

Presse release
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Over 55% of Louvre Hotels Group's portfolio in Île-de-France now fully renovated

- 70 hotels renovated across Île-de-France since 2023, including nearly 50 owned and around 20 franchised establishments.
- A regional footprint of 130 hotels, spanning more than 50 Campanile, 5 Golden Tulip, over 30 Kyriad ECO, Kyriad or Kyriad PRESTIGE, and nearly 40 Première Classe hotels.
- A large-scale rollout backed by an investment exceeding €400 million nationwide, aiming to upgrade 80% of the French network by 2028 and 80% of owned hotels by the end of 2026.

The 2025 renovation pipeline is now fully visible across properties

Launched in 2023 as part of Louvre Hotels Group's five-year strategic plan, the modernization initiative is now a reality across 70 establishments in the Paris region. Nearly 50 owned properties have benefited from substantial capital expenditure and around 20 franchised locations have also joined this transformation.

"Across Île-de-France, upgrading our footprint addresses a key strategic priority: enhancing the value of core assets, driving network competitiveness, and meeting the expectations of a highly demanding Paris-area market where guest experience is paramount," says **Krystel Blondeau, France General Director at Louvre Hotels Group.**

These refurbishment projects cover hotels situated across the region's premier tourist, business, event, and airport hubs. The upgrades feature redesigned guest rooms, contemporary communal spaces, a sharper brand identity, and elevated comfort standards, including premium bedding, plusher pillows, and softer bed and bath linens.

A multi-brand overhaul, from budget to upscale

In the midscale segment, network modernization is primarily driven by Campanile, the Group's flagship heritage brand, through the rollout of its PRIME and NATURE design concepts. This transition is especially showcased at the Campanile PRIME – Porte d'Italie, one of the regional flagship properties for the brand's renewal. In total, more than 40 Campanile hotels have already been refurbished or are currently undergoing renovation across Île-de-France, such as the Campanile PRIME – Argenteuil, Campanile NATURE – Cergy Pontoise, and Campanile PRIME – Paris Sud Saclay.

This modernization also extends across the Kyriad family, with around fifteen hotels already upgraded or undergoing renovation. In 2026, several owned properties introduced the new Kyriad ECO label. Complementing Kyriad and Kyriad PRESTIGE, Kyriad ECO delivers a functional,

two-star economy concept focused on travelers' core essentials: straightforward, dependable, and accessible lodging, paired with the brand's hallmarks of comfort, quality, and local discovery.

In Torcy, a 97-key establishment reopened under the TULIP Hotels & Residences flag following a comprehensive refurbishment, making it one of the Group's first corporate-run addresses in France to operate under this brand. The guest journey centers around the TULIP Café, integrating a breakfast buffet, bar, dining offer, and flexible collaborative spaces. Open to hotel guests and local residents alike, the venue seamlessly blends hospitality, dining, and coworking.

The upscale segment is also gaining ground with Kyriad PRESTIGE – Asnières-sur-Seine and Golden Tulip Villepinte Roissy - Parc Des Expositions. Together, these sites round out a regional offering designed to address every lodging requirement—from economy to upscale—catering to both corporate and leisure stays.

Targeted roadmaps to drive continued regional transformation

Several projects are scheduled across the Group's owned network in the coming months:

- The renovation of Campanile PRIME Paris Est – Porte de Bagnolet should be completed by the end of Q3 2026;
- The refurbishment of Campanile NATURE – Brie-Comte-Robert is slated for Q1 2027;
- Kyriad ECO – Le Blanc-Mesnil will further expand the rollout of the new economy label in Q2 2027.

Through these initiatives, Louvre Hotels Group continues to modernize its footprint in Île-de-France and reposition its brand portfolio. This ongoing transformation aims to elevate hospitality standards, boost asset performance, and enhance the overall appeal of the region's accommodation offering.

*A detailed breakdown of hotels recently renovated or currently undergoing renovation across Île-de-France is available in the appendix.

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.

[Louvre Hotels Group Press Contact](#)

Lorène JULIA | lorene.julia.ext@change.bz | 06 74 87 38 17