

## Kyriad ECO Lorient Lanester: the new hotel redefining the hospitality industry just outside Lorient

Taken over on July 1, 2025, by SAS Ancel Groupe, the former B&B hotel in Lorient Lanester has been rebranded as Kyriad ECO Lorient-Lanester. Since the acquisition, Ancel Groupe has upgraded the comfort of all 62 rooms - with fully renewed bedding and linens, 32-inch smart TVs (Canal+, Chromecast, and Netflix), as well as redesigned outdoor spaces - in collaboration with local Breton companies.

The property is among the first hotels in France to adopt the new Kyriad ECO label, part of the Kyriad family, which offers a comprehensive and well-structured range designed to meet all travelers' needs:

- Kyriad ECO the new 2\* budget label, with a target of 50 hotels by year-end
- Kyriad, the original leading 3\* brand
- Kyriad PRESTIGE, positioned in the 4\* segment.

In Lorient Lanester, this promise takes shape through an accessible, contemporary and welcoming hotel thoughtfully designed to delivering the essentials without ever compromising on comfort or the pleasure of discovery.



### Kyriad ECO, a new addition to the Kyriad family

With Kyriad ECO, the Kyriad family is expanding its brand portfolio with a concept dedicated to affordable and accessible hospitality, alongside Kyriad and Kyriad PRESTIGE. This new

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brand carries a clear ambition: to reinvent accessibility in the hotel industry, with functional yet comfortable rooms, a design that breaks away from traditional budget hotel codes, and standards that go beyond expectations for the category.

Designed as an agile and easily identifiable brand, Kyriad ECO has also been developed to support smooth brand transitions, simplifying the deployment of core values while ensuring a consistently recognizable guest experience.

True to the brand's DNA, Kyriad ECO places comfort and discovery at the heart of the guest journey. At Kyriad, a hotel is not just a stopover but a starting point towards the destination, the unexpected, and those local experiences that enrich the journey. In Lorient Lanester, this vision takes shape of a 62-room hotel, including 29 single rooms, 12 twin rooms, 3 rooms for guests with reduced mobility, and 18 family rooms, designed to welcome business travelers, families, and passing guests alike.

## Comfort at the heart of the Kyriad ECO experience

The transition to the Kyriad ECO label was accompanied by a series of upgrades designed to integrate brand's standards and further enhance guest comfort. The hotel now benefits from a clearer identity, fully aligned with the Kyriad ecosystem.

Key improvements include the rollout of a new visual identity, the installation of a new fiber-optic internet and upgraded Wi-Fi, and the addition of a 24-hour access kiosk. A pergola has also been added, allowing customers to enjoy an outdoor space, particularly at breakfast time.

In the rooms, comfort has been elevated through the complete renewal of bedding and the replacement of all televisions with 32-inch smart TVs offering Canal+, Chromecast, and Netflix. The air-conditioned rooms have been designed to deliver a stay that fully reflects the Kyriad ECO promise.



## A great starting point for exploring Lorient and its surroundings

With direct access to Route 165, just 10 minutes from downtown Lorient and the train station, Kyriad ECO Lorient Lanester is ideally located for exploring the region. The hotel offers quick access to several key points of interest, including the Exhibition Center, the

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Espace Tabarly dedicated to ocean racing, downtown Lorient, as well as a nearby shopping and dining area within walking distance.

The hotel also embraces strong local ties, in line with the brand's philosophy. Guests can enjoy a breakfast featuring local products, a small green area, a well-lit and secure car park, and 24-hour access. Two partnerships have also been established with nearby restaurants, La Tanière and Le Zampa, extending the guest experience through local connections. With a team of five staff members, Kyriad ECO Lorient Lanester offers simple, attentive, and warm hospitality to all those wishing to stay on the outskirts of Lorient in a comfortable and well-designed setting.

## **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 brands Unique Boutique Hotels and TemptingPlaces Collection.*

*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 over 580 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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Kyriad



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