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CANNES - OPENING OF HOTEL LEPOUSSIN

EXTENDAM, alongside its partner As-sas Hotels, announces the opening of Hotel Lepoussin, located at 1 rue Le Poussin in Cannes. This 72-room, 4-star property, formerly operated under the Citadines brand, has undergone an extensive renovation and repositioning programme designed to provide the asset with a new identity.

This operation illustrates EXTENDAM's expertise in value creation through the transformation of hospitality assets and follows several successful repositioning projects carried out on serviced residence properties.

Value-creation strategy - A new identity for a 4-Star boutique hotel

The project was based on a full transformation of the asset with the objective of repositioning it within the upscale boutique hotel segment. The property now offers 72 rooms alongside redesigned communal areas inspired by a Belle Époque atmosphere.

The former studios and apartments were entirely reconfigured : kitchens were removed and certain spaces redistributed in order to create several distinct room categories. The conversion of the attic space also enabled the optimisation of the property's overall capacity.

The communal areas were likewise fully redesigned and expanded in order to deliver an enhanced and differentiated guest experience, notably through the extension completed on the ground floor, which now incorporates the former inner courtyard beneath a large glass roof.

These spaces include a reception lobby structured around welcoming and convivial areas featuring an honesty bar and two library alcoves, as well as a winter garden flooded with natural light through the glass canopy, hosting the breakfast and buffet area within a landscaped setting. On the lower ground floor, a wellness area comprising an indoor pool, loungers, herbal tea area and fitness room completes the offering.

A prime location within an international destination

Ideally located, the property benefits from a central position providing quick access to Cannes' main points of interest, including La Croisette, the Suquet district and the Lérins Islands. The Palais des Festivals et des Congrès can be reached in less than ten minutes on foot, while the city's main train station is located in the immediate vicinity. Cannes-Mandelieu Airport is approximately twenty minutes away by car, while Nice Airport can be reached in around thirty minutes.

An emblematic destination on the French Riviera, Cannes benefits from strong international tourism appeal, supported by a particularly dense events calendar. Among its flagship events is the Cannes Film Festival, which gathers nearly 40,000 industry professionals and more than 150,000 festival-goers each year. This dynamic contributes to maintaining high occupancy levels with relatively limited seasonality throughout the year.

A positioning aligned with evolving hospitality trends

The repositioning of Hotel Lepoussin is part of a structural trend within the hospitality

market driven by the growth of boutique hotels. These properties, generally limited in size, distinguish themselves through a strong identity, refined design and a highly personalised guest experience.

Built around concepts of lifestyle and authenticity, this segment responds to growing demand for intimate, human-scale venues offering a distinctive and immersive atmosphere, in contrast with the standardised approach of traditional hotel chains.

The development of such assets in major urban and leisure destinations such as Cannes demonstrates both their economic relevance and their attractiveness to guests seeking differentiated hospitality experiences.

"We are delighted with this new opening carried out alongside Assas Hotels, a longstanding partner of EXTENDAM. The repositioning of Hotel Lepoussin perfectly illustrates our ability to transform existing assets in line with current hospitality market expectations, while enhancing prime locations,"

comment Bertrand Pullès and Inès de l'Aulnoit for EXTENDAM.



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HÔTEL LEPOUSSIN, CANNES



FRANCE'S LEADING PRIVATE EQUITY FIRM
DEDICATED TO BUDGET AND MIDSACLE HOSPITALITY IN EUROPE

260
DEALS

400
HOTELS

32 000
ROOMS

€5,1 bn
ASSET VALUE

SOURCE : EXTENDAM - 31/12/2025

PRESS CONTACT
CAROLINE DANIS
| presse@extendam.com

MORE INFORMATION ON
WWW.EXTENDAM.COM
LINKEDIN : EXTENDAM
X : EXTEND_AM