

## LOUVRE HOTELS GROUP CONTINUES TO DEVELOP HIGH-END AFFILIATION : HÔTELS & PRÉFÉRENCE ACQUIRES « TEMPTINGPLACES », A COLLECTION OF EXCEPTIONNAL BOUTIQUE-HOTELS

Shortly after being purchased by Louvre Hotels Group, the Hôtels & Préférence chain has broadened its international scope with the acquisition of TemptingPlaces, a high-end boutique-hotel label present in 31 countries with 105 boutique-hotels. This investment enables the subsidiary of Louvre Hotels Group to expand and develop its international portfolio.

### *The world's best collection of boutique-hotels*

Created in 2010, the high-end TemptingPlaces label has grown to include 105 boutique-hotels in 31 countries, carefully selected for their authenticity, character and personalized services to offer exceptional and exclusive stays.

« TemptingPlaces is a pioneering brand in the fast growing boutique hotel market. Experiential, curated, and international, the brand has shaped the market offer and is distinguished by its development of services specially tailored to a new generation of hotels. I am thrilled by this next step for TemptingPlaces, this acquisition will enable great expansion thanks to the strength of a worldwide group. » explains Laurence Onfroy – Founder of TemptingPlaces

### *A strategic and effective acquisition*

By purchasing TemptingPlaces, the Hôtels & Préférence label which boasts 150 affiliated hotels in France—enhances the international scope of its portfolio by acquiring high end boutique-hotels in exceptional settings. Following this purchase, the Group has created a new brand: TemptingPlaces By Hôtels & Préférence.

« The exceptional quality of TemptingPlaces hotels and the complementarity of our two brands provide our Group with a great opportunity for international development on the 5-star segment. » asserts Yannick Gavelle Co-Founder of Hôtels & Préférence.

### *Affiliation, a part of Louvre Hotels Group strategy*

This new acquisition enables Louvre Hotels Group, owned by

Jin Jiang International, the world's 2nd largest hotel group, to continue expanding its affiliation business.

This business model enables the Group to develop quickly while offering quality hotels and service. In the past 18 months, nearly 255 additional hotels have been added to the Group's portfolio through affiliation.

« We are very pleased with this acquisition by Hôtels & Préférence. This strategic merger is a perfect fit with our global development goals while offering our clients new one-of-a-kind, high-end experiences » explains Pierre-Frédéric Roulot, CEO Louvre Hotels Group.



#### About Hôtels & Préférence

A French hotel chain boasting over 150 independent hotels worldwide, Hôtels & Préférence guarantees, above all, irreproachable service. Spa, Golf, Gourmet Cuisine or Design, its 4- and 5-star hotels are a veritable invitation to Travel.

#### Louvre Hotels GROUP

#### About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,600 hotels in 54 countries.

They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the Hôtels et Préférence Group as well as the Chinese brand, Metropolo. The group also has a distribution agreement with Lucien Barrière Group.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world's 2nd largest hotel group.

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