

Louvre Hotels

GROUP

Following purchase by Starwood Capital in 2005 and 2009 respectively, the alliance between Louvre Hotels and Golden Tulip became **Louvre Hotels Group**, number-eight on the world hospitality market.

Headed by Pierre-Frédéric Roulot, the Group continued its dynamic growth and development both in countries where it is historically located (Europe) but also in developing countries (Brazil, China, India). **At the end of 2011, Louvre Hotels Group aims to reach 1,100 hotels and 85,000 rooms, of which more than a third are international level (outside of France).** To do so, it will:

- Leverage the expertise of its teams and know-how to seize opportunities for local development, taking into account the specificities of each market,
- Adapt its concepts to local customs,
- Create partnerships (joint ventures) with local players,
- Develop the franchise abroad (already 200 hotels outside of France in pure franchise)

The Louvre Hotels Group owns **seven hotel brands, from one to five stars: Première Classe, Campanile, Kyriad, Kyriad Prestige, Tulip Inn, Golden Tulip et Royal Tulip.**

Through these brands, Louvre Hotels Goup intends to challenge the hotel market in order to renew these codes.



Louvre Hotels Group key figures

| | |
|-----------|------------|
| Founded | 2011 |
| Hotels | over 1,000 |
| Countries | 40 |
| Workforce | 19,000 |



Campanile

Kyriad

Kyriad
PRESTIGE

TULIP INN

GOLDEN TULIP

ROYAL TULIP
LUXURY HOTELS



“EVERYTHING YOU NEED FOR A GOOD NIGHT’S REST”

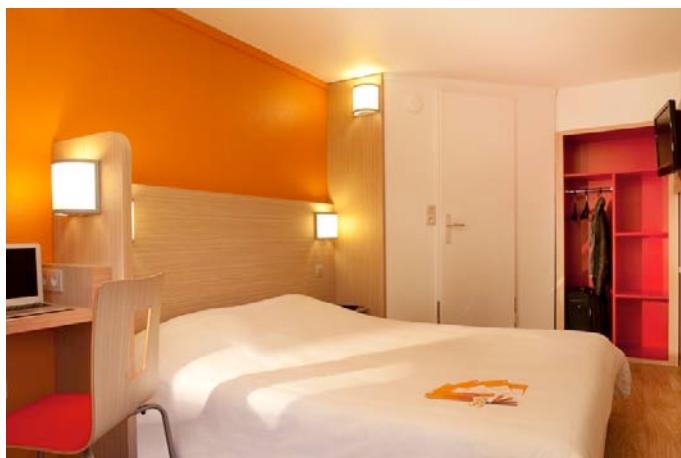
Since it first appeared in 1989, Première Classe revolutionized the low-cost hotel market by offering quality equipment and private bathrooms in every room.

Première Classe offers leisure and business customers an outstanding balance between price, quality and comfort: everything you need for a good night’s rest!

In addition to a private shower and toilet, all new and renovated Première Classe hotels now include a duvet and flat-screen TV.

Living areas have been revamped to combine design and functionality, with an emphasis on light and colour to make guests feel at home. With free WiFi*, Première Classe customers can keep in touch with family and colleagues. Whether occupied by one, two or three people, rooms are single-price and closely adapted to guests’ needs.

Première Classe offers buffet breakfasts with a varied range of quality products.



Première Classe key figures

| | |
|-----------|--------|
| Founded | 1989 |
| Hotels | 230 |
| Rooms | 16,506 |
| Countries | 4 |

* In hotels with this service



Campanile

Kyriad

Kyriad
PRESTIGE

TULIP INN

GOLDEN TULIP

ROYAL TULIP
LUXURY HOTELS

Campanile

HOTEL RESTAURANT

“THAT CHANGES EVERYTHING”

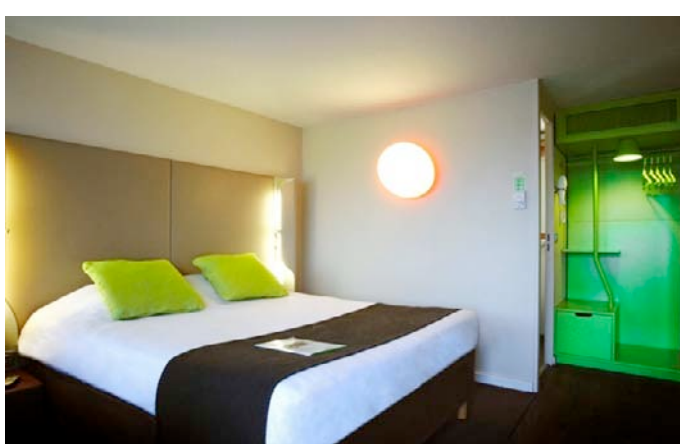
Campanile evolves and adapts to individual desires and wishes, for constantly enhanced comfort and relaxation.

To keep pace with shifting customer expectations, Campanile maintains a progressive renovation programme for its hotels and restaurants in France and the rest of Europe, to bring enhanced modernity, design and comfort.

In new-generation Campanile establishments, every last detail is carefully thought out for guests' well-being. Top designer Patrick Jouin has seen to everything, including rooms, restaurants and lounge bars.

Rooms are more comfortable than ever, with premium bedding and duvet, quality materials, flat-screen LCD television and free WiFi. Campanile restaurants offer a warm, friendly, modern setting for customers to enjoy nature-inspired à la carte and seasonal buffet options developed by master chef Pierre Gagnaire.

With its quality facilities and services, Campanile hotels also provide an ideal venue for business events such as seminars, training courses and meetings.



Campanile key figures

| | |
|-----------|--------|
| Founded | 1976 |
| Hotels | 387 |
| Rooms | 24,861 |
| Countries | 9 |



Campanile

Kyriad

Kyriad
PRESTIGE

TULIP INN

GOLDEN TULIP

ROYAL TULIP
LUXURY HOTELS

Kyriad
HOTEL

MORE COMFORT,
LESS
CONFORMITY.

Since they first appeared in 2000 and 2003 respectively, Kyriad and Kyriad Prestige have fulfilled the ambitious promise of balancing the consistency of a quality chain against the unique personality of an independent hotel.

The 221 two- and three-star hotels under the Kyriad and Kyriad Prestige banners combine the appeal of an independent hotel with the comfort standards of a major chain, to offer guests a fresh hotel accommodation experience.

Each Kyriad hotel cultivates its difference, whether it is cosy, design, regional or thematic, though all offer a full range of equipment, with premium bedding and duvet, flat screen TV (including pay channels), free WiFi throughout the establishment, hair dryers, a selection of care products and a welcome tray.

Kyriad Prestige establishments go a step further in comfort, elegance, facilities and services.



Kyriad et Kyriad Prestige key figures

| | |
|-----------|---------------|
| Founded | 2000 and 2003 |
| Hotels | 221 |
| Rooms | 13 088 |
| Countries | 1 |



Campanile

Kyriad

Kyriad
PRESTIGE

TULIP INN

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LUXURY HOTELS



TULIP INN



Tulip Inn hotels, eminently comfortable and practical, first appeared in 1993, and today are in 16 countries around the world.

Inspiration and simplicity.

Tulip Inn hotels and suites, in the three-star category, offer quality accommodation, accessibility, comfortable rooms and friendly personnel.

Comfort. Customer attention. Value.

The establishments are located in city centres or business districts, and place a strong emphasis on simplicity, warmth, comfort, practicality and a relaxing environment, to make quality accommodation an affordable option.



Tulip Inn key figures

| | |
|-----------|-------|
| Founded | 1993 |
| Hotels | 61 |
| Rooms | 5,987 |
| Countries | 16 |



Campanile

Kyriad

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GOLDEN TULIP

Golden Tulip hotels first appeared in Holland in 1962, and today are in 31 countries worldwide, offering local appeal plus upmarket comfort.

Every stay a fresh source of inspiration.

Four-star Golden Tulip establishments include hotels with upmarket services, suites for longer stays, resort sites and seminar centres with cutting-edge equipment. Full-service facilities address business and leisure customers looking for a memorable stay with international accommodation standards.

Excellence. Authenticity. Comfort.

Over the decades, Golden Tulip has developed a network of 118 hotels, suites and resorts in 31 countries. Each establishment embodies the strong hospitality ethic dear to Golden Tulip, offering exceptional accommodation quality in a unique setting.



Golden Tulip key figures

| | |
|-----------|--------|
| Founded | 1962 |
| Hotels | 118 |
| Rooms | 16,509 |
| Countries | 31 |



Campanile

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ROYAL TULIP

LUXURY HOTELS

Royal Tulip hotels first appeared in 2006, as five-star establishments offering full service luxury accommodation.

Exceptional inspiration

Royal Tulip luxury hotels are five-star establishments in exceptional locations, offering elegant, luxurious, ultramodern equipment and appointments, personal service and outstanding comfort.

Exception. Perfection. Elegance.

Guests at a Royal Tulip luxury hotel enjoy the unforgettably inspiring experience of discovery and personal fulfillment.



Royal Tulip key figures

| | |
|-----------|-------|
| Founded | 2006 |
| Hotels | 5 |
| Rooms | 1,279 |
| Countries | 4 |



Campanile

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ROYAL TULIP
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