

Campanile implements PRIME label across its portfolio in Poland

As part of its comprehensive modernization plan to renovate 80% of its hotel portfolio by 2028, Louvre Hotels Group is introducing its label Campanile PRIME to Poland. This new concept offers enhanced comfort, contemporary design and cozy spaces, enabling guests to experience the vibrancy of the city while maintaining an active lifestyle during their stay. With the labelling of hotels in Warsaw and Kraków, Poland is becoming a strategic market for Campanile PRIME across Central and Eastern Europe.



A new era for Campanile

For almost 50 years, **Campanile** has been building its position as a leading midscale brand in the European hotel market, where over 300 hotels currently operate under its banner. In total, Campanile properties are present in 14 countries worldwide, offering over 30,000 rooms. Within the framework of its five-year strategic plan, Louvre Hotels Group, the second-largest hotel group in France and Europe, ushered in a new era for Campanile in 2024 with a fresh visual identity, redesigned hotel interiors, and upgraded room amenities. Guest service protocols and restaurant offerings were also updated, reinforcing Campanile's commitment to delivering enhanced comfort, quality, and a modern hospitality experience. The brand identity remains based on three pillars, expressed through the three hallmarks of Campanile hotels: cosy, convivial and responsible.

One of the key elements of this transformation is the introduction of two distinct labels, each reflecting a unique guest experience: Campanile PRIME, designed for travelers seeking vibrant city experiences, and Campanile NATURE, which pay tribute to the brand's heritage with the

“motel-style” exterior corridors buildings, through landscaped areas designed to encourage relaxation and outdoor activities... In Poland, a strategic market for Louvre Hotels Group in Europe, the transformation was marked this year by the launch of the Campanile PRIME label at the Warszawa Centrum and Kraków Old Town hotels.

Campanile PRIME, a comfort zone in the heart of the city

Campanile PRIME hotels are primarily located in urban centers or nearby suburbs, where travellers will find everything they need to enjoy their stay, whether they are traveling for business or pleasure.

Noteworthy are the new **comfort standards developed by Louvre Hotels Group to exceed guest expectations and which include** new equipment such as premium bedding with 30 cm thick mattresses, extra-soft pillows and 100% cotton duvets. Guests will also appreciate the **Chromecast** functionality, and free access to high-speed **Wi-Fi**. However, active guests who don't want to give up good habits while traveling can freely use the **hotel**



gym or keep up with their training routine with **portable fitness kits** – available directly in their room along with an access to the **Decathlon Coach** app.

In the common areas, travellers can enjoy a welcoming atmosphere conducive to relaxation and entertainment during a board game session or a small event. They can also use the functional coworking space for productivity.

The culinary experience at Campanile PRIME complements its modern comfort and vibrant city locations. Guests can enjoy a hearty breakfast buffet featuring fresh, locally sourced products while 24-hour snacks are available for added convenience. In the hotel restaurants, seasonal dishes are served in a relaxed bistro-style setting, offering a welcoming space to unwind, meet, or socialize throughout the day.

New locations in Poland

The first hotels in Poland have already been modernized to the new Campanile standards. **Campanile PRIME Warszawa Centrum** has undergone room renovations and now offers the full PRIME experience (including access to a gym at the Golden Tulip hotel in the same building). At **Campanile PRIME Kraków Old Town**, first room renovations have been completed, while Campanile hotels in **Wrocław, Lublin, and Łódź** are scheduled to be modernized to the PRIME standard in the coming year, other locations gradually being added to the schedule.

– Campanile PRIME is the natural evolution of our beloved brand. We retain its spirit but bring it to a new era. Poland is a key market for Louvre Hotels Group in Central and Eastern Europe, and the Campanile brand has traditionally been very strong here. That's why we're thrilled to now invite guests to our first properties offering the PRIME experience in the heart of Poland's



largest cities – says **François Delattre, Vice President International Operations – EUROPE, Louvre Hotels Group.**

Moving towards more sustainable hospitality

Demonstrating its strong commitment to sustainable hospitality, all Campanile hotels are now participating in the **Hotel Sustainability Basics (HSB)** programme, supported by the World Travel and Tourism Council. It involves implementing 12 key environmental practices in areas including minimizing plastic use, reducing water and energy consumption, waste management and social responsibility. In Poland, all Campanile properties, have received the HSB certification for 2025 and are now entering the next phases of the three-year HSB program, while Campanile PRIME hotels in Warsaw and Krakow have already successfully completed it.

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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