

## Golden Tulip Avignon – Le Paradou: a refreshed 4\* experience in the heart of Provence

The Golden Tulip Avignon is undergoing a transformation led by the SOFRA Group, a long-standing partner of Louvre Hotels Group, the second-largest hospitality operator in France and Europe. Launched in December 2024 and scheduled to continue through April 2027, this major renovation is part of the Group's extensive modernization plan. Redesigned rooms, transformed lobby and reception areas, a refurbished pool, and a new restaurant... This project perfectly illustrates Louvre Hotels Group's strategy to move upmarket and the key role of the Golden Tulip brand in this initiative.

### A comprehensive, phased renovation through 2027

Work began in December 2024 and is being carried out in several phases to ensure the facility's complete modernization.

The first phase currently involves **the renovation of 42 guest rooms and the redesign of the common areas**, including the lobby, the kitchen, the outdoor spaces, and the pool and its surroundings. The hotel's new restaurant, **Le Magnolia**, has also opened its doors in a chic and intimate setting.

**Open for lunch and dinner, Monday through Friday**, it offers traditional Provençal cuisine prepared by the chef using fresh, seasonal ingredients.



The next phases will involve a two-stage renovation of the remaining 56 rooms, along with the **creation of a spa and a fitness center**. Upon completion of the project, the 4-star hotel will offer a diverse range of accommodation, from standard rooms to future junior suites and suites, suitable for both leisure and business stays, including 75 rooms that can be converted into twin rooms. Three accessible rooms round out the offering.

As part of this transformation, the hotel also capitalizes on its strategic location, just five minutes from the Avignon Sud **exit and twenty-five minutes from the TGV station**. Situated in the immediate vicinity of the Palais des Papes, Provençal villages, and major wine and cycling routes, it possesses strong assets to attract both leisure and business guests. Its two modular seminar rooms, offering up to 200 m<sup>2</sup> and a maximum capacity of 160 people, round out the offerings and strengthen its positioning in the MICE segment.

## An ambitious transformation driven by a strong partnership

This renovation is part of Louvre Hotels Group's overall modernization plan, aimed at enhancing the appeal and premium positioning of the Golden Tulip brand. The hotel will thus offer a modernized and elegant setting, true to the brand's DNA, ensuring a high-end and refined experience with every stay.

A project led by SOFRA, a long-standing partner of the Group recognized for its expertise in **investing in and enhancing premium hotel assets**, which brings together leading **regional companies**, including ECCOR in Montpellier for construction, Climasud for electrical installations, and Hervé Thermique for HVAC and DHW systems.

*"With its ability to combine international standards and local identity, the Golden Tulip brand is fully reflected in projects like the one in Avignon. We are delighted with the momentum driven by our partner SOFRA at the Golden Tulip Avignon – Le Paradou, which perfectly reflects our ambition to modernize our portfolio, enhance the guest experience, and sustainably consolidate our presence in key destinations,"* said **Krystel Blondeau, France General Director at Louvre Hotels Group.**

For SOFRA, this project is part of a long-term vision: *"The renovation of the Golden Tulip Avignon – Le Paradou demonstrates our commitment to sustainably enhancing high-potential hotel assets. Working closely with Louvre Hotels Group, we sought to carry out an ambitious, value-creating transformation that enhances the property's appeal while respecting its local roots,"* says **Marguerite Rossillon, General Director at SOFRA.**

Beyond the transformation of spaces, this modernization also supports the development of the teams, now comprising **19 employees**, to uphold service excellence and the Golden Tulip experience at this iconic Avignon property.

### 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 constant development and expanded across the globe, while always remaining attentive to the evolving needs and expectations of its clients. As part of Louvre Hotels Group, the upscale brand is present with more than 155 high-end hotels across nearly 40 countries. Each unique, the brand's hotels feature a discreet and elegant style. They offer stays that combine relaxation, uncompromising service, and refined cuisine for all travelers, whether they are there for business or leisure.

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