



Louvre Hotels Group designs the hospitality of tomorrow by opening its first SmartHotel

In a few weeks' time, the fifth largest hotel group in the world will be opening a new kind of hotel, subtly integrating new technologies into a customer path that has been entirely rethought. The establishment will see the light of day in the heart of Shanghai.

Louvre Hotels group is convinced; the hotels of tomorrow should be connected, ecological, safe and a source of well-being by promoting human interaction and experience. A SmartHotel is a place where new technologies are placed at the service of exchange, reinforcing the availability of equipment and promoting interaction with other travellers.

The Jing An Shanghai Campanile hotel has been selected to incarnate the group's first SmartHotel prototype. The Campanile brand boasts all the advantages to favour this new, open, technological and ecological positioning.

A NEW KIND OF HOSPITALITY

From the outside garden to the lounge via the terrace and the restaurant, technology is suggested gently, almost invisibly, to meet each customer's needs by promoting human interaction.

Right from arrival, customers can enjoy an automated check-in office, a key on their mobile phone, and even a welcome robot, from which they can get in touch with hotel personnel whenever they wish.

At the restaurant, technology consists of a simple QR code which the customer scans to place an order, and pay or share the bill. If they so desire, they can also customize their cappuccino thanks to a foam printer which reproduces the image or design of their choice.

In order to promote creativity and favour exchange, the establishment is designed around an open auditorium in the lobby with a gigantic interactive screen. In this space customers can work together and also enjoy evening films or communal videogames. The experience continues when customers get in the lift; it works by recognizing their face and so access to the floors is totally secure.

Once in their room, nothing is left to chance in this made-to-measure experience. The new personal assistant is a robot that takes care of all their needs and arrangements in the room, the brightness of the lights on video and audio devices, and the quality of the air thanks to purifying technology.

PRESS RELEASE - SEPTEMBER 2018

TECHNOLOGY IS ALSO AT THE SERVICE OF HOTEL PERSONNEL

The Smart-Hotel is conceived to make the customer experience more fluid, and also that of the hotel personnel. The welcome, management and maintenance teams all enjoy a global application to centralize everything they do. A light bulb needs changing, a room has been cleaned, a meal prepared – everything shows up on the same application to make communication that much simpler and tasks so much more fluid.

A "SMART" CERTIFICATION THAT IS ADAPTABLE TO ALL THE GROUP BRANDS

Louvre Hotels Group has always strived to make its innovations available to all its customers, and so all the group's brands, from the economic to the upscale, can aspire to becoming SmartHotels and integrate soft technology into their customer path.

After this test phase at the Jing An Campanile, the group's ambition is to set up an ecosystem of smart hotels all over the world.



"We are very proud of the SmartHotel certification, the first project from our Innovation Center to be applied in Shanghai. In a few weeks we will be starting the test phase at the Jing An Campanile right in the heart of Shanghai, and then we plan to develop this new technological and human approach in the whole world with all our brands". Françoise Houdebine, Vice-President of Marketing at the Louvre Hotels Group.

FRANÇOISE HOUDEBINE, VP MARKETING LOUVRE HOTELS GROUP

CAMPANILE JING AN

Address No. 245 Wulumuqi Road,
Jing An District, SHANGHAI

Email shanghai.jingan@campanilechina.com

Transports

Bus 71 - Huashan Road
Metro line 2 : Jing An Temple

Hotel floor area 6939m²

Number of floors : 6

Rooms: 180

ABOUT LOUVRE HOTELS GROUP

The Louvre Hotels Group is a major player in the worldwide hospitality sector. Its portfolio currently consists of 2,650 hotels in 53 different countries. The hotel range goes from 1 to 5 stars and boasts the historical Louvre Group brands: Première Classe, Tulip Inn, Kyriad, Campanile, Golden Tulip and Royal Tulip; the 5 brands in the Sarovar network in India, the Hotels and Preference group and the Chinese brand Metropolito. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the fourth largest hospitality group in the world.

