

Louvre Hotels Group opens a new HOSHO hotel in Bordeaux, delivering a next-generation urban accommodation experience

Just a stone's throw from Place de la Victoire, the newly opened HOSHO - Bordeaux Centre Victoire welcomes urban explorers to a space designed for a fresh Bordeaux experience: guests can sleep in a quiet environment, share a drink, or gather in an inner-city garden before walking to the historic center. With its shared or private rooms and social areas, the establishment meets the demands of today's travelers: delivering increased flexibility, simplicity, and comfort at an affordable price. Through this new location, Louvre Hotels Group, the second-largest hospitality group in France and Europe, strengthens its presence in the Bordeaux region with a hybrid brand blending the hostel model with traditional hospitality.

An offering tailored to the evolving habits of the urban traveler

HOSHO offers a flexible setup tailored to a diverse clientele, including solo travelers, groups of friends, and both short and extended stays. Each location features beds distributed across various shared rooms ranging from 4 to 8 beds, with private booking options available.

Positioned between a hostel and a hotel, HOSHO combines the best of both worlds: the community spirit of a shared space that encourages social interaction, alongside hotel-standard quality with a strong emphasis on comfort. Operations are designed to be simple and seamless, notably featuring:

- Digitalized check-in and check-out systems (depending on the establishment)
- Secure luggage lockers available both in-room and at the front desk
- Beds engineered to ensure privacy within shared spaces
- Female-only shared rooms (depending on the establishment)

This comprehensive offering addresses a growing demand for more adaptable accommodation formats that balance affordability with comfort. Driven by this momentum, HOSHO continues to structure its expansion, asserting clear ambitions within the French hybrid accommodation market. The brand aims to accelerate its domestic footprint, targeting a network of around ten establishments across France within the next two years. This targeted growth will focus on major metropolitan areas, city centers, and highly connected zones near main transport hubs to capture emerging urban mobility flows.

A space designed for sleeping, connecting, and setting off to explore

HOSHO - Bordeaux Centre Victoire was designed as an easy-living space, perfect for dropping off bags for a single night or settling in for a few days with friends or a group.

The establishment features 80 beds distributed across 16 rooms, with capacities ranging from 3 to 8 guests, including triple rooms and a room fully accessible to guests with reduced mobility. This flexibility allows everyone to choose their own pace, balancing community spirit with the need for privacy.



Designed to adapt throughout the day, the public areas seamlessly transition from lunch breaks to workspaces, and from quiet relaxation to social gatherings between travelers. This co-living spirit comes to life within versatile, open, and welcoming spaces, managed daily by a dedicated team of 7 staff members who assist guests throughout their stay.

This social atmosphere centers around the bar, a game room equipped with darts, and a 250 m² garden. The food and beverage selection is intentionally simple and practical, featuring breakfast, all-day snacking, and bar service. It also highlights local roots through a partnership with the Bordeaux-based brewery Azimut, whose craft beers are available on-site.

"With the opening of HOSHO - Bordeaux Centre Victoire, we are strengthening the rollout of a brand that directly addresses the evolving expectations of today's travelers. This second location in France illustrates our ambition to develop differentiating hospitality concepts that successfully combine affordability, high-quality experiences, and local integration. Bordeaux, as a vibrant, mobile, and highly attractive city, is the perfect fit for HOSHO, providing a hybrid accommodation experience that is straightforward, reassuring, and deeply integrated into the local urban fabric," says **Krystel Blondeau, France General Director at Louvre Hotels Group.**

Bordeaux at your doorstep by foot, by tram, and by desire

Housed in a 1905 building completely renovated in 2023, HOSHO - Bordeaux Centre Victoire enjoys a strategic location for exploring the city with ease. The establishment sits just 600 meters from Place de la Victoire, the starting point of Europe's longest pedestrian street, which leads directly into the historic center.

Saint-Jean train station is a 20-minute walk away, while tram lines are reachable within 5 minutes, providing seamless access to Bordeaux's various neighborhoods and surrounding towns. For travelers arriving by car, the hotel features a private parking lot, available at a rate of €20 per day.

To learn more about HOSHO - Bordeaux Centre Victoire, please visit:

www.hosho-hostels.com/bordeaux-centre-victoire

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, Hosho, 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 HOSHO

HOSHO is a budget brand of the Louvre Hotels Group. More than a hotel, more than a hostel, HOSHO is a hybrid concept between a hostel and a budget hotel, offering a peaceful atmosphere, comfort, and security.

HOSHO caters to a new generation of travelers, the "urban explorers," thanks to its accommodation options that include shared dormitories, private rooms, and double rooms. Serene and welcoming spaces are provided for relaxation and the creation of memorable group experiences or for connecting with other travelers.

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