Kyriad

Press release
October 13, 2026

Kyriad Prestige Sarrebourg Les Terrasses: the 4★ hotel reinventing the art of hospitality in the heart of a region rich in natural beauty and strategic connections

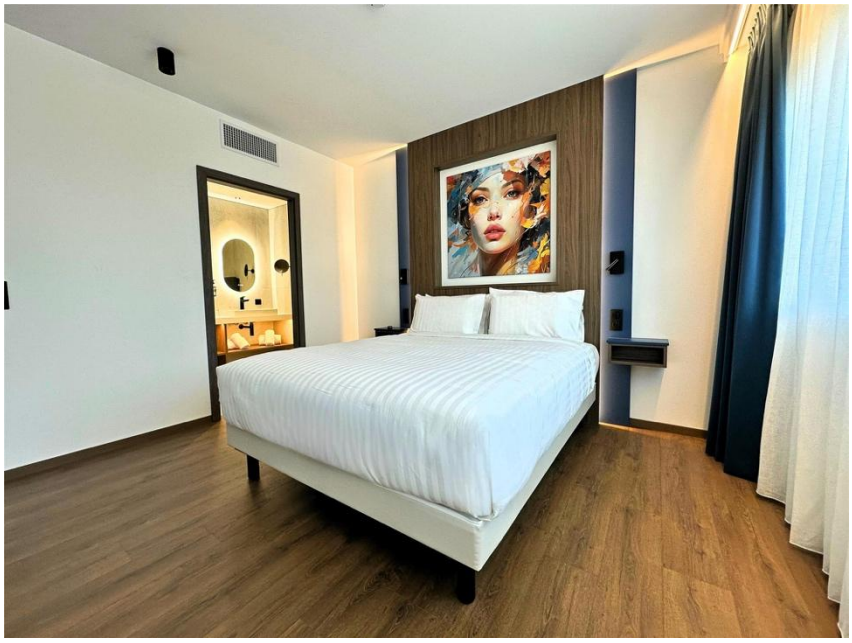
Located above Les Terrasses shopping centre, Kyriad Prestige Sarrebourg Les Terrasses is establishing itself as the new must-visit four-star hotel in southern Moselle. Its unique geographical location – at the crossroads of the Strasbourg-Nancy and Metz-Alsace Bossue routes – makes it an ideal base for both business travellers and those looking to explore the region.

A four-star hotel at the heart of a dynamic business and leisure hub

Opened in summer 2026, Kyriad Prestige Sarrebourg Les Terrasses enhances the local hospitality offering with a unique concept: a four-star hotel located above Les Terrasses shopping centre, at the heart of a vibrant hub of activity. Strategically situated at the crossroads of key business and tourism routes, the hotel is positioning itself as a new benchmark for business and leisure travellers seeking premium comfort, accessibility and a comprehensive range of services.

The hotel features 50 rooms across several categories (Twin, Double, Superior Double, Suite and Studio), designed to suit every type of stay. Accessible to guests with reduced mobility, it offers all the amenities expected of a four-star hotel, including a restaurant, lounge, bar, swimming pool, spa, fitness centre, parking facilities and electric vehicle charging stations.

"*With Kyriad Prestige Sarrebourg Les Terrasses, we are supporting the emergence of a new hotel offering in the region, combining high quality standards with strong integration into its local environment. Located at the heart of a major business hub, this hotel reflects our commitment to developing projects that create significant local value, directly connected to the region's economic and tourism dynamics. This project was made possible thanks to the commitment of Francis Welsch, an investor particularly involved in the development of Sarrebourg, who, through this achievement, reaffirms his vision of sustainable and structured development for the region*," **says Krystel Blondeau, Managing Director France at Louvre Hotels Group.**



A locally rooted experience within a dynamic economic and regional ecosystem

The project is part of a strong regional development dynamic. Construction work began in June 2023 and involved several local companies, including SASSO, SANICHAUFF and Menuiserie Roger, strengthening the hotel's ties to its local environment.

This local commitment is also reflected in the guest experience, particularly through a semi-gastronomic dining offering that showcases locally sourced products and short supply chains.

At breakfast, the hotel highlights regional products, including jams from La Hoube, honey from Rucher de la Sarre and cheeses from Ferme de Ritterwald.

Supported by a team of 15 employees, the hotel has also established partnerships with major local businesses – including FM Logistic, Ferco and Schott VTF – further strengthening its position within a dynamic local economic ecosystem and its ambition to become a key destination for business travellers.

Kyriad

An exceptional natural setting, where forests, waterways and heritage meet
Just a few minutes from the hotel, the surrounding region offers a wide variety of landscapes and heritage sites. In Sarrebourg, visitors can discover the Chapelle des Cordeliers and its monumental stained-glass window by Marc Chagall, the Musée du Pays de Sarrebourg and the historic town centre.

Nearby, the forests of the Vosges Mountains, the panoramic views from the Rocher de Dabo, the valleys and ponds of the Sarre, the Abreschviller Forest Railway, the Saint-Louis-Arzviller Inclined Plane and the Sainte-Croix Wildlife Park offer a wealth of experiences combining nature, culture and heritage.

Kyriad Prestige Sarrebourg Les Terrasses is therefore an ideal starting point for exploring the region, bringing the brand's promise to life: making every stay an opportunity for discovery, combining four-star comfort, local character and the art of living.

Kyriad Prestige: the premium offering within the Kyriad brand family
Within the Kyriad brand family, comprising Kyriad (***), Kyriad ECO (**) and Kyriad Prestige (****), the latter represents the four-star segment and reflects the evolution towards a more experience-driven approach to hospitality. True to the brand's founding promise — combining local exploration with comfort — Kyriad Prestige offers an enhanced guest experience, supported by higher quality standards, an expanded range of services and particular attention to the evolving needs of today's travellers.

Gradually expanding across France, Kyriad Prestige is responding to travellers' growing expectations by offering hotels that establish lasting connections with their local surroundings. The Sarrebourg project fully embodies this ambition, combining four-star positioning with a unique location, integrated into a vibrant hub of business and leisure activities.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio of more than 1,750 hotels in 70 countries. The Group offers a comprehensive range of hotels from one to five stars, with the brands Première Classe, Hosho, Kyriad, Campanile, TULIP Hotels & Residences, Golden Tulip and Royal Tulip; the five brands of the Sarovar network in India; the Hôtels & Préférence group; and the Unique Boutique Hotels and TemptingPlaces Collection brands.
Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world's second-largest hotel group.

About Kyriad

With a network of more than 580 three-star hotels, Kyriad is a midscale brand of Louvre Hotels Group, operating in France, China and Southeast Asia. The brand places discovery at the heart of the guest experience. Each hotel is unique and reflects the personality of its hotelier, while delivering the perfect balance of comfort, accessibility and local charm.

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