



Tulip Residences Joinville-le-Pont, France. Scheduled opening: March 2021.

Louvre Hotels Group enters the extended stay hotel market with Tulip Residences

The health crisis has upset consumers' expectations in terms of long-term stays. This is why Louvre Hotels Group is developing in the apart-hotel market with Tulip Residences. Thanks to this new brand, the group brings its customers and investors an ever more diversified offer. The Group's first two residential hotels will open their doors this summer in Joinville-le-Pont in France and Warsaw in Poland.

Tulip Residences, a hybrid concept, a new experience: welcoming, inspiring, relaxing

Tulip Residences is a hybrid experience built on the themes of coliving, coworking and well-being. Each residential hotel will include:



Studio or two-room apartments, designed for extended stays: spacious, furnished with upscale bedding, an equipped kitchenette, high speed internet access and a wide-screen HD TV.



Coworking areas allow guests to work in a stimulating environment designed to spur creativity.



A Tulip Café serving light meals and snacks featuring local and organic products, open 7 days a week from 6.30 a.m. until 11 p.m.



A well-being area, including a 40 to 60m² yoga room, a fitness room and a Vital Dome® infratherapy device, ideal for stress prevention, eliminating toxins and inducing relaxation.

These areas were designed in partnership with the Tremend Design firm and the designer, Magdalena Federowicz Boule, to provide a relaxing urban stay where clients can unplug and unwind. The hotels target a business clientele on extended stays, as well as leisure travellers such as families, groups of friends or seniors.

Louvre Hotels Group pursues its diversification strategy

By launching Tulip Residences its 3-star residential lifestyle hotel concept, Louvre Hotels Group continues to expand its portfolio and gains a foothold in a new high-potential segment. The Group offers its clients and investors a complement to its traditional hotel brands, positioning itself as an urban haven for extended stay travellers. The brand will be marketed with a 4-star "Collection" label.

2 upcoming openings, 30 planned over the next 5 years

In March 2021, the Group will inaugurate its first subsidiary residential hotel with nearly 100 rooms in Joinville-le-Pont, a sort of "laboratory" where it will test its latest innovations. It will then open its first franchised residential hotel at the heart of Warsaw in Poland in May 2021.

Louvre Hotels Group plans to open some 30 Tulip Residences over the next 5 years across Europe, mainly in city centres and near major transport hubs. As requested by its shareholder Jin Jiang, eager to invest in long-stay residences, Louvre Hotels Group will adapt this concept in China. Indeed, the opening pilot hotel is scheduled for the end of 2021 with the ambition of signing 25 new establishments by 2022 in the largest Chinese metropolises.

Guaranteed return on investment

Louvre Hotels Group offers personalized support to meet investor needs and requirements, targeting profitability and innovation. Tulip Residences offer many advantages: attracting a wide range of extended stay clients while generating operating margins that ensure excellent return on investment. Its all-in-one concept also enables to maximize add-on offers and generate significant additional revenue. Plus, the product is adapted to both a business and leisure clientele for stays of one night or several weeks.



STUDIO
From 21 to 26m², it can host up to 2 adults and 2 children.



2 ROOMS
From 35 to 55m², it can host up to 2 adults and 2 children or 3 adults.

An innovative intrapreneurial project at Louvre Hotels Group

To tap the full potential of this market segment, Louvre Hotels Group is banking on intrapreneurship, a method that generates out-of-box thinking by tapping new sources of development ideas, as well as on Louvre Hotels Group's clout in the fields of distribution, revenue management, marketing, communication, purchasing, technical solutions, etc. The Group entrusted this project to intrapreneur Cyril Vaussard, cofounder of the Hôtels & Préférence chain, previously director and later regional director for a residential hotel brand.

"Tulip Residences meets the needs of travellers who book extended hotel stays and want the comfort of a hotel as well as stimulating, functional common areas for both business and personal use."

Cyril Vaussard, General Manager Tulip Residences

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Louvre Hotels GROUP

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes more than 1,500 hotels in 54 countries.

It has a full hotel offering, spanning 1 star to 5 stars, with the Louvre Hotels Group's historic 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 French Group Hôtels & Préférence and Chinese brand Metropolo. The group also has a distribution agreement with the Barrière Group.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2th hospitality group in the world.

About Tulip Residences

Tulip Residences is the new extended stay residential hotel concept of Louvre Hotels Group. Coliving and coworking areas created by design professionals provide guests with a modern and welcoming urban haven.

TULIP residences