



LET'S TRAVEL

TOGETHER
TOWARDS

SUCCESS

Kyriad

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**A STRONG,
RAPIDLY
GROWING**

NETWORK

**IN FRANCE
& INTERNATIONALLY**

Kyriad

Created in 2000, the Kyriad brand is the first to bring a perfect balance between the character and welcome of an independent hotel and the guarantee of quality of a standardized hotel chain.

The brand has been successful since its launch and this is just the beginning of the journey!

Kyriad is a brand of the Louvre Hotels Group, and, since 2015, part of the 4th ranking hotel group in the world, Jin Jiang International.

MORE THAN
260
HOTELS

16,000
ROOMS

A light gray world map is centered on the page. Seven blue location pins are placed on the map, indicating specific regions: two in Europe, one in Africa, one in the Middle East, one in India, one in China, one in Korea, and one in Southeast Asia.

PLANNED
OPENINGS:
CHINA,
INDIA,
MIDDLE EAST,
KOREA

“ As a member of the Jin Jiang International Group, the fourth largest in the world, we benefit from the support of a global leader in the hospitality industry.”



**OUR GUESTS
ARE OUR BEST
AMBAS-
SADORS**

Frequently on the road to be in contact with their clients, **business travellers** are our primary target.

After a long day's work, they need to recharge their batteries in a **comfortable**, but also **inspirational** place that celebrates **the joy of travelling**.



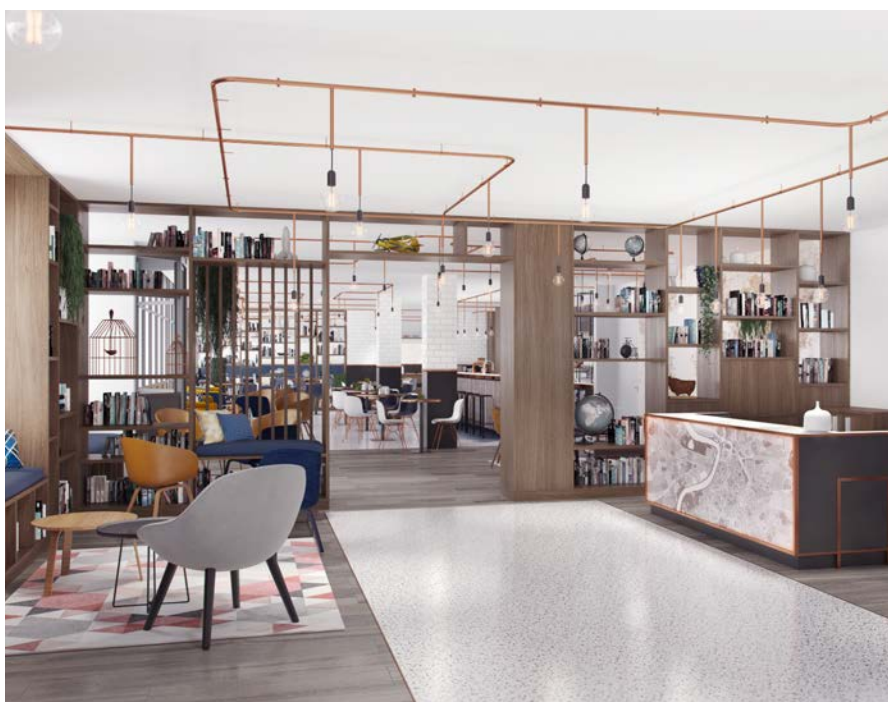
Tourists (couples, families or seniors) will find **the spirit of travelling** at Kyriad, not only **in the destination**, but also **in the hotel**.

“Whether I’m travelling for **business** or **pleasure**, I can’t stand staying at **soulless** hotel chains. I want to experience the **pleasure of travelling**, even if I’m not very far away from home.”

An aerial photograph of a dense forest of evergreen trees covered in a thick layer of snow. A dark asphalt road with white dashed lines curves through the bottom of the frame. A small, dark-colored car is visible on the road, moving away from the viewer. The overall scene is serene and wintry.

A STORY OF

TRAVEL



TRAVELLING EVEN FURTHER AFIELD



Since its creation, the Kyriad brand has travelling under its skin. Whether through **the diversity of its decor** or through its **inspirational little quotes**, it accompanies travellers at every step of their journey.

Today, Kyriad wants to push the travel **experience even further** to create a real bond with its guests, and to establish itself as their brand of choice.



THE SPECIAL
ATTENTIONS

THAT
CELEBRATE
THE JOY OF
TRAVELLING

FEEL INSPIRED, NOT EXHAUSTED



FEEL AT EASE, NOT IN TRANSIT

Kyriad is a place where guests will truly feel like **travellers**. It is the only mid-scale hotel brand that will **surprise them with travel-themed attentions throughout their stay.**



FEEL APPRECIATED, NOT JUST ANOTHER GUEST

By creating this **unique and inspirational** experience so deeply rooted in Kyriad's DNA, we will **convince all travellers, both business and leisure, that Kyriad is the perfect place to stay and spice up their journey.**



**THE KEYS TO
A SUCCESSFUL

LAUNCH**

A contemporary design, a warm welcome and special attentions that make our guests feel like real travellers. All this complemented by international standards of comfort to guarantee our guests experience a memorable stay.

01

**COMMON
SPACES**
THAT CELEBRATE
**THE JOY OF
TRAVEL**

02

BEDROOMS
DESIGNED
**FOR
RELAXATION**

03

**F&B
OFFERS
TO DELIGHT
EVERY PALATE**

04

**UNIQUE
DESIGN
IN EACH
HOTEL**

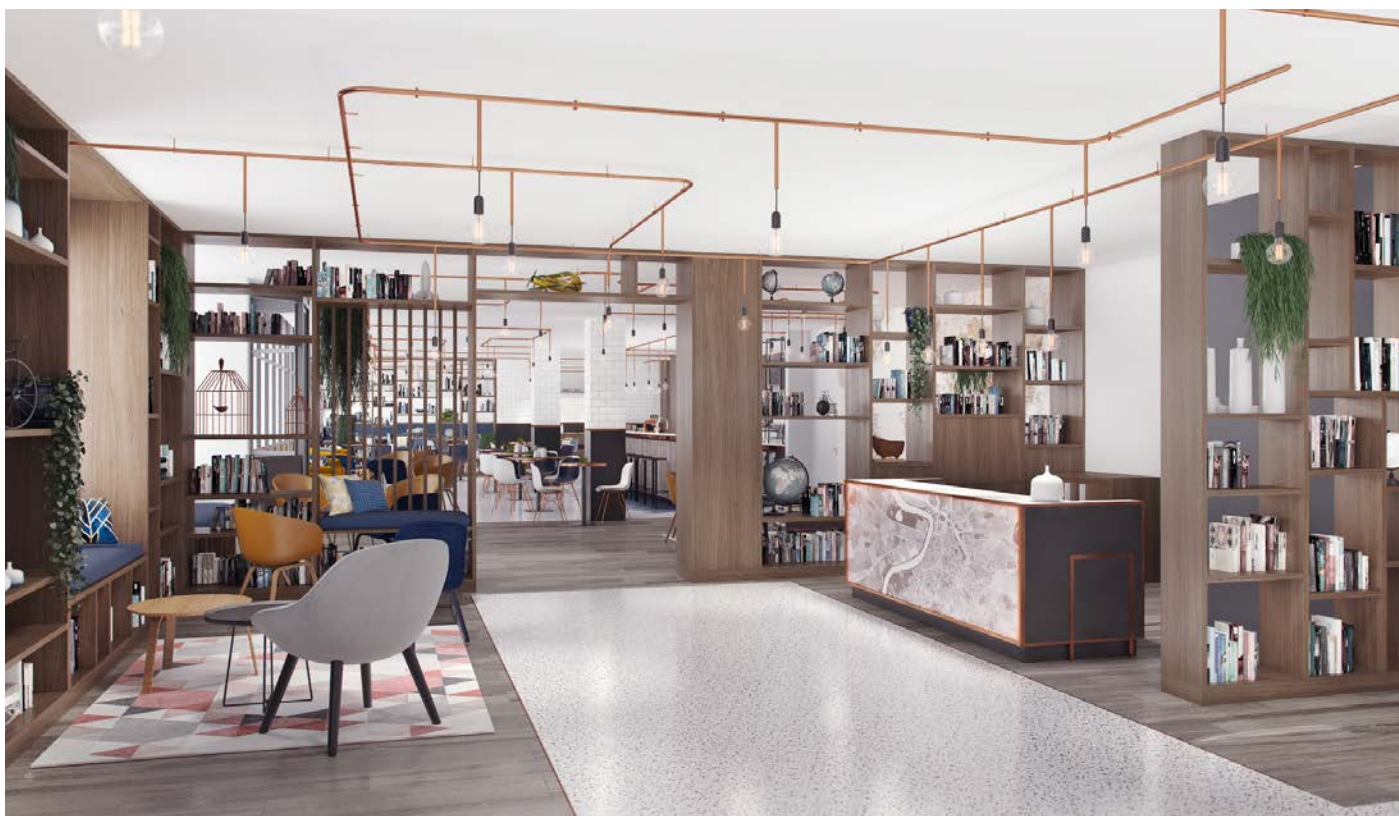
01

COMMON SPACES

THAT CELEBRATE
THE JOY OF
TRAVEL

Escapism begins in our contemporarily designed lobby around the theme of travel: our guests can search for their next travel destination on the giant world map mural or take inspiration from the quotes from travellers on the walls.



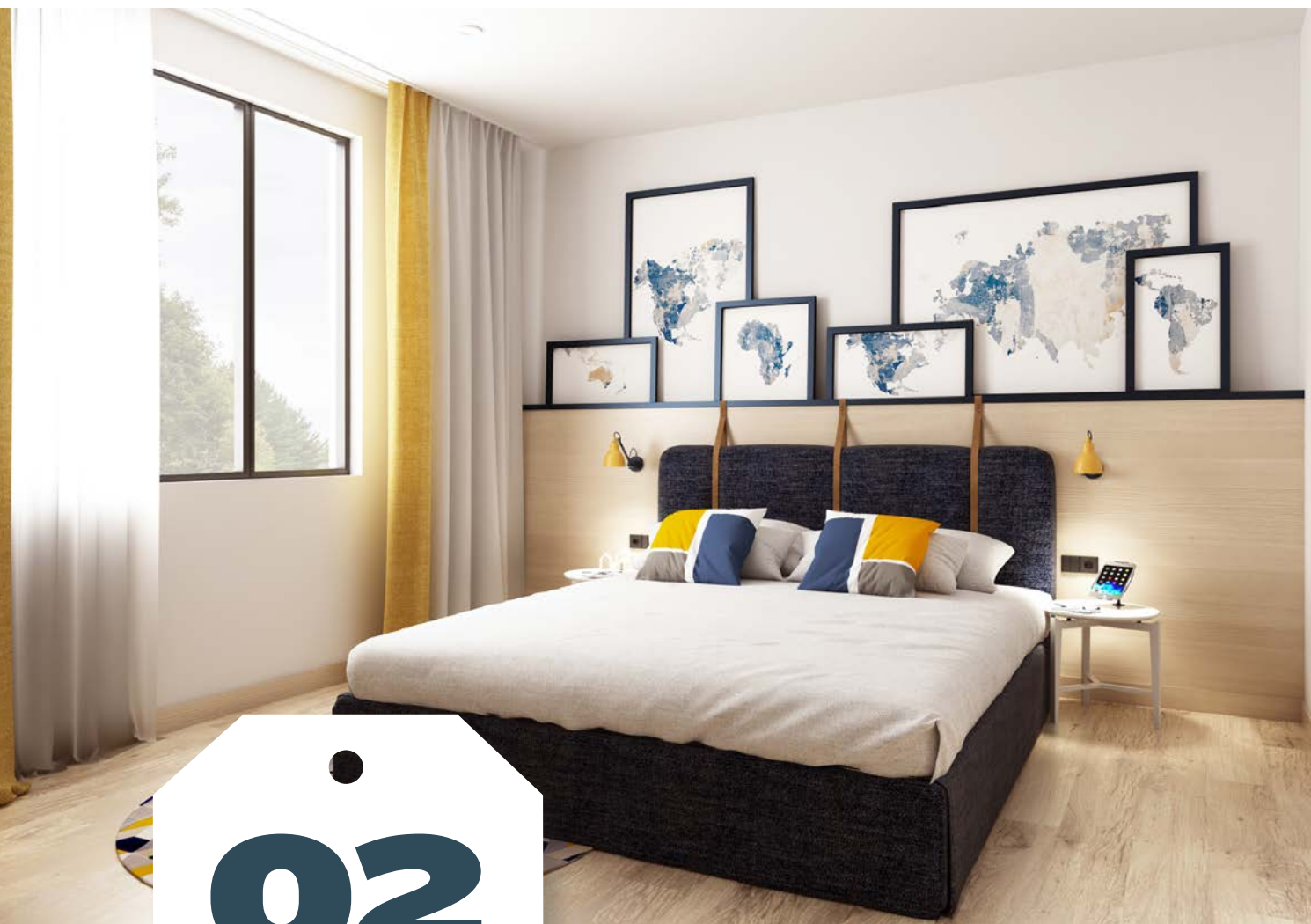


A CONTEMPORARY **DESIGN** BASED ON THE THEME OF TRAVEL

Our travel library is an invitation to pause, rest and feel inspired, thanks to our selection of travel books and decorative objects.

To visit the surroundings of the hotel, we propose electric mobility solutions to our guests.





02

BEDROOMS
DESIGNED
FOR
RELAXATION

A good night's sleep is essential when travelling. Hence our comfortable rooms, designed with rest and relaxation in mind.

In addition to quality bedding, we offer our guests memory foam pillows for ultimate comfort.

<p>MEMORY FOAM PILLOW</p> 	<p>COMFORTABLE NIGHT TO FORGET ABOUT JETLAG</p> <p>Made in France Thermosensitive and hypoallergenic</p>	<p>Kyriad</p>
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Our guests are welcomed in their room by a little tray offering them a taste of a local speciality, to consume on the spot or to take home as a souvenir !

COMFORTABLE BEDROOMS RELAXATION REST



And for entertainment, each room is equipped with a flat screen TV.



Broadband wifi is standard today so that business travellers keep on working efficiently throughout their stay.



03

**F&B
OFFERS
TO DELIGHT
EVERY PALATE**

After a long day's work, our guests can relax in our international beer bar. This multicultural bar boasts a wide variety of local and international beers accompanied by light snacks from around the world.

Our mini-boutiques propose a wide choice of snacks, 24/7.



TRAVELLING IS ALSO ABOUT DISCOVERING NEW TASTES

Food is an integral part of travelling. For a great start to the day, we offer delicious frozen yogurt with a selection of toppings from around the world. In addition to a superb breakfast buffet, of course.



04

**UNIQUE
DESIGN**
**IN EACH
HOTEL**




**TRAVELLING
IS ALSO ABOUT
DISCOVERING
NEW PLACES**

Our hoteliers are free to express their personalities through the design of their hotel, while maintaining global standards of quality.

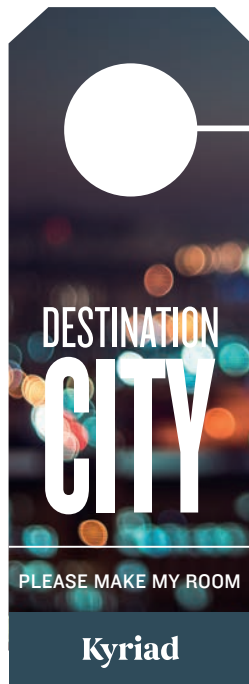
A design guide is also available on request for hoteliers who prefer a full-concept solution.





**VISUAL
IDENTITY
& MERCHANDISING**

**THAT INVITE GUESTS
TO TRAVEL**



We want our guests to feel like **real travellers wherever they find themselves.**

To achieve this, we reinterpret the **codes** of travel.

And adapt them to tell our **story.**





**THE KYRIAD
PLATFORM**

**POWERFUL
SUPPORT TOOLS**



In choosing Kyriad, you'll be benefitting from the experience and expertise of Louvre Hotels Group.

SUPPORTING DEPARTMENTS

Design
Technique
Hotel opening support
Operations

OPTIMISATION OF YOUR TOP LINE

A powerful distribution network: brand site, mini-hotel site, privileged terms for OTA access
Revenue management support
E-commerce support
Integration onto our commercial platform

PROMOTION OF THE BRAND

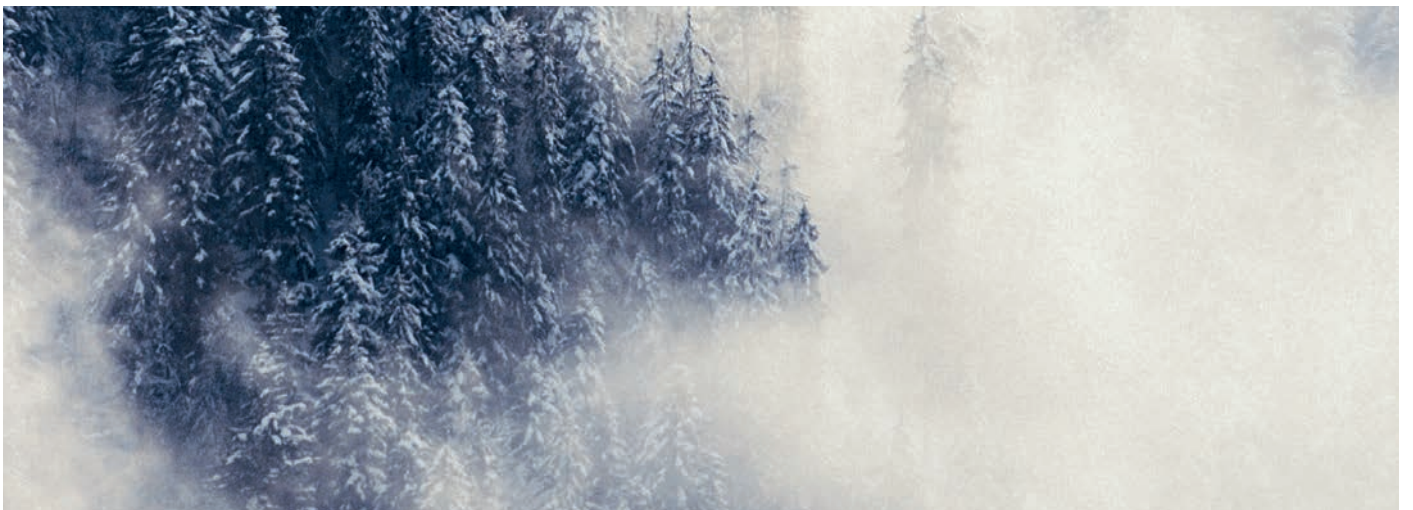
Advertising and promotion to increase the attractiveness of the brand to our customers
Distinctive merchandising for maximum impact
Loyalty program



THE KYRIAD --- PRODUCT CHARTER

THE KEYS TO SUCCESS.

Are you ready to join the Kyriad adventure?
Here is a list of the criteria that a Kyriad
establishment must fulfil.





TARGETED LOCATIONS

City centres, business districts, transport hubs.



HOTEL SIZE

100 bedrooms



ROOM SIZE

New construction: 18m²
Existing buildings: on study



ROOM EQUIPMENT

Quality bedding and memory foam pillow
Courtesy tray with a local surprise
Flat screen TV
Broadband wifi connection
World map



COMMON SPACES

Lobby with a travel inspired decor
(Hello City, travel sentences, world map)
Beer bar
Lounge and travel library
Mini-boutique



CONFERENCE ROOMS

Optional



EXTERIOR

Private or public car park nearby
Optional: electric transport solutions
(bikes, scooters or smart cars)
Recharge terminals for electric cars

For further information, don't hesitate to contact us:

developpement@louvre-hotels.com

Kyriad

Kyriad, a Louvre Hotels Group brand.