

Valence : TULIP Hotels & Residences launches one of its first properties in France

A hybrid approach to urban comfort by Louvre Hotels Group

As one of the brand's inaugural openings in France, TULIP Hotels & Residences - Valence Sud Guilhaierand-Granges debuts a new destination that seamlessly fuses hospitality and lifestyle. Conceived as a hybrid living concept merging the worlds of home, and office, the property perfectly embodies the brand's DNA : a balance between business and leisure, featuring elegant rooms and apartments alongside spaces designed for modern lifestyles.



TULIP Hotels & Residences, a new vision of urban comfort

Just a stone's throw from Valence, in Guilhaierand-Granges, Louvre Hotels Group brings TULIP Hotels & Residences to life, championing a hybrid approach to comfort. **Bridging the gap between hotel and residential living**, the TULIP Hotels & Residences brand caters to those seeking far more than just accommodation: a venue designed equally for a single-night stay or a month-long residency, where guests can connect or simply enjoy an inspiring setting.

By bringing together spacious, **fully equipped apartments, versatile open spaces accessible throughout the day, and environments tailored for both relaxation and productivity under one roof**, TULIP Hotels & Residences delivers a **more flexible vision** that aligns perfectly with modern lifestyles.



« The opening of this new TULIP Hotels & Residences property in Guilhaumand-Granges marks a significant milestone in the expansion of the TULIP portfolio. Alongside Golden Tulip and Royal Tulip, this new brand enhances our offering with a concept designed to meet the demand for greater flexibility, hybrid living, and contemporary urban lifestyles. We are also delighted to bring this project to fruition alongside our franchise partner, Mattera Groupe. We share a common ambition and a commitment to firmly embedding this concept within the local community over the long term, » says Krystel Blondeau, France General Director at Louvre Hotels Group.

Just minutes from Valence, a destination combining comfort, style, and functionality

Designed by the architecture firm AA GROUP, the TULIP Hotels & Residences - Valence Sud Guilhaumand-Granges officially opened its doors on **March 30, 2026**. Following a construction phase from July 2024 to December 2025 and a final fit-out in the first quarter of 2026, the newly built property features **85 studios and apartments**. These accommodations are designed to host between 2 and 6 guests, catering equally to business travel, family getaways, and extended stays.

All accommodations are equipped with Louvre Hotels Group's latest comfort standards, featuring premium bedding, plush pillows, and 100% cotton duvet covers.

To bring this service offering to life, a launch that has generated thirteen new jobs, the property emphasizes expansive open-plan spaces. The studios and apartments feature high-speed **Wi-Fi and smart TVs** within a modern, functional, and meticulously designed setting. The communal areas extend this brand promise, offering a relaxed atmosphere where comfort and style naturally converge.



The TULIP Hotels & Residences Valence Sud – Guilhaumand-Granges also features a **flexible meeting room designed to accommodate 12 to 30 people**, seamlessly combining productivity and relaxation within connected spaces tailored to modern business needs. To further enhance the guest experience, the property offers a comprehensive range of premium amenities and services, **including a 1,500-square-meter garden, a fitness center, and a guest laundry facility**. The hotel parking lot is fully accessible for individuals with reduced mobility, equipped **with electric vehicle (EV) charging stations**, and includes a secure bicycle storage room.

Strategically located just a 5-minute drive from the A7 motorway, 10 minutes from the Valence-Ville train station and city center, and 18 minutes from the Valence TGV high-speed





rail station, this new property boasts exceptional connectivity. Furthermore, **its prime location along the ViaRhôna** cycling route caters perfectly to the growing cycle tourism market, serving as an ideal base for exploring the region's premier attractions, including the Château de Crussol, the Rhône Valley vineyards, Parc Jouvet, and the Cité du Chocolat Valrhona.

TULIP Café, coworking and community life: a vibrant hub for any time of day

At the heart of the guest experience, the **TULIP Café** perfectly embodies the brand's ethos. It is designed to cater to various dayparts with a curated selection of beverages, light bites, buffet breakfasts, a bar, and an all-day dining restaurant, firmly establishing itself as a lively welcoming venue from morning to night.

Surrounding the TULIP Café, the open-plan communal areas have been engineered to facilitate **multi-functional use without physical barriers**. Guests and locals alike can settle in for a coffee, work for a few hours, host a meeting, or catch up with friends in an environment that is both open and inspiring. Seamlessly accessible to the local neighborhood, the property extends its role as a social hub, where **hospitality, dining, and coworking** naturally coexist.

With this new location in Valence, TULIP Hotels & Residences introduces a destination in its own right: a place where guests come not just to stay, but to experience a new approach to hospitality, whether for a few hours, a weekend, or an extended period.

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, Hoshô, 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 TULIP Hotels & Residences

Newly launched by Louvre Hotels Group, TULIP Hotels & Residences is the perfect balance of business and pleasure.

Imagine a place that is both a hotel, a home, and a workspace - the ideal spot for increasingly nomadic lifestyles. For short or long stays, TULIP Hotels & Residences redefines the hospitality offering through elegant rooms and hybrid spaces that seamlessly transition from work to leisure. A casual style and functional design combined with a keen focus on comfort create spaces where every guest always feels at home. The TULIP Café, warm and inviting, becomes your living room - a place to meet, work, and connect with locals and fellow travelers.

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