

The Kyriad brands launch the very first travel guide designed using artificial intelligence: « Prompt It »

With « Prompt It », Kyriad and its labels, Kyriad ECO and Kyriad PRESTIGE, are the first to launch an AI-powered travel guide designed to help travelers imagine, plan, and personalize their stay in just a few seconds. This smart new way of traveling, “made in Kyriad,” marks a new stage in hospitality innovation and fully reflects Louvre Hotels Group’s strategy to support its brands in adapting to evolving guest expectations while creating ever more seamless and intuitive experiences.



A pioneering, conversational, and personalized travel guide

Complementing the expertise of its hoteliers, true ambassadors of their destinations, Kyriad now enables travelers to prepare their stay with an AI assistant capable of transforming a desire to explore into a fully structured, personalized, turnkey travel plan. The « **Prompt It** » initiative simplifies trip planning and removes the barriers associated with time-consuming research.

This innovation is driven by the Kyriad family, which brings together the core Kyriad brand, Kyriad PRESTIGE, and Kyriad ECO, spanning the economy, midscale, and upscale segments to meet every travel style and budget.

Designed to align with travelers' evolving digital habits, the platform is both simple and intuitive to use. Travelers simply scan the QR code or click the link to open Kyriad's AI assistant. They can then interact with the interface and **personalize their prompt** by entering key trip details such as dates, length of stay, number of travelers, transportation, desired activities, and budget. As the conversation progresses, the assistant refines and enhances its suggestions to create a fully tailored itinerary, structured step by step.

Each recommendation adapts to the traveler's preferences and specific needs, whether for a family holiday, a romantic getaway, a trip with friends, or a solo escape, whether spontaneous or carefully planned. In just a few interactions, travelers save valuable time and receive a clear, structured, and fully personalized program, illustrating a new kind of hospitality experience.

"Discovery lies at the heart of Kyriad's DNA. With 'Prompt It', we once again demonstrate our commitment to remaining pioneers, relevant, and distinctive in the hospitality industry. Through this campaign, we use artificial intelligence not as an end, but as a lever for simplicity, helping travelers move seamlessly from the desire to travel to the moment of departure. This is fully aligned with Louvre Hotels Group's vision of placing innovation at the service of more intuitive and personalized hospitality, starting from the very first stage of destination planning" explains **Krystel Blondeau, President of Franchise, Brands & Marketing at Louvre Hotels Group.**

Kyriad, the ideal starting point for discovery

This approach is fully aligned with Kyriad's DNA, a brand historically **rooted in the discovery of local destinations**. Across France, Kyriad hoteliers do more than welcome guests, they guide them in exploring their region, sharing insider tips, hidden gems, and local treasures.

With "Prompt It", this promise now extends into the digital space. From Lille to Marseille, and from Bordeaux to Strasbourg, each hotel becomes a gateway from which travelers can imagine and build their stay, connected to its local environment, to explore must-see attractions and enjoy authentic experiences. The initiative leverages a nationwide network of **more than 200 hotels**, each serving as an entry point to discover the richness and diversity of France's regions.

Rather than offering standard itineraries, Kyriad invites everyone to build their own trip at their own pace, in keeping with the spirit of freedom and curiosity that defines the brand.

AI designed as a discovery companion

Developed in partnership with the agency Change, the "Prompt It" campaign was conceived as a discovery companion, simple to use and immediately valuable. The AI enhances the travel planning journey by guiding travelers through their choices, representing a concrete and pioneering integration of artificial intelligence in hospitality, while preserving the essential role of hoteliers' expertise and individual freedom of choice.

"We designed « Prompt It » as a tailored, conversational discovery guide. A prompt is not a technical concept, it is a simple way to express a personal desire. Artificial intelligence then helps structure that vision and transform it into a tangible, credible travel experience." **explains Elisabeth Billiemaz, Co-President of the Change agency.**

To support the launch, Kyriad is rolling out a **360° communication campaign** combining out-of-home **advertising, digital, social media, influencer engagement, CRM, and in-hotel activations**, inviting the general public to experience this new way of traveling. In Paris, the campaign will be prominently displayed for two weeks along the platforms of Gare de Lyon metro station (Line 1), featuring large-scale linear displays and seven distinct visuals, each highlighting a different destination. This immersive presence is designed to capture travelers at the heart of their daily journeys. [A dedicated film](#) will also bring the campaign to life and will be broadcast online and across social media, with a direct link to the "Prompt It" experience to encourage immediate engagement : https://bit.ly/Kyriad_Prompt_CP_YT_LHG

Beyond the traveler experience, this approach also marks the brand's adaptation to a major change for hoteliers. In a context where search and recommendation practices are rapidly evolving, with **64% of French people saying they use AI, including 89% of Gen Z***, artificial intelligence is becoming an indispensable tool for promoting destinations and establishments. **More than one in two AI users (57%)* rely on recommendations provided by artificial intelligence to plan their trips** (identifying cities, itineraries, etc.). By structuring information, making offers more visible, and facilitating their integration into new conversational pathways, « Prompt It » paves the way for new forms of referencing and connecting travelers and hotels that are more qualitative, more personalized, and more relevant.

To discover this new way of planning your trip, we invite you to try « Prompt It » by scanning the QR code below or clicking on the following link: https://bit.ly/Prompt_CP



**IFOP study for Louvre Hotels Group, AI Shifters, September*

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 brands Unique Boutique Hotels and TemptingPlaces Collection.

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 580 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.

[Press Contact Kyriad - Lorène JULIA - 06 74 87 38 17 - \[lorene.julia.ext@change.bz\]\(mailto:lorene.julia.ext@change.bz\)](#)