



## LOUVRE HOTELS GROUP LAUNCHES ITS KYRIAD DIRECT BRAND IN EUROPE WITH THE OPENING OF 2 HOTELS IN SPAIN

THE 2<sup>nd</sup> LARGEST HOTEL GROUP IN EUROPE PURSUES ITS DEVELOPMENT ON THE BUDGET SEGMENT AND STEPS ONTO THE EUROPEAN STAGE WITH THE OPENING OF TWO KYRIAD DIRECT HOTELS IN SPAIN. FOR THE FIRST TIME SINCE ITS CREATION IN 2019, THE BRAND-ALREADY 70 HOTELS STRONG IN FRANCE-, IS EXPANDING BEYOND FRENCH BORDERS.

### The Kyriad Direct brand takes on Europe and sets up shop in Spain

The budget segment is driving recovery for the hospitality industry. Less affected by the crisis, budget hotels are posting occupancy rates much higher than other categories. That's why, for the first time since its creation in 2019, Kyriad Direct is expanding beyond French borders. **Boasting 15 hotels already in Spain, Louvre Hotels Group accelerates its development in this strategic zone to meet the new needs of tourists visiting the country.**

### Kyriad Direct Haro: a hotel in the Rioja vineyards

Located in the picturesque town of Haro in the *La Alta Rioja* region, Kyriad Direct Haro opens its doors to the public. The region's winemaking activities make this new budget hotel ideally located to serve a thriving tourist and economic hub. Catering to *aficionados* of Rioja wine cellars or vineyard workers and representatives, the Kyriad Direct welcomes both leisure and business travellers. The hotel offers 51 rooms as well as a restaurant, bar and meeting rooms.

### Kyriad Direct Irun, a hotel south of the border

Located near San Sebastian, a stone's throw from the French border, Kyriad Direct Irun is separated from the town of Hendaye by the Bidasoa river. Conveniently located near the airport, its 54 rooms will benefit from traffic flow of over 300,000 passengers per year. It is one of the main routes used to reach Portugal and the south of Spain. Travellers can also enjoy a restaurant, bar and game room.

*"Opening these two Kyriad Direct brand hotels is an integral part of our current development strategy in Europe. The budget segment is increasingly attractive to investors and consumers. As we expand, we continue to offer our clientele a wider range of options in dynamic regions of Spain,"* asserts **Max Cergneux, Chief Development Officer Louvre Hotels Group**

#### About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,600 hotels in 54 countries. They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip, Royal Tulip; 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 Lucien Barrière. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world's 2nd largest hotel group.