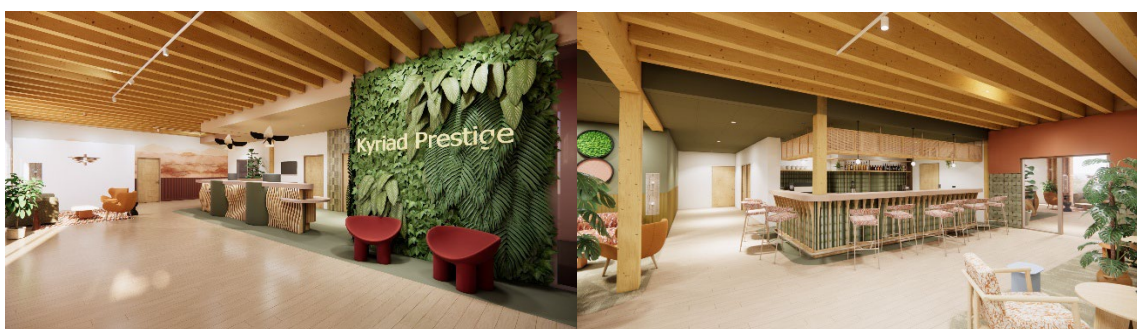


Premium experience and low carbon footprint: the 4* Kyriad Prestige Pierrelatte hotel will open in February 2026

With an investment of €7 million, the Kyriad Prestige Pierrelatte is set to become one of the very first hotels of its kind: a high-end establishment designed to combine comfort, technological innovation and low-carbon construction. Located on a historic site, completely renovated and co-financed by the European Union and the Auvergne-Rhône-Alpes Region, this project is a perfect example of the new generation of sustainable hotels. The opening is scheduled for February 2026.



A low-carbon building at the heart of a century-old heritage site

Designed from the outset to minimise its environmental footprint, the Kyriad Prestige Pierrelatte combines a wooden frame with 100% recycled plasterboard. The sub-floor materials come directly from the site, avoiding any unnecessary transport. The goal: to obtain the BBCA -Low Carbon Building- label.

Formerly an industrial site, now transformed into a fully enclosed 22,000 m² property, the estate preserves its unique heritage: century-old stone walls, a water tower, an old windmill on a tower once used for pumping water, and its original ponds. The architecture thus combines heritage with contemporary lines.

The secure 2,300 m² car park, which can accommodate 84 vehicles, will be equipped with photovoltaic shade structures. Four charging stations for electric vehicles will complete the facilities, affirming the project's ecological commitment.

A lodging setting designed for comfort

The hotel will offer 32 rooms and 23 independent lodges, all with a surface area of 21.4 m² with a 4 m² terrace or balcony, including 2 rooms and 1 lodge adapted for people with reduced mobility. The total built area is 2,452 m², divided between a ground floor of 1,400 m², a first

Kyriad

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floor of 560 m² and lodges scattered throughout the grounds for an immersive experience in the heart of nature.



Each accommodation will have separate toilets, free Wi-Fi and modern facilities. Guests will also be able to enjoy a bar, a cosy lounge, a dining room with an 80 m² outdoor terrace, and snacks available 24/7, in addition to a 4-star breakfast made with fresh, local produce.



Kyriad

PRESTIGE

To meet both leisure and business needs, the hotel will offer a 45 m² gym and 57 m² changing rooms. An 80 m² seminar room with direct access to a 115 m² rooftop terrace will also be available.

A strong regional presence and strategic location

From Mondragon to Portes-Lès-Valence, the work was entrusted to companies located nearby, thereby strengthening the project's regional economic impact: ARTAUD Maçonnerie, SECOBOIS (structural timberwork), REBOUL-COTTE (HVAC and electrical work) and MATHIEU Peintures.

The hotel also aims to develop partnerships with local producers to promote the region's rich gastronomic heritage.

Located 100 metres from the D59 departmental road, 2.2 km from the train station and close to the A7 motorway (Montélimar and Bollène exits), the Kyriad Prestige Pierrelatte offers direct access to major attractions such as the Crocodile Farm and Lake Pignedoré.

'With its eco-friendly design, high-end comfort and commitment to the region, the Kyriad Prestige Pierrelatte, scheduled to open in February 2026, will set a new standard in French hospitality, combining customer experience, innovation and respect for the environment,' says Jérôme Gutierrez, owner of the establishment.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes over 1,750 hotels in 70 countries. It has a full hotel offering, spanning 1 star to 5 stars, with the brands: Première Classe, Hoshō, Kyriad, Campanile, TULIP Hotels & Residences, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the French Group Hôtels & Préférence and the brand TemptingPlaces.

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

About Kyriad

With a network of about 500 3-star hotels, Kyriad is a midscale brand of the Louvre Hotels Group present in France, China, and Southeast Asia. It places discovery at the heart of the customer experience. Each hotel is unique and reflects the personality of the hotelier while making the promise of the perfect balance between comfort, accessibility, and local charm.

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