

The Campanile Alençon has completed its renovation and adopts the Campanile NATURE label

Campanile NATURE - Alençon unveils its full transformation, carried out as part of the extensive modernization plan undertaken by Louvre Hotels Group, the second-largest hotel group in France and Europe. Completely redesigned, the establishment now bears the Campanile NATURE label, a signature that embodies the brand's renewal: warmer, more responsible venues focused on providing an authentic experience close to nature, thanks to the establishment's new green spaces.

A complete transformation for greater comfort

The work carried out over the last few months at Campanile NATURE - Alençon has modernized the entire establishment. The various spaces now feature a more modern design, designed to promote rest and well-being, while the window frames in the main building have been replaced to improve both thermal comfort and light quality.

With 42 ground-floor rooms spread across three buildings, the hotel offers accommodation suited to all types of stays, whether for business or leisure. These guest rooms also feature the new comfort essentials developed by Louvre Hotels Group, with high-end bedding, soft pillows, 100% cotton duvet covers, and massage shower heads.



The restaurant and lounge have also been renovated and now welcome guests in a 30-seat dining room, extended by a 24-seat terrace for enjoying sunny days. A 50 m² seminar room completes the complex, providing a venue for meetings and professional gatherings. Finally, the hotel's free car park has been redesigned to improve customer flow and now features four new charging stations for electric vehicles. To support this new dynamic, a team of ten employees accompanies guests throughout their stay to ensure they enjoy this new Campanile experience.



Campanile

A new dynamic for a more responsible and nature-oriented hotel

With this renovation, Campanile NATURE - Alençon is fully in line with Louvre Hotels Group's desire to develop more sustainable, welcoming establishments that are more deeply rooted in their local communities.

This marks a new chapter for the hotel, which now offers an outdoor experience with a terrace, a relaxation area with deck chairs, and outdoor games such as Mölkky. A ping-pong table is also planned for installation in the coming months.

Having joined the HSB (Hotel Sustainability Basics) program, a set of globally recognized social and environmental responsibility standards, the hotel will also roll out several initiatives, such as the installation in 2026 of an insect hotel that contributes to the preservation of biodiversity.

A strategic location at the gateway to Normandy

Ideally located close to exit 18 of the A28 motorway, Alençon city center, and the SNCF train station, the hotel is perfectly positioned for exploring the region's cultural and heritage treasures. The Museum of Fine Arts and Lace, the birthplace of Saint Thérèse, the Château des Ducs d'Alençon, the Notre-Dame Basilica and the natural landscapes of the Alpes Mancelles are just a few minutes away. The proximity of major events in Le Mans also adds to the appeal of the location.

"Normandy is a key region for Louvre Hotels Group, where we already have more than 40 hotels, including 12 Campanile hotels. Seeing the Alençon establishment join our new Campanile NATURE label confirms the momentum we are bringing to our network. We are proud to support our hotels in this dynamic approach, which places comfort, modernity, and nature at the heart of the experience we offer," 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.

Campanile Press Contact

Lorène JULIA - 06 74 87 38 17 – lorene.julia.ext@change.bz



Kyriad



SAROVAR HOTELS

