



PRESS RELEASE

Otelium announces the acquisition of Relais Saint-Éloi in Tours and continues expanding its hotel portfolio in France

Paris, March 25, 2026 – Otelium, a hotel group backed by Alpera Partners, announces the acquisition of both the real estate and business of Relais Saint-Éloi, ideally located in the heart of Tours (Indre-et-Loire). By adding this second property in Tours, Otelium completes its fifth transaction since its inception in 2023. This milestone confirms the strength of its model and illustrates its city-by-city expansion strategy: acquiring, renovating, repositioning, and operating high-potential independent hotels in urban areas and coastal destinations, with the ambition of building a leading nationwide portfolio.

Relais Saint-Éloi: an iconic property in Tours undergoing transformation

Completed on February 20, 2026, the acquisition of Relais Saint-Éloi marks a new step in the group's regional development. Owned by the same family since 2002, this 57-room hotel benefits from a prime city-center location.

An ambitious renovation program will be launched in 2026, while the hotel remains operational, to reposition the asset in line with contemporary 3-star hospitality standards. The project includes a full refurbishment of existing spaces, as well as the creation of 5 premium rooms, bringing total capacity to 62 rooms.

Common areas will be entirely redesigned and opened up to create more fluid and welcoming living spaces, under the direction of architecture firm Alcmea. The hotel will also retain a rare city-center feature: a 25-space underground parking facility.

The future hotel will offer a balanced urban and relaxing experience, featuring a warm bar-reception area, a lounge, a breakfast room, and a fitness room. Upon completion of the transformation, the property will join the *Best Western* brand.

Visuals are available for download [here](#) (credits: Alcmea).

Otelium: a value-creation model serving regional hospitality

Co-founded in 2023 by Nicolas Hocquet (formerly of Accor and Essendi) and backed by Alpera Partners, Otelium deploys a focused investment strategy: acquiring freehold independent hotels with strong locations and repositioning potential.

The group will directly operate the property, relying on the existing teams, who will join Otelium. Staying true to its local footprint, the group will develop partnerships with local stakeholders - restaurants and retailers- to enhance the guest experience.



This acquisition also strengthens Otelium's presence in Tours by creating synergies with its first local asset, *Sure Hotel Tours Sud*, and by building a complementary offering within the region.

"We are extremely enthusiastic and proud to take over Relais Saint-Éloi today. Tours is a dynamic metropolitan area at the crossroads of business and leisure tourism. Our ambition is to unlock the full potential of this iconic address by creating a warm, vibrant place open to both travelers and local residents. This project strengthens our local footprint and generates natural synergies with our Tours Sud property. With the support of Alpera Partners, we are demonstrating the relevance of our model, which aims to sustainably transform regional hospitality," said Nicolas Hocquet, CEO of Otelium.

"This fifth acquisition perfectly illustrates the momentum Otelium has built in less than three years. Alongside Nicolas Hocquet and his team, we are convinced that independent regional hospitality holds significant transformation potential, and Relais Saint-Éloi is another clear example. We are proud to support a model that creates sustainable value, one property at a time," added Basile Paul-Petit, Chairman of Alpera Partners.

À propos d'Otelium

Backed by Alpera Partners, Otelium is an integrated hotel group acting as investor, developer, and operator. The group is building a portfolio of high-potential independent hotels, renovated and repositioned, across major and mid-sized French cities as well as coastal destinations.

Otelium currently operates five properties: Sure Hotel Caen Memorial, Sure Hotel Collection Carline Caen, Sure Hotel Tours Sud, Relais Saint-Éloi, and Hôtel de la Plage in Merville-Franceville, and continues to actively expand with several projects underway.

More information: <https://www.otelium.com/>

À propos d'Alpera Partners

Alpera Partners is an investor specialized in building and funding sector consolidation platforms (buy-and-build / roll-up) in essential and fragmented markets across Western Europe.

The team relies on an entrepreneurial approach and a proven methodology combining organic growth with a systematic M&A strategy. Alpera Partners selects profitable SMEs with strong positioning and brings them together into structured groups capable of becoming market leaders.

Since 2022, Alpera has built six consolidation platforms across nuclear services, vertical software, accounting, human and animal healthcare, and hospitality; completed more than 75 acquisitions; and deployed close to €200 million.

More information: <https://www.alperapartners.com/>

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