

The Kyriad Royan Plage reopens its doors after a nine-month renovation: a new seaside destination inspired by Royan's Art Deco heritage.

Following nine months of extensive works, the Kyriad Royan Plage unveils a completely redesigned three-star destination facing the Atlantic Ocean. Open since May 22, 2026, the property underwent a full-scale renovation launched in September 2025 by its owners, Magalie and Stéphane Le Cardinal, who spearheaded this major transformation.

This project is fully aligned with Louvre Hotels Group's comprehensive modernization plan for its hotel portfolio, which aims to boost the attractiveness of its properties across France and Europe. It exemplifies the transformation momentum driven by the Group to evolve its network toward more modern, differentiating hotels deeply anchored in their local territories.



A new, contemporary interpretation of Royan's seaside spirit

Completely redesigned from the reception area to the guest rooms, the Kyriad Royan Plage now offers a renewed experience inspired by the city's architectural and cultural identity. The project, entrusted to the ABP La Rochelle agency, draws inspiration from Royan's core DNA: clean graphic lines, modernist and Art Deco influences, light-filled spaces, and a seaside elegance inherited from the 1950s. Together, these elements create a unique and contemporary atmosphere, **envisioned as a true coastal getaway** where the hotel serves as the perfect starting point for the stay.

Kyriad

The signature Kyriad comfort, overlooking the ocean

The property features **33 fully renovated rooms**, tailored to all types of stays: romantic getaways, family weekends, holiday stopovers, or business trips extended by a moment overlooking the Atlantic:

- 7 standard rooms,
- 12 standard rooms with balcony and side sea view,
- 4 twin rooms,
- 5 rooms with balcony and front sea view,
- 1 family room with front sea view,
- 3 superior rooms with balcony and front sea view,
- 1 superior room with a 20 m² terrace and front sea view,

Rooms with outdoor spaces extend the guest experience toward the ocean, while the interior layouts reflect the brand's core pillars: **comfort, unique design, and quality.**

The hotel also features Persons with Reduced Mobility accessibility and various nearby parking solutions.



"The renovation of the Kyriad Royan Plage represents an important milestone in our development within Nouvelle-Aquitaine, a key territory for Louvre Hotels Group with 80 properties. Carried out alongside the property's owners, Magalie and Stéphane Le Cardinal, this project illustrates how we support the transformation of our network with committed partners. The Kyriad Royan Plage also fully embodies the brand's DNA, particularly through a personalized decor designed in harmony with its destination to offer our guests continuously renewed experiences. With this project, we reaffirm our ambition to deliver hotels deeply rooted in their local territories, where comfort becomes the starting point of the experience."
Krystel Blondeau, President of Franchise, Marketing & Brands at Louvre Hotels Group.

A starting point to experience Royan from a new perspective

With a team of six team members, the Kyriad Royan Plage offers a personalized, community-focused welcome and an experience centered on local discovery. True to the Kyriad brand DNA, the hotel stands out as a genuine gateway to the destination, going far beyond a simple place to stay.

Kyriad

In Royan, this promise takes on a special meaning. From the hotel, guests simply need to cross the road to reach the beach. Just 100 meters away, the Royan Architecture Museum, which offers free admission, provides a deeper understanding of the city's unique aesthetic identity. For leisure travelers, travelers can set out by canoe to explore the Gironde or Seudre estuaries, visit the Côte Sauvage (*Wild Coast*), board a boat to the UNESCO World Heritage-listed Cordouan Lighthouse, or stroll through the charming streets of Mornac-sur-Seudre, an officially classified historic village.

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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