

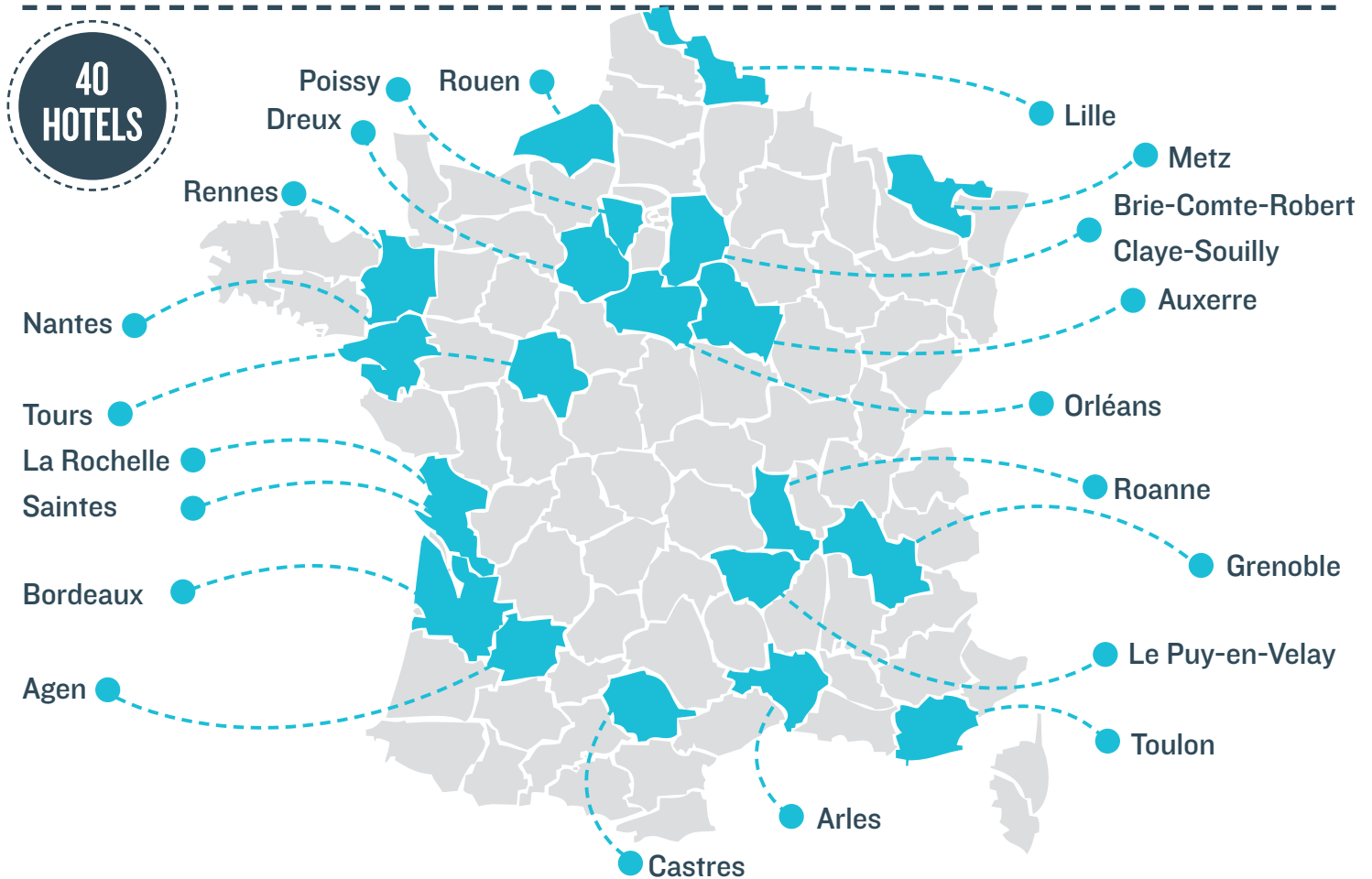
# Kyriad **DIRECT**

Kyriad Direct is dedicated to people who want to spend a **COMFORTABLE STAY WITHOUT BREAKING THE BANK**, those who want to control their budget and avoid unpleasant surprises. Kyriad Direct offers **INTERNATIONAL QUALITY STANDARDS**, the guarantee of **COMFORT** and the best **VALUE FOR MONEY**.

## ABOUT THE BRAND

- **POSITIONING:** Budget
- **TARGET AUDIENCE:** Business and leisure travellers
- **EXPERIENCE CONTRACT:** The guarantee of comfort at an affordable price
- **KEY WORDS:** Easy, Value for Money, Comfort
- **BRAND UNIQUENESS:** The only brand halfway between budget and midscale. The comfort of Kyriad, reduced to the essentials, for an unbeatable price.
- **OWNER VALUE PROPOSITION:** A flexible brand that easily adapts to a local context. Limited investment required to join the network, reduced franchisor fees, but a powerful distribution thanks to Louvre Hotels Group.

## NETWORK



## CUSTOMERS VERBATIMS

BEST  
MARK!  
5/5

KYRIAD DIRECT TOURS, @ELODIE, MARCH 2020

"Very pleasant reception staff. Great value for money, clean hotel, nice and comfortable room. Good breakfast."

KYRIAD DIRECT AGEN, @CHRISTOPHE, FEB 2020

"Very comfortable: good bedding, spa shower, well-functioning heating, small desk. Good place to know."

## CENTRAL CONTRIBUTION

# 62%

is the average central contribution rate to the hotel turnover brought by the solutions

and central reservation channels developed by Louvre Hotels Group.\*

\*French hospitality market 2018, including Kyriad

### CENTRAL CONTRIBUTION DISTRIBUTION



## PRODUCT

### LOCATION

Urban and urban-fringe, business districts or transport hubs

### ROOMS

- 25-60 rooms
- Size: minimum 11m<sup>2</sup>

### MUST-HAVE

- Single, double or triple bedrooms with ensuite bathroom
- Comfortable beddings
- Wifi
- Flat screen TV
- Snacking distributor
- Breakfast area

### NICE-TO-HAVE

- Parking
- Restaurant
- Bar

## BRAND PERFORMANCES



(Sources: \*Ifop Awareness & Image study November 2019, \*\*Trustyou YTD October 2019)

## EXPERIENCE MARKERS



- **BREAKFAST TO SIT IN OR TO GO**  
Including fruit juice, hot drink and breads

**FORGOT SOMETHING? DON'T WORRY, IT HAPPENS TO THE BEST OF US.**

**Kyriad DIRECT**  
There's no need to run out to the shops: you'll find everything you need here! Just ask at the front desk.

- **"ANTI-FORGETTING KIT"**  
A selection of essential but easy-to-forget products

**WE'RE COMMITTED TO TO SMILES ALL DAY LONG (EVEN IF IT'S RAINING)**

**ROOMS PREPARED WITH LOVE AN EASY-TO-PACK AND EASY-TO-EAT BREAKFAST**

**A DON'T-FORGET KIT TO AVOID ANNOYANCES**

A COMMITMENT TO SEE EACH OTHER AGAIN BECAUSE WE DON'T REALLY LIKE SAYING GOODBYE

**Kyriad DIRECT**

- **COMMITMENT WALL**  
Our principles are proud to be displayed in each hotel

## AVERAGE DAILY RATE



**ADR:**  
**50€**

(Source: Packstat Jan-Dec 2019, amount TTC)

**Kyriad DIRECT**