

The Kyriad Direct brand is pursuing its development in France and plans to offer clients 100 hotels by yearend 2021

Louvre Hotels Group, subsidiary of the world's second largest hotel group, continues to expand its Kyriad Direct brand, growing from 60 hotels open in 2020 to 100 hotels in 2021. Launched in April 2018, the Kyriad Direct brand is being developed on the 2-star segment to meet the needs of travellers looking for a quality hotel experience at an affordable price.

Its development sights are set on Europe

Over the past two years, Louvre Hotels Group has accelerated the development of the Kyriad Direct brand in France, opening hotels in several major cities such as Tours, Clermont-Ferrand, Auxerre and Orleans. Three more hotels—all new construction projects—are already in the pipeline. Louvre Hotels Group plans to use their strategic network in France as a springboard to move onto the European market.



For independent hotel owners, Kyriad DIRECT is a young 2-star conversion brand, strong and agile, offering access to a powerful distribution network and range of services at nominal cost. Louvre Hotels Group thanks the hotels that have already joined the network and who make Kyriad DIRECT a collective success story.



“Our Kyriad Direct brand is an excellent opportunity for investors looking for a high-quality, flexible 2-star brand, backed by the powerful assets of a major hotel group.” **Christophe Novellon, Development Director France**

Kyriad Direct, meeting client needs

Today, travellers want to enjoy a quality hotel experience in non-standardised hotels with a wide range of services at an affordable price. Plus, many independent hotels or franchisees belonging to smaller networks seek better visibility on distribution channels.

Kyriad Direct is designed for people who want to enjoy a comfortable stay without breaking the bank, who want to stay within their budget with no unpleasant surprises. Kyriad Direct hotels guarantee comfort and good value for your money, making them the smartest choice around. These are local hotels with international quality standards, always affordable. In short, the only brand that bridges the gap between budget and midscale.

Kyriad Direct, the right investment to tap into the power of a major group

The goal of Kyriad Direct is twofold: to bolster the group's economic ecosystem and meet investor needs. Backed by 40 years of recognized hospitality know-how and a strong distribution network, the Kyriad Direct brand provides a golden opportunity for many independent hotels and the members of smaller hotel franchises who want to benefit from higher visibility.

Kyriad Direct is a flexible brand that adapts easily to any local context. It represents a limited investment required to join the network and reduced franchising charges, in return for the Louvre Hotels Group's powerful distribution network.

Louvre Hotels
GROUP

About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 1,500 hotels in 54 countries.

They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn and Première Classe; the 5 brands of the Sarovar network in India, the Hôtels et Préférence Group as well as the Chinese brand, Metropolo. The group also has a distribution agreement with Barrière Group.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world's 2nd largest hotel group.

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