

A new Campanile PRIME hotel opens near Lyon!

Following a full three-month transformation, the Campanile Lyon Meyzieu Eurexpo Arena officially opened its doors on March 15, 2026, under the Campanile PRIME label. Led by Romain Vidal and Thomas Crochet, this ambitious renovation reflects the Campanile network's strategy to evolve into more experiential living spaces. Deeply rooted in their local surroundings, these venues offer memorable stays with comfort standards that exceed market expectations. The opening of this establishment meets the evolving demands of both business and leisure travelers while strengthening the brand's local footprint in a strategic region for Louvre Hotels Group.

A major renovation to embody the Campanile brand's renewal

Launched on December 15, 2025, the €650,000 renovation project involved a complete overhaul of the guest rooms, common areas, and the ground floor. The transformation fully embodies the Campanile PRIME standards, the new brand's signature for a more contemporary, welcoming, and high-quality hospitality experience.

Led by Atelier Duo Architecte, with the collaboration of TPS Groupe, Denantes, Norsud, Clecam Graphism, and Concept Reno Déco, the project reimagines the space to create **a true lifestyle hub, open to both travelers and local guests alike.**



The hotel now features **40 renovated rooms**, including 18 Standard rooms, 14 Superior twinable rooms, 2 Superior triple studios, and 6 family rooms for four guests, two of which are accessible to people with reduced mobility. The public areas have also been revamped, centered around a **welcoming lounge, a bar, and a restaurant**, all designed to encourage informal gatherings and cater to extended stays.

Campanile

The PRIME label is the flagship of the urban Campanile brand renewal. Designed for travelers seeking city-inspired experiences, Campanile PRIME hotels are primarily located in urban centers or immediate outskirts. Their contemporary yet cozy design, combined with common areas built for socializing, creates a warm atmosphere. This is further enhanced by modern amenities, including in-room Fitness Kits featuring dumbbells, resistance bands, yoga mats, and access to the Decathlon Coach app.



« *The Auvergne-Rhône-Alpes region is a major strategic hub for Louvre Hotels Group, with over 100 hotels, including nearly 40 Campanile properties. The transformation of this establishment into a Campanile PRIME illustrates our commitment to driving the network's modernization in the most dynamic territories. We aim to provide more attractive, locally anchored hotels capable of catering to both major Lyon-based events and the economic needs of the regional business ecosystem. A huge thank you to our partners Romain Vidal and Thomas Crochet for their dedication and trust,* » says **Krystel Blondeau, President of Franchise, Marketing & Brands at Louvre Hotels Group.**

A hybrid destination blending business, local life, and gastronomy

The hotel is strengthening its **business positioning** with two modular meeting rooms that can accommodate up to 25 people. The 'Lumière' lounge features a terrace overlooking the Groupama Stadium and the LDLC Arena, while the 'Confluence' lounge is equipped with a smart tracking camera, perfectly suited for hybrid meetings. Through its partnerships with *Porte des Alpes Entreprises* and the *Association des Industriels de Meyzieu (AIRM)*, the establishment is committed to playing a key role as a local economic driver.

At the heart of this project, dining takes center stage with **La Boqueria restaurant, led by Chef Steve Lebas**. Inspired by a contemporary Catalan bistro, the menu features a blend of tapas, seasonal dishes, and Mediterranean specialties, ranging from traditional paella and Catalan burgers with Manchego cheese to a selection of authentic Catalan sausages.



With a seating capacity of **130 indoors and an additional 100 on the terrace**, the restaurant solidifies its role as a vibrant lifestyle hub, open to both hotel guests and local diners.



A strategic location driven by experienced entrepreneurs

Ideally located near major highways, the hotel offers quick access to Lyon Saint-Exupéry Airport and TGV station (15 minutes) and Lyon Part-Dieu station (30 minutes). Just seven minutes from the LDLC Arena and a ten-minute walk from Groupama Stadium and the All In Academy, **this is a prime destination for Lyon's major sporting and cultural events.**

Led by partners **Romain Vidal** (Vidal Invest) and **Thomas Crochet** (Melyon Hospitality), both former managers of Golden Tulip hotels, another 4-star Louvre Hotels Group brand, this project embodies a new generation of local hospitality: modern and deeply rooted in its local ecosystem. With a team of 16 employees, on-site parking, bike-friendly facilities, nearby electric charging stations, and three pétanque courts, the hotel aims to become a must-visit address for business, event, and leisure travelers looking to explore Lyon, Pérouges, or the Rhône and Beaujolais vineyards.

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 Campanile

Founded in 1976, Campanile is the historic midscale brand of Louvre Hotels Group (three stars), with more than 400 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, modern rooms, simple and delicious French cuisine, joyful entertainment, all within a responsible approach. Comfort and service make Campanile the place to enjoy the moment.

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