

## Première Classe – Annecy Sud Cran Gevrier: a new era for budget hospitality

After several months of renovation, the Première Classe Annecy Sud – Cran Gevrier hotel, located just steps from Lake Annecy, unveils its refreshed look. Led by the SOMNOO group in collaboration with local companies and architects, this refurbishment aims to offer guests a smoother experience through redesigned spaces, a revamped digital customer journey, and a new breakfast offer. This transformation reflects Louvre Hotels Group's dynamic approach, as the second-largest hotel group in France and Europe, with the goal of modernizing over 180 Première Classe hotels by 2028.

### Good sleep, truly

Owned by the hotel operator SOMNOO, Première Classe – Annecy Sud Cran Gevrier has undergone a complete transformation, carried out in collaboration with local Annecy companies such as ROUQUETTE, AGI Ingénierie, and CLIMATAIR, highlighting the expertise and craftsmanship of regional professionals.

Among the hotel's 50 rooms, all now equipped with air conditioning, 37 have been fully renovated, including 2 accessible rooms for guests with reduced mobility (PRM). Each single, double, or triple room features three-star quality bedding and a new-generation private bathroom.

This upgrade is part of the rollout of Louvre Hotels Group's new comfort essentials, designed to exceed guest expectations with next-generation mattresses, plush pillows, and water-saving modern showerheads.

### A renovated setting for a simple and smooth experience

In the common areas, the breakfast room, kitchen, and reception area have been completely redesigned to meet the needs of guests seeking comfort and efficiency. For a seamless experience 24/7, Première Classe – Annecy Sud Cran Gevrier features beverage and snack vending machines, as well as a terrace for enjoying meals outdoors. The new breakfast offering includes organic jams by THOMAS LE PRINCE, French-baked breads, organic cocoa-hazelnut spread by LE JARDIN DE CORENTIN, and Tomme de Savoie cheese.

The hotel's façade and outdoor areas have also been fully refreshed, enhancing its appearance from the moment guests arrive. To ensure high-quality service and optimal guest experience,



the hotel is supported by a dynamic team comprising a manager, an assistant manager, two receptionists, and three housekeepers.



### Prime location in the heart of Annecy

Ideally located just a 30-minute walk from Lake Annecy and 10 minutes by car from the highway, the Première Classe – Annecy Sud Cran Gevrier hotel offers excellent accessibility, complemented by a bus service available until 1 a.m.

Guests can explore numerous local attractions and activities, including swimming in the lake or at Marquisats Beach, bike rentals, the Grande Jeanne Animal Park, the bustling old town markets, or even paragliding. In winter, the ski resorts of Chambéry and La Semnoz, only 30 minutes away, provide quick access to winter sports.

*« With this renovation, we aimed to offer travelers a practical and comfortable experience, combining welcoming rooms, quality bedding, and simple, accessible services. Every space, from the reception to the terrace, has been designed to ensure a smooth stay, 24/7. With our prime location in the heart of Annecy, close to the lake and city center, our hotel allows guests to fully enjoy the region's beauty and vibrancy while maintaining excellent value for money. »* explains Victor GARNIER, Mutli-site Director at SOMNOO.

*« We are proud of the involvement of our franchise partners in transforming our Première Classe portfolio, particularly in the Auvergne-Rhône-Alpes region, which has nearly 30 hotels under this brand and perfectly illustrates the dynamism of our network. This renovation, led by the SOMNOO Group, reflects our commitment to offering superior comfort and quality services without compromising on affordability. »* 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, Hosho, 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 Première Classe**

Première Classe has been reshaping the low-cost hotel industry for over 30 years: 230 hotels, mostly in France, offer the lowest prices on the market. The brand caters to customers who do not want to compromise on either their night or their budget. The hotels provide superior quality bedding and a private bathroom. The on-site options and services ensure a simple and smooth experience, 24/7. It is the smart consumer's choice in search of the best deal.

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Kyriad



ROYAL  
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