

Louvre Hotels Group accelerates the transformation of its network and confirms its presence in Auvergne-Rhône-Alpes

With more than 100 hotels across its brands, Louvre Hotels Group, the second-largest hotel group in France and Europe, is making the Auvergne-Rhône-Alpes region one of the driving forces behind the transformation undertaken as part of its 5-year strategic plan. Extensive renovations, upgrading of brand concepts, and new openings planned in 2027 illustrate the momentum driven jointly by the Group's owned and franchised hotels.

Renovation : a performance driver and a key pillar of the Group's transformation strategy

Two years after launching its strategic plan, **Louvre Hotels Group is pursuing the modernization of its hotel portfolio in Auvergne-Rhône-Alpes**, thereby realizing its ambition to have 80% of its hotels renovated by 2028.

Anney, Lyon, Clermont-Ferrand, Chambéry, Valence, and Aix-les-Bains are among the destinations that have recently undergone major renovations and now feature several of the Group's brands and labels: **Première Classe, Kyriad ECO, Kyriad, Kyriad PRESTIGE, Campanile PRIME, Campanile NATURE, TULIP Hotels & Residences, and Golden Tulip.**

These transformations are based on **the new comfort standards deployed throughout the hotel portfolio**: installation of thicker mattresses, extra-soft pillows, new duvets and 100% cotton bed linen to guarantee a good night's sleep, modernization of bathrooms, contemporary design and reconfiguration of common areas to meet the needs of today's business and leisure travelers.

"Renovation is now the main driver of value creation for our network. It immediately improves customer experience as well as the economic performance of hotels. The initial results observed across the Group, with an average 10-point increase in market share for renovated hotels, confirm the relevance of this strategy," emphasizes **Krystal Blondeau, France General Director at Louvre Hotels Group.**

On a larger scale, this momentum is already visible: more than 70 owned hotels and 130 franchise establishments have been renovated in France and Europe in 2025. With half of the subsidiary network now modernized, renovations are continuing with around ten additional hotels planned for the first quarter of 2026 and a target of 80% of the owned network renovated by the end of the year.

A regional network based on a network of owned and franchised hotels

With around 40 Campanile hotels, more than half of which are franchised, 35 Kyriad, Kyriad ECO, and Kyriad PRESTIGE establishments, nearly 30 Première Classe hotels, and one Golden Tulip hotel, the Auvergne-Rhône-Alpes region fully embodies the Group's hybrid model, combining owned, leased, managed and franchises properties. To enhance their appeal, several subsidiary establishments have undertaken structural repositioning, both for budget brands such as Première Classe and for midscale labels Campanile PRIME and Campanile NATURE.

The modernization process is already underway in the Lyon area and its suburbs, with several establishments recently renovated or currently undergoing renovation, including:

- Campanile PRIME - Lyon Centre - Gare Perrache – 107 rooms
- Campanile PRIME - Lyon Ouest Tassin – 104 rooms
- Première Classe Lyon Est Aéroport Saint-Exupéry – 70 rooms
- Campanile NATURE - Aix-les-Bains – 59 rooms
- Campanile NATURE - Lyon Est Aéroport - Saint-Exupéry – 53 rooms
- Première Classe Lyon Ouest – Tassin – 87 rooms

A transformation plan that will continue throughout the year with new renovations scheduled at strategic locations:

- Campanile PRIME - Lyon Centre Berges du Rhône – 130 rooms
- Campanile NATURE - Grenoble Saint-Égrève – 41 rooms
- Campanile NATURE – Moulins Avermes – 47 rooms
- Campanile NATURE - Chanas – 48 rooms



Campanile NATURE - Aix-les-Bains 1



Première Classe - Annecy Sud - Cran Gevrier

On the franchisee side, momentum remains strong with several renovations recently completed, reflecting the partners' commitment to the transformation underway:

- Première Classe Annecy Sud - Cran Gevrier – 50 rooms
- Campanile PRIME Lyon Centre Gare Part Dieu – 173 rooms
- Campanile NATURE Lyon Est Bron Eurexpo – 65 rooms
- Campanile NATURE Clermont Ferrand Nord Riom – 51 rooms

Strategic openings to support regional economic attractiveness

In parallel with these renovations, Louvre Hotels Group is continuing its development with several major openings. Following the opening of **Campanile PRIME Chaponost in October 2025**, **Campanile PRIME - Meyzieu opened its doors in early March 2026**, strengthening the Group's presence in eastern Lyon.



Kyriad l'Isle d'Abeau



Kyriad Prestige Pierrelatte

The first half of 2026 will also see several major openings: the **TULIP Hotels & Residences Guilherand-Granges**, announced at the end of March, the **Kyriad L'Isle-d'Abeau** in early April, and the **Kyriad Prestige Pierrelatte**, scheduled to open in June. Subsequently, the opening of a **Golden Tulip in Bourgoin-Jallieu in 2027** will complete this momentum in the upscale segment.

These new locations accompany the transformation of professional mobility and the growth of regional economic areas, confirming the strategic importance of the Auvergne-Rhône-Alpes region in the Louvre Hotels Group's growth strategy.

"Our development is selective: we invest where demand is growing and where our brands provide a genuine response to local needs. The region combines economic attractiveness, year-round tourism, and a dense infrastructure, making it a particularly representative test case for our national strategy. This momentum is also based on the commitment of our franchise partners, with whom we share a common desire to invest sustainably in product quality, the modernization of our establishments, and the long-term performance of our network," concludes **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 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.

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Kyriad



SAROVAR HOTELS



TEMPTING PLACES COLLECTION

ROYAL TULIP

Louvre Hotels
GROUP