

Campanile PRIME and Première Classe strengthen their footprint at Warsaw Chopin Airport with a new hotel hub

On June 9, a new hotel complex combining two concepts, Campanile PRIME Warsaw Airport and Première Classe Warsaw Airport, welcomed its first guests on Komitet Obrony Robotników Street in Warsaw, near Warsaw Chopin Airport. The investment, carried out by Sangate Sancak under the brands from Louvre Hotels Group portfolio, is another step in the long-term development strategy of both partners in the hotel market in Poland and the region.



Campanile PRIME: redefining urban hospitality

The **PRIME** label is changing the face of the **Campanile** chain in Poland. This new concept redefines the approach to midscale hospitality, combining the comfort that guests know and love well with clearly raised standards of comfort and service. After renovations, more of the brand's existing facilities in the country are gradually transferred to the **Campanile PRIME** brand.

The newly established **Campanile PRIME Warsaw Airport** fits in this direction as a destination designed with a modern style of travel in mind. The 223 rooms are equipped with, among high-quality 30 cm thick mattresses, soft 100% cotton textiles, Chromecast function and high-speed free Wi-Fi. The hotel also offers handy fitness kits that allow to do a quick workout in the comfort of the room during intensive travels.

An important part of the **PRIME** concept are also common spaces – multifunctional lobbies and coworking zones, which naturally combine the functions of work, rest and meetings. It is

complemented by a gastronomic offer based on the formula of a city bistro, with a seasonal menu and breakfasts based on local products.

*"The **PRIME** concept sets a new direction in the development of one of our most popular brands. This is a response to the changing expectations of guests who are looking for not only an accommodation but a coherent experience in which comfort comes first, but the best quality-price ratio is also important "* says **François Delattre, Vice President International Operations Europe at Louvre Hotels Group.**

Two brands, one ecosystem

However, the new accommodation is not only **Campanile PRIME**. However, the new accommodation is not only Campanile PRIME. The whole complex functions as a hub consisting of two complementary brands. each other, responding to the diverse needs of modern travelers. Located just 1.5 km from Chopin Airport and offering convenient access to Warsaw city centre, the complex provides an attractive option for both business and leisure travellers. It also caters to airport passengers seeking a comfortable stay before or after their journey, whether for an overnight layover, an early departure or a late arrival.

Campanile PRIME Warsaw Airport, in addition to accommodation and catering facilities, offers a full range of services for business and event guests – including 800 square meters of conference space and catering. **Première Classe Warsaw Airport**, on the other hand, is a proposal for travelers focused on simple solutions, who are looking for affordable accommodation solutions, but do not compromise on basic comforts. 168 modern rooms in various configurations (double, twin, triple) and quick access to the airport and the city center are the answer to the needs of travelers who are interested in the essence of a good stay: comfort, efficient service and everything necessary to get a good night's sleep.

A distinctive feature of Louvre Hotels Group brands in Poland, including all Campanile hotels across the country, is the Pet Friendly programme, which has been developed over many years and is highly appreciated by guests. The new Chopin Airport complex continues this commitment by welcoming travellers with their pets.

A successful model, proven in the field

The opening of the **Campanile PRIME and Première Classe property** at Chopin Airport shows that today it is also crucial for investors to create coherent, flexible spaces that respond to different travel scenarios.

"The two-brand hub at Chopin Airport implements a model that we have already tested in our Owned portfolio In Wrocław, we operate the Campanile and Première Classe properties on Ślężna Street, and in Warsaw, on Towarowa Street, we run Campanile PRIME, Première Classe and Golden Tulip, i.e. our premium brand. The Golden Tulip Warsaw Airport hotel has been thriving near the Chopin Airport for years, so with the opening of the new Campanile PRIME and Première Classe addresses, we will offer travelers almost the full spectrum of Louvre Hotels Group experiences: from one to four stars. We are proud that our brands will welcome guests to this key area, at the gateway to Warsaw," completes **François Delattre, Vice President International Operations Europe 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.