

Campanile Clermont-Ferrand Riom unveils a fresh new look under the Campanile NATURE label

As part of the extensive modernization program of Louvre Hotels Group, the second-largest operator in France and Europe, Campanile Clermont-Ferrand Riom has completed its transformation and now proudly carries the Campanile NATURE label. Designed to provide comfort and a connection with nature, this new concept ushers in a fresh generation of hotels where authentic, modern, and outdoor well-being experiences come together. Located within a unique complex that brings together a Kyriad hotel, a Campanile hotel, and two restaurants, this flagship site embodies the group's renewed momentum: offering modernized, sustainable, and locally rooted establishments that serve both travelers and the surrounding community.

A one-of-a-kind multi-brand complex in Auvergne

The Riom site stands out with its distinctive layout, now bringing together an 85-room Kyriad and a 51-room Campanile NATURE, forming a unique multi-brand complex in the region. The shared reception area is located within the Kyriad, which also houses the restaurant, bar, and breakfast room, creating seamless synergy between the two brands.



Driven by the strong performance of the Kyriad hotel and its restaurant Anémone (formerly Anémotel), which adopted its new name on October 1st, this Riom landmark is entering a new chapter under the direction of Émilie and Denis Leclaire, who bring fresh energy and proven experience. The Campanile hotel benefits from a solid growth opportunity, building on an already well-established dining offer. Since September, the former Campanile wing has been under renovation to host an extension of Pizzeria Angelo, already present on site, set to open in December. This complementarity further enhances the complex's appeal, transforming it into a true hub of life and conviviality for both travelers and local residents.

A complete and responsible renovation

Under the direction of Laurent Héritier-Best, renowned for his forward-thinking approach to renovation and construction, the project involved a full modernization of the guest rooms, parking area, and landscape grounds. All work was carried out exclusively by local companies from the Clermont region, reflecting a strong commitment to local engagement.



The car park has been completely redesigned and now features 48 spaces, including four equipped with electric vehicle charging stations. Ongoing exterior works are focused on enhancing landscape integration and supporting the hotel's pursuit of HSB (Hotel Sustainability Basics) certification, targeted for 2026. This certification requires meeting 12 criteria across three key pillars: Efficiency, Planet, and People. These globally recognized standards promote more sustainable, environmentally conscious hospitality, aligned with Campanile's commitment to responsible tourism.

Located just 500 meters from exit 13 of the A71 highway, the complex enjoys a strategic position at the crossroads linking north and south, east and west. It serves as an ideal starting point to explore the region's rich cultural and natural heritage: the historic town of Riom with its architectural charm, Clermont-Ferrand and its volcanic-stone cathedral, the UNESCO-listed Chaîne des Puys – Limagne Fault, the Vulcania Park, and the breathtaking landscapes of the Auvergne Volcanoes Regional Nature Park.

Comfort, authenticity and delight: a new Campanile experience

Supported by a dedicated team of nearly 20 staff members, the hotel emphasizes comfort with rooms now featuring the latest comfort essentials developed by Louvre Hotels Group: premium mattresses, plush pillows, 100% cotton duvets, and massaging showerheads.

In the restaurant, breakfast highlights local products, from Auvergne cheeses to artisanal jams from Domaine de Baudry, along with Campanile's signature brioche, handmade with 100% French ingredients. This approach reflects the brand's commitment to offering an authentic and gourmet hospitality experience rooted in its region.

« This project embodies our vision: enhancing existing hotel heritage by adapting it to new practices while relying on the expertise of local businesses. With this multi-brand complex, we are creating a unique destination in Auvergne, capable of catering to a diverse clientele and strengthening the region's appeal. We are proud to see our investors embracing the shift led

Campanile

by Louvre Hotels Group, which aims to renovate over 160 owned hotels and 400 franchises by 2028. The Auvergne Rhône-Alpes region is at the heart of this commitment, with more than 100 establishments, including over 40 Campanile hotels. Thanks to Mr. Laurent Héritier-Best, who has continuously supported the group's major transformations with a constant drive for innovation. », 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
COLLECTION

ROYAL
TULIP

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