

Louvre Hotels Group boosts Kyriad's international expansion as the brand is introduced in India, China and South Korea

After Campanile and Golden Tulip, Louvre Hotels Group is making the Kyriad brand its new driver for international development. Convinced of the potential of the midscale brand that praises travel, the group is strengthening its position by developing on the key markets of China, Indonesia, India and South Korea.

A new midscale brand on the Indian market

In less than 12 months, Louvre Hotels Group has risen to the top of Indian hotel groups with the acquisition of the *Sarovar Hotels & Resort* network and development of the Golden Tulip, Tulip Inn and Royal Tulip brands, and now boasts 126 establishments. It has just concluded a new agreement with the *Orange Tiger Private LTD* group, operator of the *Citrus Hotels* establishments, allowing it to introduce its Kyriad brand onto the market.

The agreement concluded with the Indian operator includes the transfer of 15 establishments to the Kyriad brand from 2018 onwards, as well as the opening of at least 5 new establishments per year.

An expanding brand in China and Indonesia

Rapidly growing in China, the group opened its first Kyriad hotel in Yangzhou in March 2018. Its flagship will open in the heart of Shanghai in August 2018. The group is aiming to open 22 establishments under this brand by the end of 2018 and 80 in 2019, 70 of which have already been signed. In the same vein, the group now has 12 establishments on the Indonesian market in strategic cities such as Bogor and Jakarta and plans to open 5 in 2019.

Soon to be introduced in South Korea

Louvre Hotels Group is also announcing the signing of a development contract with the *hotel Korea.com* group to introduce Kyriad to the South Korean market. 4 establishments are set to open over the next few months in Seoul or on the tourist-friendly Jeju island, and the contract also provides for a minimum of 30 openings in 3 years.

A new positioning using travel

Established 15 years ago for the French market, the brand has evolved and repositioned itself around the idea of travel to support its international development. Kyriad hotels are now establishments where people rediscover the joy of travelling through little extras throughout their stay.



“Our grand plans require a proactive policy to interconnect growing markets and introduce new brands that complement one another, in order to respond to the different needs of travellers”, explains **Pierre-Frederic Roulot, Louvre Hotels Group CEO.**

Louvre Hotels GROUP

About Louvre Hotels Group

Louvre Hotels Group is a major player in the world hotel trade sector and it currently has a portfolio of over 2,600 hotels in 54 countries. It offers hotel accommodation ranging from 1 to 5 stars, under the historic brands of the Louvre Hotels Group: Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip, and Royal Tulip; the 5 brands of the Sarovar network in India, the Hotels & Preference group and the Chinese brand Metropolo. Louvre Hotels Group is affiliated to the Jin Jiang International Holdings Co., Ltd., the 5th largest hotel group in the world.

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