vinetur

Grand Ouest hotels raised accommodation revenue by 3% through September 2026

About a dozen openings added more than 700 rooms, with coastal and leisure properties driving the region's recovery

Friday, November 13, 2026

Hotels in western France’s Grand Ouest raised accommodation revenue by 3% through September 2026, while room supply started growing again after a weak 2025, according to an In Extenso Tourisme, Culture et Hôtellerie study cited by Bretagne Économique. For the hospitality industry, the change matters because the market accounts for nearly 8% of hotel supply in metropolitan France, and the rebound was driven mainly by coastal and leisure properties rather than by the budget segment.

According to the study, the Grand Ouest had 1,451 hotels and 50,425 rooms at the start of 2026. After a year of limited development in 2025, about a dozen new hotels opened in 2026, adding more than 700 rooms. Nearly 400 of those rooms were in Brittany. In Extenso said that, over the past decade, only 2018 posted a higher volume of new hotel openings in the region.

The study said the market also gained capacity through reopenings, renovations and extensions. Around 250 rooms returned to the market in 2026 through those projects. If hotel closures remain limited, In Extenso expects the Grand Ouest’s hotel stock to grow by 0.4% to 0.5% in 2026, after a 0.3% decline in 2025. That is a modest increase, but it marks a change in direction in a sector that had been cautious on new development.

Bretagne Économique’s report, citing the study, linked much of that recovery to leisure demand and the appeal of coastal destinations. Hotels by the sea posted a 5% increase in accommodation revenue through September 2026, mainly because of higher average room rates. In Extenso attributed that performance to repeated summer heat waves that made seaside destinations more attractive, continued demand for short stays, and renovations that allowed hotels to better match guest demand for comfort and differentiated experiences.

The gains were not evenly spread across the market. In Extenso said midscale and upscale hotels benefited most from the 2026 recovery, while entry-level properties remained under pressure. The study said that segment is still highly dependent on business travel and has been hurt by broader economic weakness, slower activity in construction, and tighter corporate travel budgets. It also pointed to aging properties in some locations and stronger competitive pressure as many local markets moved upscale.

The regional figures were accompanied by a long list of openings that illustrate how the market is changing, though those examples are separate from the broader market data. In Brittany, national chains had a strong presence, with new B&B hotels in Concarneau and Rennes-Liffré, an Ibis Budget near Pontorson, a Mercure in Quimper, and the Osmo Hôtel in Chantepie, which is affiliated with The Originals network. Bretagne Économique also reported that the Videal group opened an inclusive hotel in the Rennes area in May 2026.

In Pays de la Loire, the main additions were in Loire-Atlantique. In the Nantes area, the hybrid hotel Eklo opened near the Machines de l’Île, while Château du Portereau added to the upper-end offer in Vertou. In Clisson, the 63-room, three-star Rivella opened near the train station. In La Baule, the opening of the 101-room, four-star Cimes Bleues added to the destination’s coastal appeal. These openings support the study’s argument that investment has been concentrated in leisure-oriented and experience-led properties.

Renovation projects also played a visible role in updating the regional offer. Bretagne Économique, again citing In Extenso, highlighted the reopening of the Kyriad in Lannion, now expanded to 69 rooms, and the former Christina in La Baule, which reopened after restructuring as Amoria, Radisson Individuals. On the island of Groix, a former holiday village was converted into Domaine des Grands Sables Handwritten Collection, adding 65 lodges. In Extenso said such investments reflect a deeper shift toward leisure hotels aimed at travelers looking for more than basic accommodation.

The study found that the two main metropolitan markets, Rennes and Nantes, both posted a 2% rise in accommodation revenue through September 2026, but for different reasons. In Rennes, the increase extended the recovery that followed the pandemic period and came after cumulative growth of about 6% between 2023 and 2025. In Nantes, the same 2% gain would only partly offset a 7% decline recorded between 2023 and 2025 if it holds through the full year. In Extenso said Nantes still has solid fundamentals, but it needs fresh momentum to win back some business and leisure demand, a challenge that mirrors what other large French cities are facing.