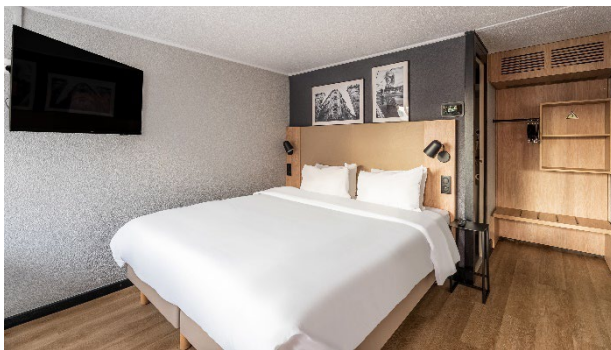


Renovations and new openings: Louvre Hotels Group continues to transform its hotel portfolio across Nouvelle-Aquitaine

- Nearly 80 hotels across Nouvelle-Aquitaine, primarily operating under the Campanile, Kyriad and Première Classe brands.
- Nearly 35 properties in the region have been renovated, are currently undergoing modernisation or are set to be renovated soon.
- This transformation is backed by an investment of more than €400 million nationwide, with the aim of renovating 80% of the portfolio by 2028 and 80% of company-owned hotels by the end of 2026.



Campanile NATURE - Bordeaux Nord Lac



Première Classe Bordeaux Sud - Villenave d'Ornon

From Bordeaux to the Atlantic coast, the first showcases of the Group's transformation Louvre Hotels Group's hotel portfolio is already undergoing a major transformation across Nouvelle-Aquitaine. The programme covers the Group's economy and midscale brands in the region's main urban, business and tourist destinations

Around the Bordeaux metropolitan area, the transformation includes the following properties:

- Campanile NATURE Bordeaux Sud Gradignan Talence (48 rooms);
- Campanile NATURE Bordeaux Sud Pessac (49 rooms);
- Campanile NATURE Bordeaux Est Artigues (47 rooms);
- Campanile NATURE Bordeaux Nord – Lac (136 rooms);
- Campanile NATURE Bordeaux Ouest – Le Bouscat (49 rooms).

The momentum also extends along the Atlantic coast, with the recently renovated Campanile NATURE hotels in Biarritz (80 rooms) and Bayonne (49 rooms), as well as other destinations across the region, including Mont-de-Marsan (51 rooms) and Brive-la-Gaillarde (43 rooms).

These renovations introduce new comfort standards across the hotels, including high-quality bedding, softer pillows, softer bed and bath linen, and more powerful shower jets.

Franchisees and owned hotels united in a collective transformation

In Nouvelle-Aquitaine, the transformation of the hotel portfolio is also being driven by the strong commitment of franchise partners. The regional network includes more than 20 Campanile hotels, nearly half of which are franchise-operated, as well as more than 30 Kyriad properties and over 20 Première Classe hotels.



Kyriad Anglet-Biarritz



Campanile NATURE - Limoges Nord

Many investors have already embarked on or completed renovation projects to bring their properties in line with the brands' new comfort and design standards. The Kyriad Bordeaux Nord – Sainte-Eulalie recently opened three seminar rooms and a fully equipped fitness room. Meanwhile, the Première Classe Poitiers Futuroscope - Chasseneuil is continuing the complete renovation of its guest rooms, alongside the creation of a new fitness area.

Other properties involved in the transformation include:

- Campanile PRIME - Saint-Jean-de-Luz (65 rooms);
- Campanile NATURE - La Rochelle Nord – Puilboreau (51 rooms);
- Campanile NATURE - Limoges Nord (43 rooms);
- Kyriad Anglet – Biarritz (67 rooms);
- Kyriad Brive-la-Gaillarde Ouest (55 rooms);
- Kyriad Bordeaux Sud - Villenave d'Ornon (58 rooms).

*"The commitment of our partners to this asset enhancement strategy demonstrates the relevance of our strategic plan and confirms that renovation is a tangible driver of performance. In addition to the **126 owned hotels that have already been modernized, more than 150 franchised hotels** have also been renovated across France, highlighting the commitment of our investors to this large-scale transformation", completes Krystel Blondeau, France General Director at Louvre Hotels Group.*

New projects to accelerate this regional expansion

Louvre Hotels Group is planning further renovations across Nouvelle-Aquitaine in late 2026 and throughout 2027. These will include the Première Classe Bordeaux Est – Lormont and Saintes, as well as the Kyriad Brive-la-Gaillarde Centre, La Rochelle Centre-ville and Limoges Centre Gare - Atrium.



Kyriad ECO – Anglet Côte Basque

The Group has also continued to expand its presence in Nouvelle-Aquitaine, with several new openings in the first half of 2026: HOSHO - Bordeaux Centre Victoire, Kyriad ECO - Anglet Côte Basque, and Kyriad - Royan Plage.

These new openings under the Kyriad and Kyriad ECO brands are part of the brand family's new architecture. It is now structured around three complementary offerings — Kyriad ECO, Kyriad and Kyriad PRESTIGE — designed to cater to a wide range of travel needs, budgets and expectations.

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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