

Louvre Hotels Group looking at growth in Andorra

by signing three franchise contracts with the Daguisa Group

Paris, February 2nd, 2015 – Louvre Hotels Group has announced that it has signed three franchise contracts with a new investor, the Daguisa Group. The partnership which both groups have entered into calls for turning three Daguisa hotels into a Golden Tulip, a Tulip Inn and a Kyriad hotel.

This partnership enables Louvre Hotels Group to get established in a new country

With this partnership, Louvre Hotels Group takes root in its 47th country, even becoming the leading hotel in this new market in terms of available rooms.

The agreement asserts the Group's expansion strategy: to strike alliances with local players so as to better understand the targeted market, taking advantage of local teams' know-how and expertise, and adapting Louvre Hotels Group brand concepts to the country's customs.

On Tuesday January 20th, Louvre Hotels Group Chairman Pierre-Frédéric Roulot, accompanied by France Development Director Christophe Novellon, Golden Tulip Director Emmanuel Ollier and Franchise Europe representatives, went to Andorra to meet with the investors and tour the show guest rooms already completed in those hotels. The trip was also a chance to discuss growth opportunities in Andorra with the investors and the opening of additional hotels.

During the visit, Pierre-Frédéric Roulot also met with Antoni Marti Petit, Prime Minister of Andorra, and Francesc Camp Torres, Andorran Minister of Tourism, for a conversation about the Principality's economic and tourism development, and the way in which to attract French customers for long stays.

Andorra's national economy mainly rests upon two kinds of tourism: green tourism and winter sports tourism that attracts many customers. Accordingly, this is a market where the Group wishes to go on growing in the coming years.

In addition, the partnership signed with the Daguisa Group also involves the determination of Louvre Hotels Group to develop the Golden Tulip brand, as it has done in France where the brand opened 6 properties in 2014.

Thanks to this partnership, the Daguisa Group will be able to benefit from the reputation of Louvre Hotels Group brands and from its distribution clout. For its part, Louvre Hotels Group will get the help of a Group that enjoys historical credibility and wide recognition throughout Andorra.



Francesc Camp Torres – Minister of Tourism,
Pierre-Frédéric Roulot – Chairman, Louvre
Hotels Group, Antoni Martí Petit – Prime
Minister, Christophe Novellon – Development
Director, Louvre Hotels Group

Three hotels under the brand in 2015

Those three hotels are ideally located in the centre of Andorra and will open under franchise following major renovation works:

- The Hotel Comtes d'Urgell becomes Kyriad (170 rooms) – Opened 1968. It is a genuine institution in the Principality.
- The Hotel Delphos becomes Tulip Inn (180 rooms) – Opened 1981. This is one of the leading 4-star venues in the country.
- The Hotel Fenix becomes Golden Tulip (120 rooms) - Opened 2003.

About Louvre Hotels Group: Founded in 1976 and owned since 2005 by Starwood Capital Group, Louvre Hotels Group is a Groupe du Louvre subsidiary headed by Pierre-Frédéric Roulot. In 2009 and via Starwood Capital group, Louvre Hôtels acquired Golden Tulip Hospitality Group.

With that operation, Louvre Hotels Group (Louvre Hôtels & Golden Tulip) established a position as a major player in the worldwide hotel industry with over 1,100 hotels, representing a total capacity in excess of 91,000 rooms in 47 countries.

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