

Press release
 October 01, 2026

Louvre Hotels Group named Official Accommodation Partner of the French Rugby Federation through 2029

Louvre Hotels Group and the French Rugby Federation join forces to promote rugby across France.

- Leveraging its network of more than 900 hotels across France, Louvre Hotels Group will support the operations, events, and travel of the French rugby ecosystem nationwide.
- The group's brands Première Classe, Campanile, Kyriad, Golden Tulip, and TULIP Hotels & Residences will be associated with the key moments of French rugby, gaining targeted visibility among supporters.
- Beyond traditional sponsorship activations, this collaboration reflects a shared goal: driving the sport's growth and regional outreach across France, working closely with grassroots clubs, players, and local communities.

A partnership built on shared values

Rugby and hospitality share a deeply rooted team culture. On the pitch as in establishments, success hinges on the commitment of women and men united behind a single objective: welcoming people, bringing them together, and delivering memorable experiences that foster connection.

Beyond the sporting realm, this collaboration is anchored in strong regional ties. Across France, local rugby clubs and hotels fuel the economic and social vitality of their communities, forging bonds and rallying people around the core values of camaraderie, solidarity, and mutual respect.



A local partner supporting the French rugby ecosystem

With an extensive footprint of more than 900 hotels nationwide across its diverse brands, Louvre Hotels Group will deploy its expertise and hospitality network to meet the requirements of the Federation and its broader ecosystem. The agreement encompasses end-to-end support for French rugby milestones, from grassroots fixtures to major international tournaments.

This widespread regional presence forms a cornerstone of the agreement. It enables both organizations to deepen ties with rugby enthusiasts nationwide, bringing the spirit of the game directly into local communities.

"We are very proud to become the Official Accommodation Partner of the French Rugby Federation. Beyond aligning two established organizations, this collaboration reflects a shared vision: keeping rugby deeply connected to its heartlands, its clubs, and its fans. Backed by our nationwide footprint and the dedication of our corporate teams and franchise partners across France, we are committed to providing long-term support to an ecosystem that embodies our own core values: accessibility, camaraderie, and team spirit."

Eduardo Bosch, CEO of Louvre Hotels Group

"This partnership addresses a very tangible need: our 2,000 member clubs travel continuously across France, and we want to simplify logistics for them. With Louvre Hotels Group as our Official Accommodation Partner, we can rely on a solid nationwide network delivering solutions tailored to the diverse requirements of French rugby."

It also satisfies the high standards of our national teams, where top-tier hospitality directly underpins peak athletic performance.

Ultimately, we share the same mission: delivering warm hospitality and fostering community ties. This philosophy is central to rugby culture and defines the daily operations across Louvre Hotels Group's portfolio.

This combination of local reach, quality service, and nationwide presence gives our partnership its full purpose. Together, we look forward to standing alongside our clubs, our regions, and everyone driving the game forward in France."

Florian Grill, President of the French Rugby Federation

Bringing the rugby experience to hotels and fans

The agreement will also enable the Première Classe, Campanile, Kyriad, TULIP Hotels & Residences, and Golden Tulip brands to take center stage at major French rugby fixtures. On-site activations at Federation events, prominent branding, bespoke content, and licensing rights to official France Rugby IP will bring the game directly into the Group's hotels while deepening engagement with fans.

Through this alliance, Louvre Hotels Group and the French Rugby Federation aim to build new bridges between sports and hospitality, spotlighting the regions that serve as the foundation for their shared growth.

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 France Rugby

Founded on May 13, 1919, the French Rugby Federation (FFR) is a registered non-profit organization responsible for governing and expanding rugby union, rugby tens, rugby sevens, and touch rugby across France. Operating under the authority of the Ministry of Sports, the FFR oversees, regulates, and promotes grassroots rugby nationwide, while managing France's national teams.

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