergone a transformation. The restaurant, open for breakfast, lunch and dinner, offers a contemporary yet authentic setting, ideal for relaxing with family, friends or colleagues.

For breakfast, guests can enjoy a generous buffet with a selection of quality products, including delicious handmade brioche made from 100% French ingredients. At lunchtime and in the evening, the hotel's rotisserie, the true heart of the table, will offer deliciously grilled meats and poultry cooked to order, which will delight lovers of carefully prepared dishes.

The establishment also has three modular and fully equipped seminar rooms that can accommodate up to 350 people for professional events, study days or conferences. Outside the hotel, particular attention has been paid to the atmosphere and layout of the terrace to provide a warm and welcoming environment, just a few minutes from the city centre.

Between city, sea and sky: a place designed for comfort and practicality

Keen to meet the expectations of urban travellers, Campanile PRIME – Nice Airport has transformed a former hotel office into a modern fitness room, allowing guests to maintain their fitness routines. This initiative is fully in line with the Campanile PRIME label, which places comfort and convenience at the heart of the guest experience.



The Campanile PRIME – Nice Airport also benefits from its prime location on the Promenade des Anglais, opposite Nice Airport and just a 5-minute walk from Saint-Augustin train station and the tramway. This ideal location provides quick access to business centres, beaches and iconic sites on the French Riviera such as Monaco, Cannes and neighbouring Italy.

"More than just a renovation, the Campanile PRIME – Nice Airport has undergone a complete transformation, designed to meet the new demands of today's travellers. With the introduction of the PRIME and NATURE labels, the Campanile brand is committed to a modular design that combines modernity and comfort to offer much more than just a place to stay. In line with this momentum, we plan to transition nearly 30 of our owned hotels to the PRIME label by the end of the year. This dynamic is also driven by strong interest from our partners, with 10 franchised hotels set to adopt the PRIME label in 2025." 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



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