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First-half 2012 performance: Louvre Hotels Group confirms the pace of its international expansion and brand repositioning in France.
Louvre Hotels Group, a key player in the global hotel market, pursued its offensive development strategy in the first half of 2012 with the opening of 39 new hotels in France and abroad since January (representing an additional 5,200 rooms).
The number of new hotels has increased constantly, twice as much as the year-earlier period.
The Group should exceed its initial expansion target of 76 new hotels in 2012 (7,416 rooms), including 51 outside of France. The emerging countries are a key growth engine and the Golden Tulip brand spearheads the Group’s international expansion.

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**Consultez la source sur Veille info tourisme:** Louvre Hotel Group résultats du 1er semestre 2012