

Eduardo BOSCH appointed as CEO of Louvre Hotels Group

Louvre Hotels Group announces the appointment of Eduardo Bosch as Group CEO, adding to his current role as Chief Operating Officer.

Federico J. González will stay as Board member of Groupe du Louvre.

This appointment is part of the ongoing rollout and execution of the Louvre Hotels Group's 5-year strategic plan launched in December 2023. With over 20 years of experience in the international tourism industry, Eduardo Bosch will ensure the effective implementation of the strategic plan, particularly in key areas such as repositioning, revenue optimization, systems implementation, and operational profitability and excellence.

"I am delighted to take on the role of CEO in addition to my current position as Chief Operating Officer. In my new responsibilities, I will ensure the execution of our strategic plan, as I firmly believe in the Group's ability to reinvent itself and establish itself as the leading midscale hospitality operator in France, across Europe, and around the world.", says Eduardo Bosch.

"Our plan is both ambitious and crystal clear, and it is now time to accelerate its execution. I'm pleased that Eduardo will continue to build on the progress already made and take it even further. As for me, I will remain actively involved as a member of the Board of Directors.", adds Federico J. González.

"The Board is very appreciative of what Federico's enormous contribution to setting the strategic goals for the company, which boosts the confidence and trust of all stakeholders of LHG. The Board is confident that Eduardo will leverage his rich expertise and energy to lead the company to deliver the Plan. As the Shareholder, Jin Jiang will continue, as always, to provide necessary support to make the transformation of the company successful", declares Vivian Wei Zhou, Jin Jiang International's representative.

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.