



**Magiczny
Kraków**

Campanile PRIME Debuts in Kraków

2026-09-30

Louvre Hotels Group has unveiled Campanile PRIME in Kraków, introducing a new version of one of its most recognizable hotel brands. The event, held at Campanile PRIME Kraków Old Town, provided an opportunity to present the concept's standards, amenities, and development plans in Poland.

Modernizing the Campanile Brand

The Campanile brand was established in France fifty years ago as a network of roadside hotels. Today, it operates 410 properties in 14 countries, offering more than 32,000 rooms. As part of its global growth strategy, Louvre Hotels Group is implementing a modernization program aimed at renovating 80% of its hotel portfolio by 2028.

One result of this strategy is Campanile PRIME, a refreshed version of the brand designed primarily for travelers visiting major cities. The concept features updated interior design, new technological solutions, and a range of services intended to enhance guest comfort.

In Poland, the Tourism Council, promoting sustainable operations within the hospitality sector.

More Than Accommodation

The Campanile PRIME offering includes buffet breakfasts and, in selected locations, bistros serving local and seasonal specialties. Guests looking for a quick bite can make use of dedicated snack bar areas.

The hotels are also expanding their meetings and events segment by providing conference facilities and catering services. In addition, the properties are pet friendly. Through the Pets Friendly program, guests travelling with pets receive a welcome package and access to dedicated amenities.

Each hotel incorporates local elements that reflect the identity of its city and region. At the Kraków property, these include décor inspired by the city's architecture and major attractions.

Attention to Detail

According to the creators of Campanile PRIME, the foundation of the new standard lies in solutions that improve everyday comfort. Guests are welcomed at reception with branded sweets, while guest rooms feature renovated bathrooms equipped with modern fixtures, premium-quality towels, and ergonomic cosmetic dispensers.

The rooms also include new beds fitted with 30-centimeter mattresses, enhanced bedding, and textiles made from 100% cotton.



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Official Launch in Kraków

The culmination of the rollout was an event organized on 17 September at Campanile PRIME Kraków Old Town, located along Kraków's Planty Park and within walking distance of the Main Market Square.

The program included presentations by representatives of Louvre Hotels Group and hotel management, followed by an official ribbon-cutting ceremony. Participants were then invited to tour guest rooms, public spaces, and the conference facilities.

As emphasized by François Delattre, Vice President International Operations Europe at Louvre Hotels Group, Poland is currently one of the company's most important markets in Central and Eastern Europe, and the development of Campanile PRIME marks a new chapter in the brand's regional presence.

Tomasz Krekora, General Manager of Campanile PRIME Kraków Old Town, highlighted Kraków's growing appeal as both a tourist and business destination. In his view, the new standard will allow the hotel to better meet the expectations of guests seeking a high level of comfort within the midscale hotel segment.

About Louvre Hotels Group

Louvre Hotels Group manages a portfolio of approximately 1,750 hotels in 70 countries. Its brands include Première Classe, Kyriad, Tulip Inn, Golden Tulip, Royal Tulip, Campanile, and Hôtels & Préférence. The company is part of Jin Jiang International Holdings Co., Ltd., one of the largest hotel groups in the world.

About Campanile

Campanile is a midscale hotel brand belonging to Louvre Hotels Group. Since 1976, it has developed a network of properties offering comfortable accommodation, a welcoming atmosphere, and services tailored to both leisure and business travelers. Today, the brand comprises 410 hotels, operating primarily across Europe and China.