

Louvre Hotels Group strengthens its presence in Brittany across the region's key economic and tourist hubs

- Nearly 45 hotels in the Brittany region operating under the Première Classe, Campanile, Kyriad, and Golden Tulip brands.
- More than 45% of the Brittany portfolio have already been renovated or are currently undergoing renovation as part of Louvre Hotels Group's 5-year strategic plan, including more than 50% of franchised properties. This momentum continues into 2026 with new renovations and the rollout of the Campanile NATURE, Campanile PRIME, and Kyriad ECO concepts.
- A transformation backed by a nationwide investment of over €400 million, aiming to renovate 80% of the network by 2028 and 80% of corporate-owned hotels by the end of 2026.

A strong network in Brittany, driven by nationwide modernization

With a well-structured network of both corporate-owned and franchised properties, Louvre Hotels Group maintains a strong regional footprint in Brittany across several brands:

- around 10 Campanile hotels, about one-third of which are franchised,
- 22 properties under the Kyriad ECO, Kyriad, or Kyriad PRESTIGE brands,
- 12 Première Classe hotels,
- 1 Golden Tulip property.

"Whether for business trips, leisure stays, or stopovers along Brittany's main travel corridors, our network, located in Rennes, Brest, Lorient, Quimper, Vannes, Saint-Malo, and Saint-Brieuc, enables the group to meet a wide variety of guest needs in a strategic region for Louvre Hotels Group," says **Krystel Blondeau, France General Director at Louvre Hotels Group.**

Renovations rolled out across all budget and midscale brands

In the midscale segment, several hotels are continuing their repositioning in Brittany. The Campanile NATURE hotels in Brest, Saint-Malo, and Vannes completed their renovations in early 2026 as part of the rollout of the new Campanile NATURE brand label, offering a redesigned experience that aligns with evolving guest expectations and places a stronger focus on nature.

On the franchise side, the Campanile Rennes Centre-Gare hotel is scheduled to undergo renovation soon, offering a contemporary and urban experience.

*"To date, over 45% of our hotels in Brittany have already been renovated, including more than 50% of our franchised properties. This momentum demonstrates our franchisees' strong commitment to our strategy: upgrading our portfolio, enhancing guest comfort, and strengthening the local market positioning of every single hotel," adds **Krystel Blondeau**.*

In the budget segment, several Première Classe locations have also been modernized, including Saint-Brieuc Tréguieux and Rennes Sud-Est. The latter now features a more contemporary design inspired by midscale codes, alongside enhanced comfort standards that include 3-star quality bedding and updated, highly functional spaces.

The Kyriad brand family, encompassing the new 2-star Kyriad ECO concept, the 3-star Kyriad brand, and the 4-star Kyriad PRESTIGE tier, is also part of this upgrade drive:

- The recently renovated **Kyriad Saint-Brieuc Tréguieux** and **Kyriad Vannes Centre-Ville** complement an already strong regional network anchored by flagship hotels such as the Kyriad Rennes Centre-Gare and the Kyriad PRESTIGE Saint-Malo, which features an indoor pool and spa.



Kyriad Quimper Sud

- The **Kyriad Quimper Sud** is among the locations renovated in early 2026. Taken over on January 30, 2026, the 42-room hotel underwent modernization work between February and April 2026. Carried out in partnership with Studio Jaune and DCO Concept, the project covered the reception area, lounge, games zone, bar, guest rooms, hallways, and kitchen facilities, enabling the hotel to offer local dining in collaboration with La Cantine des Chefs. Situated 10 minutes from the train station, 5 minutes from the city center, and 15 minutes from the coast, the hotel features a 43-space parking lot that will soon be equipped with electric vehicle charging stations.
- The **Kyriad Lannion** has also undergone a major transformation, with the addition of a new 20-room wing and the renovation of all existing guest rooms. The hotel now features a fully redesigned meeting space and a new, bright and welcoming restaurant. These improvements are complemented by a landscaped area at the heart of the property, creating a more pleasant and convivial setting for guests.



Kyriad ECO Lorient

- The **Kyriad ECO Lorient-Lanester** has become one of the first locations in France to adopt this new 2-star label. Designed to offer accessible, simple, and comfortable budget accommodation, it features 62 functional guest rooms, a design breaking away from traditional budget segment codes, and comfort standards exceeding category expectations. Located right off the RN165 highway, 10 minutes from downtown Lorient and the train station, it highlights a strong local identity, serving regional products for breakfast and partnering with two neighboring restaurants, La Tannière and Le Zampa.

Additional projects are scheduled by the end of 2026, including the Première Classe Brest Gouesnou Aéroport, set for renovation in the fourth quarter of 2026, and the franchised Kyriad Saint-Malo Ouest – Dinard.

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.

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