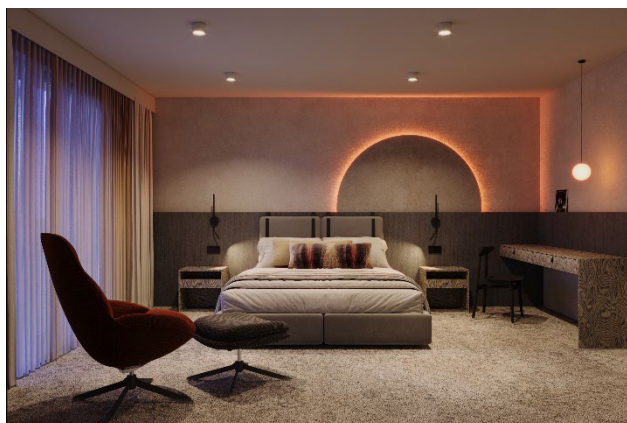


Louvre Hotels Group expands Golden Tulip portfolio in Poland with the signing of a new hotel in Gdańsk

As part of its development strategy, Louvre Hotels Group, the second largest hospitality group in Europe, continues to expand its presence in Central Europe by cultivating strong, long-term partnerships with local hotel operators. The recent signing of a franchise agreement with Unique Hotels for the upcoming Golden Tulip Gdańsk Old Town marks a key milestone in the brand's growth in Poland and underscores its commitment to bringing unconventional premium hospitality to the country's leading destinations.



The Tulip Family Grows Strong in Poland

Golden Tulip, part of the **Tulip family** of **Louvre Hotels Group** brands, offers a four-star, premium experience designed for both business and leisure travellers, with unconventional refinement and understated Dutch sensibility. In recent years, the brand has established a strong presence in Poland's most attractive destinations. A total of five Golden Tulip hotels cater to city travellers in Warsaw and Kraków, and two more are situated along the Baltic coast: in Międzyzdroje and the seaside Jelitkowo neighbourhood in Gdańsk. Together with **Royal Tulip** and **TULIP Hotels & Residences**, Golden Tulip is part of a diverse and complementary portfolio that spans midscale to luxury, allowing Louvre Hotels Group to offer tailored experiences across market segments.

Gdańsk: A Strategic Destination

Louvre Hotels Group is strengthening Golden Tulip presence in Gdańsk with the signing of a franchise agreement with Unique Hotels for the upcoming **Golden Tulip Gdańsk Old Town**, located on the revitalized **Granary Island (Wyspa Spichrzów)** in the city's historic centre. The new hotel will complement the existing Golden Tulip Gdańsk Residence in Jelitkowo. This expansion comes at a time of record growth in Polish tourism. According to the latest data presented by Polish Central Statistical Office (GUS), in 2025, nearly 59 million tourists trips in Poland were recorded, including 15.2 million by foreign visitors, and Gdańsk welcomed 2.9 million tourists, ranking third among Polish cities (behind only Warsaw and Kraków). By increasing its footprint in this top destination, Golden Tulip is well positioned to meet rising demand for premium hospitality in one of Poland's most visited cultural and leisure hubs.

Proven Cooperation Model with Local Partners

Golden Tulip Gdańsk Old Town continues the successful partnership between Louvre Hotels Group, as brand owner, **Unique Hotels (Unique Apartments Warszawa sp. z o.o.)** as operator, and its parent company **Marvipol Development S.A.** as investor. Having already delivered strong results with Royal Tulip Warsaw Centre, the collaboration highlights Louvre Hotels Group's ability to work with experienced local operators and developers to achieve high-performing hotel projects in Poland.

– This signing represents a significant step forward for our development in the region. I would like to extend my sincere thanks to our partner for their trust in the Golden Tulip brand and their long-term commitment. Together, we are shaping a project that is fully aligned with local market dynamics and evolving guest expectations, and that will undoubtedly become a strong addition to our portfolio. – completes **François Delattre, Vice President International Operations - Europe, Louvre Hotels Group.**



Golden Tulip Gdańsk Old Town Highlights

Golden Tulip Gdańsk Old Town sits on the Granary Island, directly adjacent to the historic city centre and the scenic Motława River waterfront. The revitalised area is transforming into a modern urban district, attracting new residential, hotel, and restaurant developments.

The property will feature **330 rooms** with kitchenettes, including spacious two-room apartments, many offering unique views of the historic city and the waterfront. Thoughtfully designed for comfort, the hotel provides spaces for work, relaxation, and leisure, including the **Savoré restaurant** and bar – an original gastronomic concept – a fitness zone and sauna, modern communal spaces, professional conference facilities, and a convenient car park.

– We are extremely proud to announce the signing of this new hotel in one of Europe’s most strategic markets. This project reflects the continued momentum and growing international recognition of the Golden Tulip brand. With more than 300 rooms, this future flagship property will play a key role in strengthening our presence in the region, and we look forward to bringing our vision to life with this landmark opening. – said Eduardo Bosch, CEO, Louvre Hotels Group.

Golden Tulip Gdańsk Old Town is scheduled to open in **July 2027**.

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 brands Unique Boutique Hotels and TemptingPlaces Collection.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2nd hospitality group in the world.

About Golden Tulip

The Golden Tulip hotel chain was founded in the 1960’s, when the first properties opened in the Netherlands. Then, it experienced a constant development and expanded across the globe, while always remaining attentive to the evolution of its clients’ needs and expectations. As part of Louvre Hotels Group, the brand is present with over 160 high-end hotels in 38 countries. Each establishment is committed to quality standards, while taking on the personality of its manager and embracing the local culture. The Golden Tulip hotels provide a playful outlook on life, work and travel. Aligned with the business travelers’ behaviors, our hotels encourage guests to mix work and play, allowing them to live and share unique and playful experiences.

Louvre Hotels Group Press Contact

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



Kyriad



SAROVAR HOTELS



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