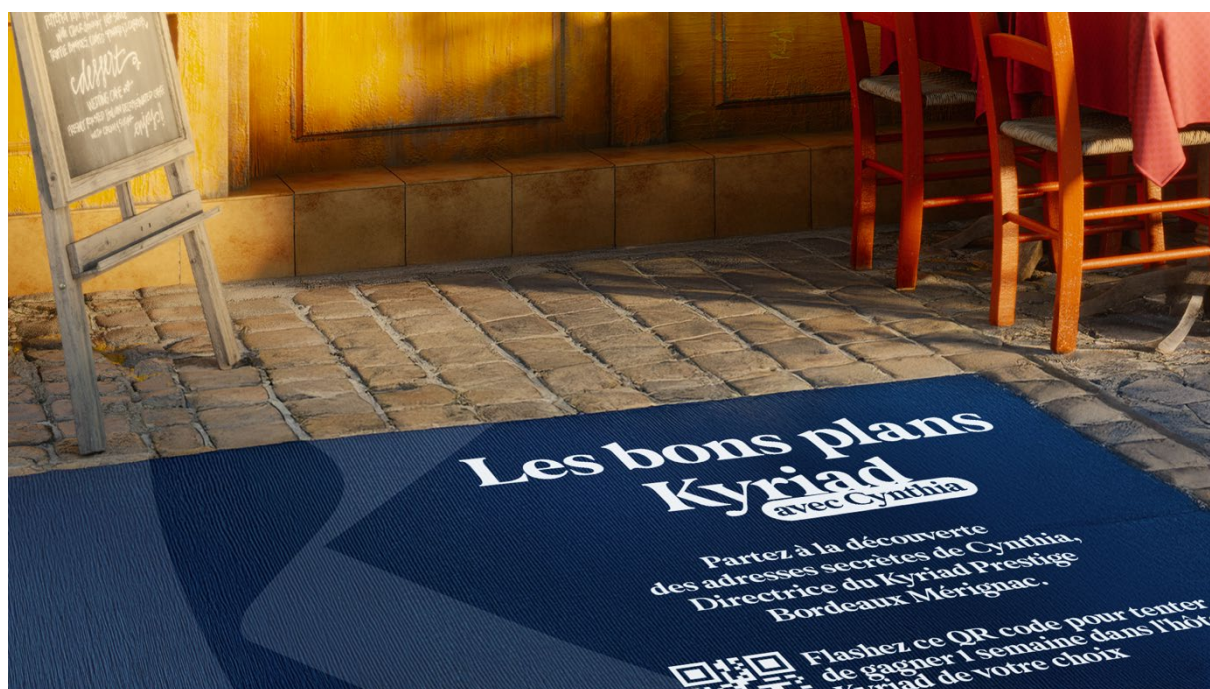


« Kyriad's XXL Great Deals » Kyriad hoteliers: exceptional hosts and guides to (re)discover the cities of France

Titled “*Kyriad’s XXL Great Deals*”, the new and original Kyriad campaign highlights hoteliers and their essential role in helping guests explore cities. Starting on November 28 and running for four weeks, guests will be invited to take part in a large-scale treasure hunt across five major French cities, guided by their hoteliers' tips and insider recommendations.



A major campaign that places discovery at the core of the guest experience

Kyriad, one of the midscale brands of Louvre Hotels Group, the second-largest hotel group in Europe, is launching a large-scale campaign: XXL welcome mats temporarily installed in front of partner shops in five major French cities. This unique initiative invites passersby and travelers to rediscover the city from a fresh perspective through a giant treasure hunt.

This original concept reflects the brand's commitment to making discovery the cornerstone of every stay, turning an ordinary visit into an extraordinary urban adventure.

Through these playful and interactive installations, Kyriad encourages travelers to explore and immerse themselves in the unique atmosphere of each destination while highlighting local businesses and community players.

Kyriad hoteliers: expert guides for unveiling cities through an epic treasure hunt

Far more than hosts, Kyriad hoteliers accompany guests throughout their journey, helping them uncover the essence of the city they know so well! From restaurants to wine cellars and gourmet shops, they share tailored tips and personalized recommendations, delivering a bespoke experience for every traveler to fully enjoy their stay.

To showcase this unique expertise, Kyriad is launching a large-scale campaign: a grand treasure hunt in five major French cities—Paris, Bordeaux, Saint-Brieuc, Limoges, and Lyon. In each city, three insider tips selected and tested by the hotelier will be shared, with one serving as the hidden treasure. Participants will need to find a giant Kyriad welcome mat using clues provided by the hotelier, partnering influencers, and Kyriad's social media pages.

Additionally, each welcome mat will feature a QR code, allowing participants to discover the hotelier's tips and enter an online contest for a chance to win a one-week stay at the Kyriad hotel of their choice. As part of this 360° campaign, these tips will also be featured on Kyriad.com, and nearly 200 personalized welcome mats displaying each hotelier's name will be placed in all Kyriad hotels across France.

The campaign will kick off in Paris on November 28 and continue through December, supported by influencers who will share this unique experience with their communities, promoting a fresh and exciting way to travel.

« Our hoteliers are the true experts of their cities. Thanks to their knowledge and passion for their regions, they create tailored experiences that go far beyond a simple stay. With this initiative, we aim to transform our guests' journeys by inviting them to explore their surroundings in a playful, engaging way while offering them a truly memorable experience. »
explains **Christine Bravo, Global Brands & Marketing Director at Louvre Hotels Group**

Kyriad

About Kyriad

With a network of about 460 3-star hotels, Kyriad is a midscale brand of the Louvre Hotels Group present in France, China, and Southeast Asia. It places discovery at the heart of the customer experience. Each hotel is unique and reflects the personality of the hotelier while making the promise of the perfect balance between comfort, accessibility, and local charm.

About de Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes over 1,700 hotels in 70 countries. It has a full hotel offering, spanning 1 star to 5 stars, with the brands: Première Classe, Hoshō, Kyriad, Campanile, TULIP Hotels & Residences, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the French Group Hôtels & Préférence and the brand TemptingPlaces.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2nd hospitality group in the world.

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