

## LOUVRE HOTELS GROUP PLANS TO INAUGURATE NEARLY 50 NEW HOTELS IN SAUDI ARABIA BY THE YEAR 2025



Golden Tulip Riyadh



Golden Tulip Unaizah

Despite the worldwide health crisis, Louvre Hotels Group is pursuing its international development. By 2025, the group plans to expand its portfolio in Saudi Arabia to 47 hotels, for a total of nearly 7,000 rooms, via its Campanile, Golden Tulip and Tulip Inn brands. Its goal? Establishing its leading brands at the heart of a fast-growing tourist market.

### *Development at the heart of "Vision 2030"*

In 2021, five of the group's 3- and 4-star hotels will be inaugurated at the heart of various strategic destinations in Saudi Arabia:

- **The Golden Tulip Riyadh** (94 rooms) and **The Golden Tulip Unaizah** (84 rooms) in the first quarter of 2021,
- **The Tulip Inn Dammam Corniche** (70 rooms) in the 3<sup>rd</sup> quarter,
- **The Golden Tulip Umm Al Qurah** (454 rooms) in Mecca during the 4<sup>th</sup> quarter.

The **Campanile** brand will also be part of the Louvre Hotels Group rollout, joining the first 16 hotels which are already among the most sought-after leisure, cultural and urban destinations in Saudi Arabia.

Saudi Arabia hopes to attract some **100 million visitors by 2030**. Louvre Hotels Group will be there to meet the demand for midscale and upscale hotels, a new and extremely promising market segment in this flourishing region.

### *Development that generates local employment, trained by a renowned international hospitality group*

Opening some fifty hotels by 2025, Louvre Hotels Group promotes the creation of over **3,500 local jobs in the tourism sector**. The group will integrate these new employees in its training and development cycle, providing them with a chance to be trained at "Chaud Devant!", our company Culinary University. Operating at the heart of the Rungis international market, the largest fresh produce market in the world, this new venue is the ideal environment for transmitting internal savoir-faire, the passion for good products and conviviality, an integral part of the group's DNA.



*"Saudi Arabia represents a strategic market for our global development, due in great part to its focus on tourism and the extraordinary choice of destinations it offers. Launching Campanile, our midscale brand, in this region is a point of pride for us because we want to inaugurate an innovative yet affordable offer, able to satisfy local customers and international tourists alike"*

**Pierre-Frédéric Roulot, CEO Louvre Hotels Group**

**About Louvre Hotels Group**

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 1,500 hotels in 54 countries.

They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn and Première Classe; 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 Barrière Group.

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

Press Contact We agency

Constance Billiet

+33 1 44 37 22 11 - +33 6 73 29 35 80

[constance.billiet@we-agency.fr](mailto:constance.billiet@we-agency.fr)

Press Contact Louvre Hotels Group Marie Nonell

[mnonell@louvre-hotels.com](mailto:mnonell@louvre-hotels.com)