

With its new campaign « *Simply More* », Louvre Hotels Group is turning its enhanced comfort standards into a powerful lever for competitiveness and differentiation.

Louvre Hotels Group is unveiling, through a large-scale communication campaign, a profound transformation of its enhanced comfort standards, now established as true drivers of differentiation and value creation. Rolled out across its entire brand portfolio, from Première Classe to Campanile, including the Kyriad and TULIP families, these standards are ushering in a renewed guest experience across all its hotels.

Through its new 360° campaign, “*Simply More*” launched on April 5, the second-largest hotel operator in France and Europe highlights the initiatives undertaken across its brands to strengthen the fundamentals of the hotel experience, meet evolving traveler expectations, and reinforce the long-term competitiveness of its portfolio.

For the midscale segment, comfort has become a key driver of preference and competitiveness.

In an increasingly competitive market, where success is determined not only by price but also by the perceived quality of the experience, Louvre Hotels Group places comfort at the very heart of its value proposition.

Once considered secondary, certain aspects of a stay have now become true differentiators: a thicker, more comfortable mattress, softer bed and bath linens, or a powerful, invigorating shower. These tangible expectations now influence brand choice and strengthen customer loyalty.

With “*Simply More*”, the Group puts the guest experience at the center of its strategy: more comfort at every moment, greater attention to every detail, more personalized service, smoother experiences throughout the stay, and more memorable moments for every guest.

“The comfort standards reflect our commitment not only to our guests but also to our teams. Behind this new momentum lies a clear ambition: to provide travelers with a more enjoyable and reassuring experience, while enabling our employees to take pride in iconic brands that have been part of the French hospitality landscape for decades, some for nearly half a century, like Campanile.”, says Krystel Blondeau, France General Director at Louvre Hotels Group.

A fully rolled-out transformation plan confirming strategic directions

These new enhanced comfort standards form a cornerstone of the Group's large-scale renovation and modernization plan. Implemented brand by brand, this extensive refurbishment program, combined with the rollout of the new comfort standards, is bringing a genuine renewal to the hotel portfolio.

Over the past two and a half years, more than 230 hotels have been renovated, an unprecedented pace of around 10 hotels per month in the industry. Driven by both the Group's owned hotels and franchised properties of investor partners, this momentum strengthens the modernity of the offering, the consistency of the brands, and the overall value proposition.

« *Simply More* », Louvre Hotels Group's Manifesto

With « *Simply More* » Louvre Hotels Group is giving the public a clear view of the profound transformation underway in its hotels for over two years. Launched on April 5, 2026, this 360° communication campaign centers on a multi-brand film broadcast on television and online video, while also being showcased in each hotel, turning them into the first ambassadors of this new identity.

On TV, the launch relies on high-profile appearances, notably on TF1 Group channels, during flagship programs such as Sept à Huit, the 8 PM news, and the Sunday evening film. The campaign will also appear on major French channels like LCI, BFM TV, and CNews, before a broader rollout extending through October 2026.

The campaign will also be featured in online video on TF1+, M6+, Amazon Prime Video, and YouTube, with brand-specific adaptations across social media, amplified through influencer collaborations to maximize impact. Finally, a manifesto will extend the campaign's reach in national press, including Les Échos, Capital, Challenges, Le Figaro, and Le Point.

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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