The Kyriad family

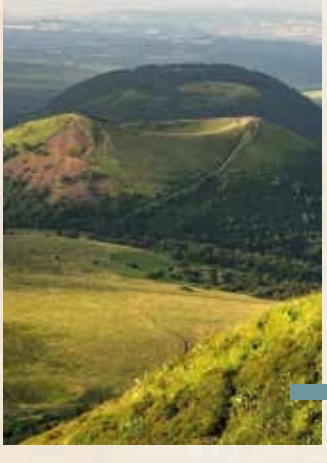
The joy of discovery, expressed through three brand experiences.

2026 press kit

Kyriad ECO Kyriad Kyriad PRESTIGE











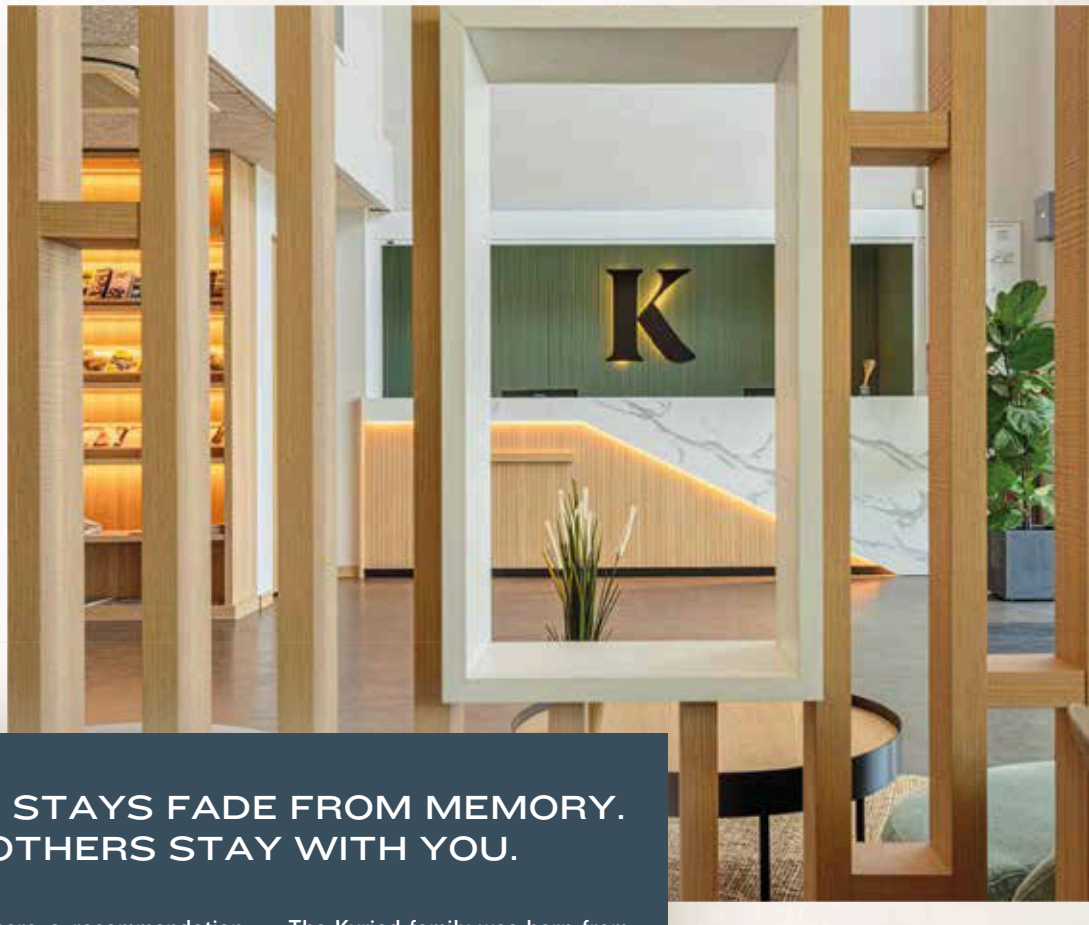








Travel is no longer measured in kilometers, but in discoveries.



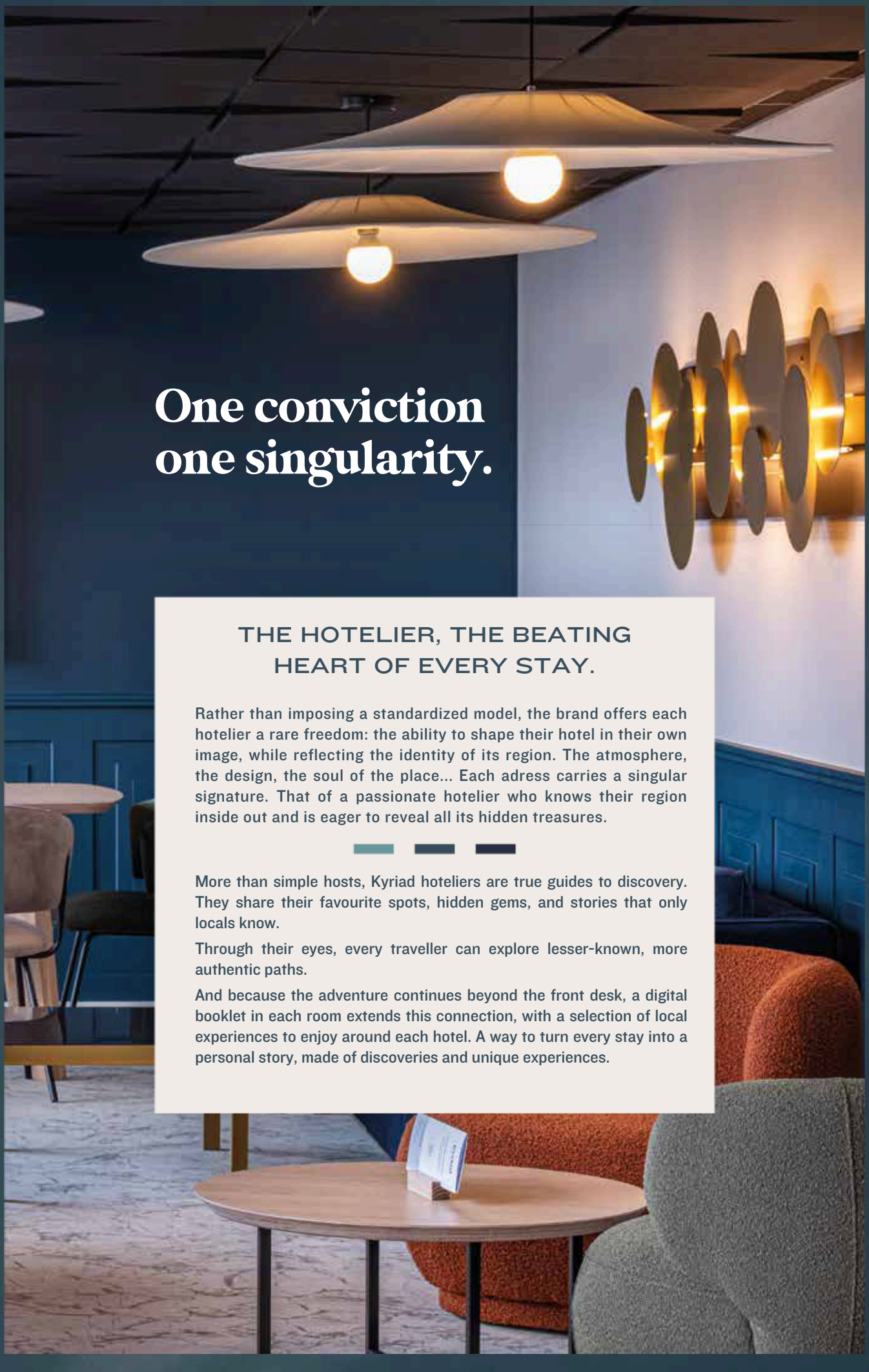
SOME STAYS FADE FROM MEMORY. OTHERS STAY WITH YOU.

The ones where a recommendation from a hotelier reveals a destionation's best-kept secret. Where the local specialty shows up at breakfast. Where an unexpected little street becomes the best memory of the trip. These moments cannot be manufactured. They have been carefully nurtured for over twenty years.

The Kyriad family was born from a simple yet profound belief: a hotel is not a stopover, it's a starting point. Toward the destination. Toward the unexpected. Toward something bigger, which turns a trip into an authentic experience, and a unique experience into a discovery.

Three brands, one DNA, one promise

Comfort as a starting point. DisKovery as a destination.



One conviction one singularity.

THE HOTELIER, THE BEATING HEART OF EVERY STAY.

Rather than imposing a standardized model, the brand offers each hotelier a rare freedom: the ability to shape their hotel in their own image, while reflecting the identity of its region. The atmosphere, the design, the soul of the place... Each adress carries a singular signature. That of a passionate hotelier who knows their region inside out and is eager to reveal all its hidden treasures.

More than simple hosts, Kyriad hoteliers are true guides to discovery. They share their favourite spots, hidden gems, and stories that only locals know.

Through their eyes, every traveller can explore lesser-known, more authentic paths.

And because the adventure continues beyond the front desk, a digital booklet in each room extends this connection, with a selection of local experiences to enjoy around each hotel. A way to turn every stay into a personal story, made of discoveries and unique experiences.

One family, three experiences with character.

Business trip during the week, weekend for two, stopover on the way to vacation.. The kyriad family caters to every travel style, with hotels that adapt to the pace of each stay, travellers changing desires and today's trends.

This attention to detail extends to the facilities available at each hotel: coworking spaces or meeting rooms, fitness facilities, wellness areas, swimming pools, private parking and secure bicycle storage solutions.

Today, the Kyriad brand family offers three distinct experiences, each with its own style, pace and approach to welcoming travellers, while staying true to the promise of local discovery.



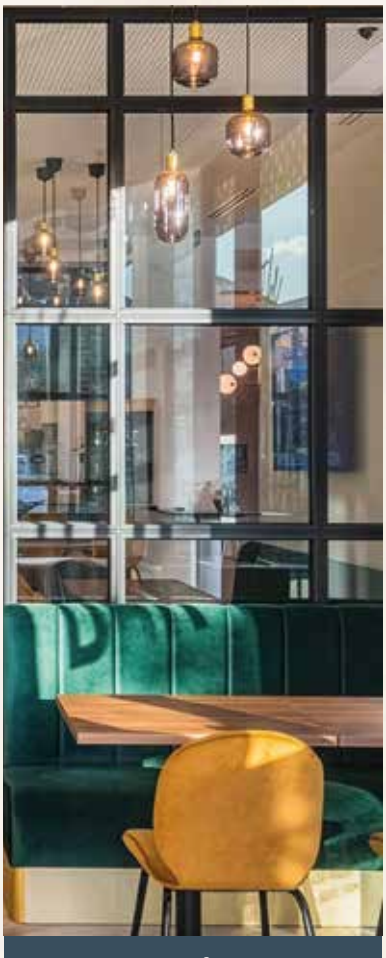
Kyriad ECO

★★

EXPLORATION ON A BUDGET

Functional, comfortable rooms, a unique and warm design, and standards that consistently exceed the expectations of the category

Kyriad ECO focuses on the essential: well designed comfort and everything needed for a simple, comfortable stay.



Kyriad

★★★

LOCAL CHARM, FULL COMFORT

The flagship brand. Each Kyriad hotel is an adress in its own right, shaped by its hotelier, rooted in its local surroundings and infused with a unique atmosphere.

Guests come to relax. They leave inspired to explore.



Kyriad PRESTIGE

★★★★

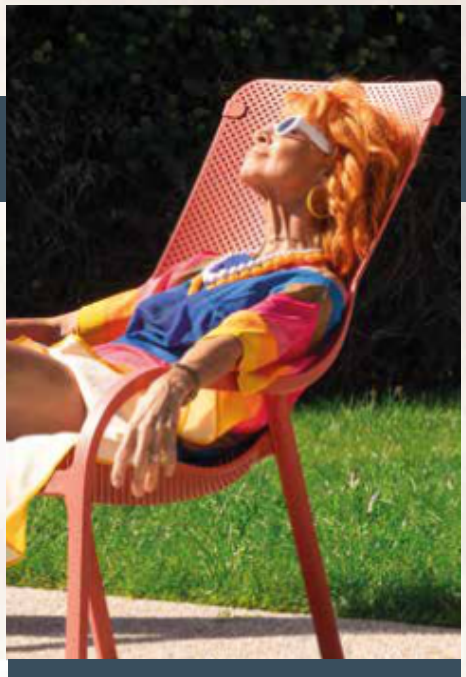
A 4-STAR DISCOVERY

Here the experience is enriched with distinctive services and falicities: carefully desgined wellnes areas, hammam, sauna, pool and fitness, premium amenities. Discovery Plus 4 ★ services.

Every stay is designed to leave a lasting impression.

The joy of dicovery with every stay.

Kyriad



UNIQUENESS | COMFORT | DISCOVERY

Three pillars. And behind each one, a tangible commitment, an experience designed to make every stay memorable and inspire guests to return for their next getaway.
An invitation to meet the extraordinary and to enjoy the authentic charm that each destination and hotel has to offer. A sense of comfort reflected in every detail, down to the smallest touches, such as memory-foam pillows. Room thoughtfully designed down to the finest detail, carefully equipped and featuring plush, comfortable bedding, offering a true haven for rest and relaxation.



From one hotel to the next, new inspirations unfold, from dinstinctive designs and memory-foam pillow comfort to flavors, scents and renewed atmospheres, a reminder that every stay is a discovery, and every trip a source of inspiration.



SIGNATURE TOUCHES THAT MAKE THE DIFFERENCE

A scent you won't forget

Souffle d'été by Kyriad, a unique signature fragrance that creates a warm and familiar atmosphere from the moment guests arrive, awakening their sense of discovery.

A musical ambiance

An evolving playlist designed to accompany every moment of the stay, from check in to breakfast. Atmosphere doesn't happen by chance. It's carefully curated.

The Coin LoKal

Parisian brioche, kouign-amann, crêpes, Saint-Genix, Alsatian kouglof... Every morning, regional flavors take centre stage at breakfast. Discovery begins at the breakfast table.

Comfort, pure and simple

Matress memory-foam pillow, duvet, bed and bath linen, shower, welcoming touches...At Kyriad, comfort isn't a matter of words, but of immediate sensations. The kind of comfort that allows guests to settle in, feel at ease and fully enjoy the rest of their stay.

A digital local guide

Awakening the desire to discover through a dedicated app "Alentour", offering instant access to a variety of local activities and attractions.



SIGNATURE EXPERIENCES
Digital room directory
loKal breakfast

Kyriad ECO

SIMPLICITY I QUALITY I DISCOVERY

A fresh approach to budget hospitality, where every stay is built around getting the essentials right: reliable comfort, a smooth experience, and everything that really matters, without the superfluous.

Thoughtfully designed rooms that embrace simplicity, with quality sleep, cleanliness and comfortable amenities at the heart of the experience. A functional and relaxing environment, designed to meet the needs of both leisure and business travellers.



Kyriad PRESTIGE

SUPERIOR COMFORT
UNICITY I DISCOVERY

A hotel experience designed as a special escape, combining superior comfort, attention to detail and a singular atmosphere to turn every stay into a priviledged moment.

Rooms combining elegance and well-being, where every element contributes to a high-end experience: high quality bedding, memory foam pillows, plush duvets and massage showers, ensuring comfort throughout the stay.

Each Kyriad Prestige hotel reveals its own unique world, shaped by the personality of the property and its hoteliers. Thoughtful design, distinctive atmospheres and a constant commitment to quality come together to create an experience that stands out, blending inspiration, comfort and character.

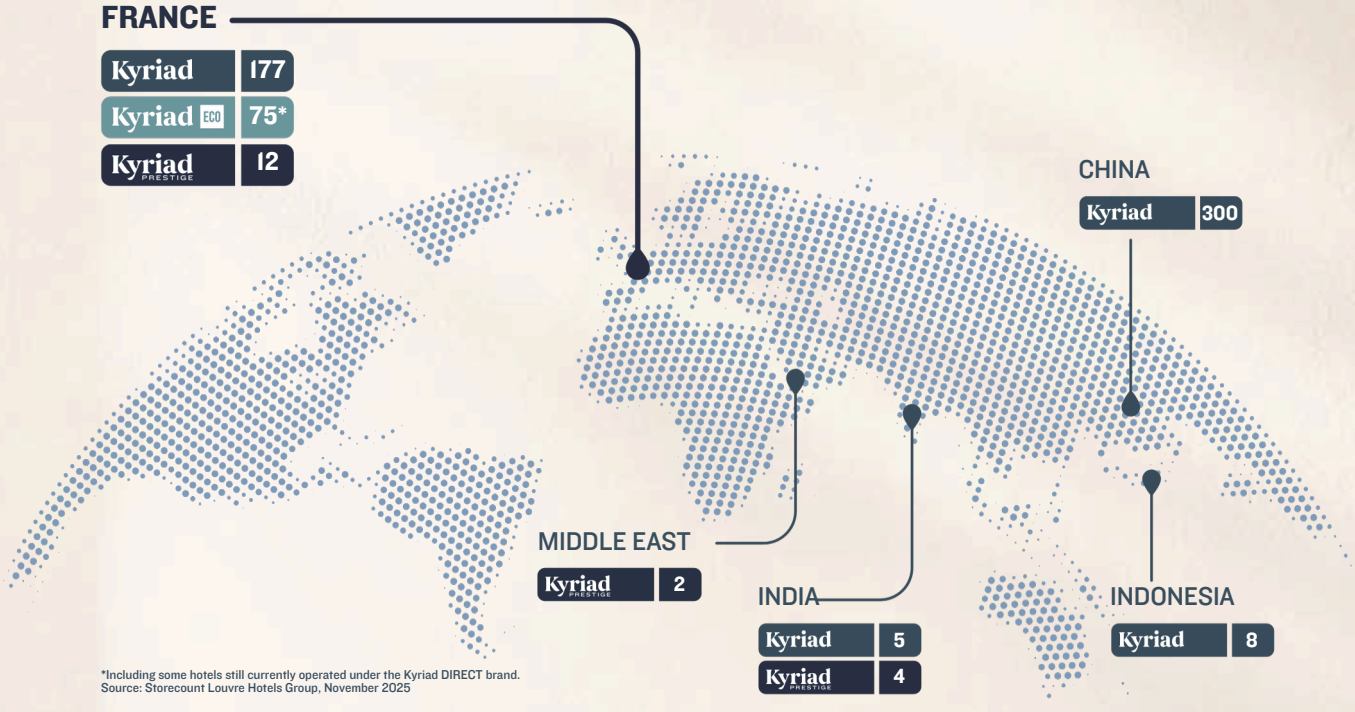




SIGNATURE EXPERIENCES
Digital room directory, signature scent, musical ambiance, memory-foam pillow, loKal breakfast

Strong growth, driven by authenticity

Since 2000, the Kyriad network has kept growing without ever losing sight of what makes it unique. Nearly 600 hotels across 8 countries, all sharing the same belief: the travel experience is shaped just as much by what happens within the hotel as by what lies beyond its doors.



*Including some hotels still currently operated under the Kyriad DIRECT brand.
Source: Storecount Louvre Hotels Group, November 2025



- INTERNATIONALLY -

- Presence in Poland, Austria, India, Indonesia, China, Oman, Morocco..
- Including nearly **300** hotels in china.

-IN TOTAL-

- Nearly **600** hotels and approximately **51 000** rooms.

DATES CLÉS

- **2000** creaction of the Kyriad brand
- **2018** opening of the first hotel in china
- **2003** creation of the Kyriad restige label
- **2025** creation of the Kyriad ECO label

Kyriad

What if yout next trip started with a prompt ?

Scan the QR code and let yourself be guided.



With PROMPT IT, Kyriad asserts its pioneering spirit and puts innovation at the heart of its brand experience. Powered by AI, just a few words are enough to spark an idea, plan a getaway or uncover a destination. Designed as a true source of inspiration, this new tool opens up a new way of imagining travel and supports travelers in their desire to discover. An initiative that extends Kyriad's vocation: to make every hotel the starting point of a stay to live, to explore, to invent.

About louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, whose portfolio today includes more than 1,750 hotels in 70 countries. It offers a complete range of hotels from 1 to 5 stars with the brands: Première Classe, Hosho, Kyriad, Campanile, TULIP Hotels & Residences, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the Hotels & 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 2nd largest hotel group.

About Kyriad

With a network of more than 580 3-star hotels, Kyriad is a midscale brand of 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 promising the perfect balance of comfort, accessibility and local charm

Kyriad press contacts

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