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Hôtel du Lac Carling Rises from Its Ashes: A New Era Led by the Homans Group

Grenville-sur-la-Rouge, May 30, 2025 –

Hôtel du Lac Carling, is rising for the ashes as a new chapter opens for this emblematic place in Grenville-sur-la-Rouge in the Lower Laurentians.

A fire of November 2024 ravaged part of **the Hôtel du Lac Carling**. The remaining unaffected 50 out of 98 rooms along with the golf course, was acquired by **The Homans Group** at 5.5M from Olymbec. They manage 3 establishments under the name **Les Chalets Nature**, with over **140 rooms** with a **480-visitor capacity**, in addition to the Belgium restaurant **Chou de Bruxelles** in Sherbrooke Quebec.

According to Operations Manager **Gabrielle Homans** (36) *“Our goal is to restore and a completely revitalize the hotel complex”*

“This is a fabulous project with challenge and we are ready” says President of Immeubles Homans, **Olivier Homans**. The Homans family is ready to inject a **20-million-dollar** budget to accomplish this project in time for **May 2026**. The initiative will stimulate the local economy through construction work while restoring **50+ permanent hotel jobs**. It will become a sought-after filming location for the film industry.

The Homans family, is recognized for its expertise in: commitment to sustainable development and the enhancement of heritage projects such as: **Domaine 360, Eastman Club, Domaine du Lac Long**, and now **Hôtel du Lac Carling**.

A family project with strong values

The Homans Group is a family-run business of Belgian origin with over 20 employees. The company is driven by a common passion for hospitality, catering and sustainable real estate. The **Hôtel du Lac Carling** reconstruction project is founded on sustainable development principles: reuse and revaluation of materials and integration of eco-responsible practices. The objective is to create a warm and authentic space, conducive to relaxation, events and discovery of the region.

Olivier Homans: President and Project manager, ideologist and founder of Le Groupe Homans. A passionate real estate entrepreneur, he supervises and coordinates major development projects.

Gabrielle Homans: Director of operations, Gabrielle oversees all logistics & aspects of the customer experience with all establishments as well as her restaurant *Le Chou de Bruxelles* in Sherbrooke.

Dominique Hupin & Jean-Louis Homans: they oversee accounting and business management for Immeubles Homans.

The Lac Carling Hotel is located at 2255 Route 327 Nord, Grenville-sur-la-Rouge.

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