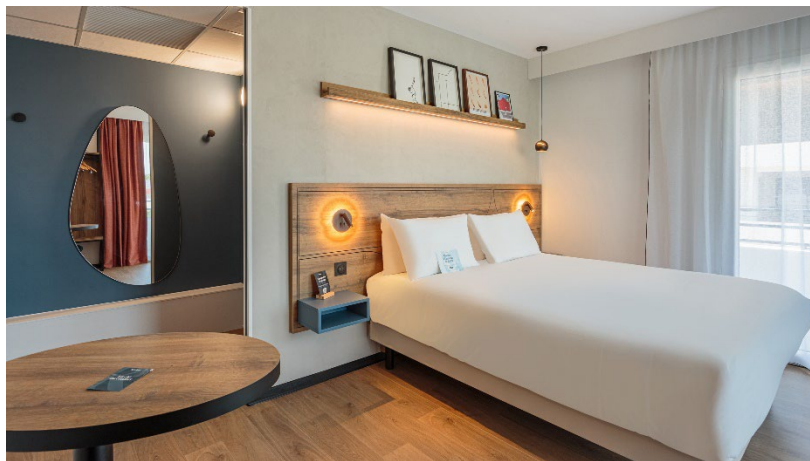


Kyriad unveils a brand-new hotel in Dax

Located in the heart of the Landes region, in the city of Saint-Paul-lès-Dax, a new Kyriad hotel, part of the midscale brand portfolio of Louvre Hotels Group, the second-largest hotel operator in France and Europe, officially opened its doors on June 17, 2025. This newly built 60-room property stands out for its modern comfort, strong local roots, and unique amenities, including an authentic *trinquet* dedicated to the traditional Basque sport of pelota.

This new opening reflects Louvre Hotels Group's growth ambitions in France, as part of its five-year strategic plan to open 200 hotels by 2028.



A perfect harmony of modern comfort and local charm

Construction of the Kyriad Dax – Saint-Paul-lès-Dax began in September 2023 and was recently completed, culminating in the opening of a hotel designed to offer travelers a true immersion in the culture of the Landes region. Operating under the Kyriad brand, this new property perfectly embodies the brand's commitment to making discovery the heart of every stay, encouraging guests to soak up the local atmosphere while showcasing regional talent. From the earliest stages of the project, local companies from the Landes and Basque regions were involved, including PAGO, a furniture designer based in Gamarthe.

With 60 rooms, including 22 superior rooms equipped with kitchenettes and 3 accessible rooms for guests with reduced mobility, the Kyriad Dax – Saint-Paul-lès-Dax blends contemporary elegance with regional craftsmanship. Every detail has been carefully considered to offer comfort, functionality, and a unique guest experience. To meet the needs

of business travelers, the hotel also features a 60 m² meeting room equipped with a smart screen and even a kitchenette.



When it comes to dining, guests can enjoy a generous and varied breakfast buffet featuring fresh, local products. Highlights include *pastis landais* from Moulin de Bénésse, honey from Rucher du Clairon, and Ossau-Iraty sheep's cheese from the Tambourin farm in Saint-Étienne-de-Baïgorry. In the same spirit, a dedicated display showcases Dax&Terra cosmetic products made with Dax thermal spring water, the honey served at breakfast, and sweet treats from the local artisan Un Bain au Chocolat. A mini-snack bar also offers light dining options in anticipation of the full-service restaurant, set to open later this year.

Finally, the Kyriad Dax demonstrates its commitment to sustainability with the installation of photovoltaic panels on its roof, ensuring energy self-consumption. Accessibility is also a priority, with a secure underground car park offering 60 spaces, 12 of which are equipped with electric vehicle charging stations.

An immersive escape in the heart of des Landes

A standout feature of the hotel is its *trinquet*, a traditional court dedicated to Basque pelota, a sport deeply rooted in the culture of the South-West and the Basque Country. This exceptional venue offers pelotaris, enthusiasts, and the simply curious the chance to discover the many variations of this centuries-old sport, which counts nearly 500 licensed players around the Dax area.

"Our ambition is to welcome guests into a vibrant new space where every detail invites exploration. In Dax, between local traditions and modern comfort, we aim to offer an experience that encourages guests to discover the city, its craftsmanship, and its way of life. The Kyriad brand, with its strong focus on discovery, allows us to reflect both our personality and our desire to share the local treasures with our guests," says Pascal SAGARDIA, owner of Kyriad Dax-Saint Paul lès Dax.



The Kyriad Dax–Saint-Paul-lès-Dax enjoys a prime location, with excellent connectivity: direct access to the A63 motorway, proximity to Biarritz Airport, just 1 km from the Dax high-speed train station, and a bus stop right outside the hotel. Only 1.5 km from key local attractions, including Dax, a City of Art and History, Christus Lake, the casino, bowling alley, Sourcéo spa, and several thermal baths, it also offers easy access to the Landes beaches in under 30 minutes and the city of Bayonne in just 40 minutes by car. Golf lovers will appreciate four renowned golf courses located within 30 km of the hotel.

With a dynamic team of nine employees, the hotel offers a truly unique experience, blending comfort, cultural immersion, and strong local engagement to turn every stay into an exceptional memory.

« The opening of this new Kyriad hotel perfectly embodies the values and positioning of our brand. Developed in close partnership with Mr. and Mrs. Sagardia, this project is part of a strong local momentum and actively contributes to the appeal of the surrounding area. It reflects our commitment to providing guests with an experience that combines comfort, accessibility, and authentic regional character. A true invitation to discover the region's hidden gems, this establishment also supports sustainable job creation and the promotion of local know-how » says Krystel Blondeau, France General Director at Louvre Hotels Group.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes over 1,750 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.

About Kyriad

With a network of over 500 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.

[Kyriad Press Contact](#)

Lorène Julia - 06 74 87 38 17 - lorene.julia.ext@change.bz



Kyriad



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