

Louvre Hotels Group energises its hiring policy

- **A listing on iPhone's innovative "Job Around Me" application**
- **1,400 hires expected in 2012**

Paris, 3 October 2011 - Louvre Hotels Group, qui prévoit de recruter 1400 personnes au total en 2012, mise sur les nouvelles technologies pour soutenir sa politique active de recrutement. Ainsi, le Groupe vient de se faire référencer sur l'application iPhone « **Job Around Me** » lancée en septembre 2011.



As it plans to hire 1,400 people in all in 2012, the Group is betting on new technology to support its active recruitment policy. Accordingly, Louvre Hotels Group has just been listed on iPhone's "**Job Around Me**" application, which was launched in September 2011.

The "Job Around Me" application was launched by Smart&Geek, an agency specialised in supporting businesses in developing their brand exposure on social networks and smartphones. It allows its users to identify job offers listed in their area and to send their CV in 3 clicks. Via a multi-criteria search, applicants are directly warned of any nearby opportunities and may thus apply immediately, according to their travels.

Human Resources Director Vincent Coubard says: *"By using this approach, the Group and the hundreds of vacant positions it needs to promote can enjoy increased exposure to attract talent into the Group. In addition, since the "Job Around Me" application is free, it is open to the greatest number of people. We are thus confirming our determination to constantly adapt to the needs of applicants who wish to have ongoing access to information for improved responsiveness."*

With 12,000 employees at this time, the Group expects to increase its hiring by over 25% in 2012, with an objective to hire 1,400 people in permanent positions. Those mostly concern Hotel Manager and Deputy Manager positions for the network, both in Paris and throughout France. The group also wants to promote about a hundred internships and to enrol 110 young people in sandwich courses throughout 2012.

About Louvre Hotels Group

Following their respective purchase by Starwood Capital in 2005 and 2009, the alliance between Louvre Hôtels and Golden Tulip became Louvre Hotels Group in April 2011, making it a leader in the global hospitality market with more than 1,000 hotels in 40 countries ranging from 1 to 5 stars. The Group, established in 1976, now counts 6 brands: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip Luxury Hotels.

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