Kyriad

Press release
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As the Christmas Lights celebrations approach, Kyriad Montbéliard Sochaux Hotel & Spa highlights its renovated facilities to attract visitors.

As Montbéliard prepares to host the 40th edition of its renowned Christmas Lights festival, taking place from 21 November to 24 December 2026, Kyriad Montbéliard Sochaux Hotel & Spa is getting ready to welcome visitors to its newly renovated hotel. Following an extensive renovation in spring 2026, led by the SOFRA Group, which has owned and operated the property since 2021, the three-star hotel, with its 72 rooms, has undergone the renovation of half of its rooms and now offers guests an enhanced experience dedicated to well-being. This transformation is part of Louvre Hotels Group's ongoing efforts to modernize its Kyriad hotel network.



Every winter, Montbéliard becomes one of France's leading destinations for the Christmas holidays. With more than 550,000 visitors welcomed during the 2024 edition, the Christmas Lights festival is the largest tourism event in the Bourgogne-Franche-Comté region. In 2024, the November–December period generated nearly 390,000 tourist overnight stays and welcomed around 800,000-day visitors to the Pays de Montbéliard area, highlighting the importance of the winter season to the local tourism economy.

From November 21 to December 24, 2026, the town will celebrate the 40th edition of this iconic event. Highlights include a traditional Christmas market featuring 170 artisans, magical illuminations transforming the streets of the historic town center, traditional festivities and a special highlight of Switzerland, the guest of honor for this anniversary edition.

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A complete renovation to extend the experience beyond the Christmas Lights festival.

Led by the SOFRA Group, the transformation of the Kyriad Montbéliard Sochaux Hotel & Spa was designed to enhance the guest experience, with a particular attention paid to comfort, the quality of its spaces and the evolving expectations of travellers.

The hotel has undergone a complete renovation of its rooms, alongside the addition of six new rooms, bringing its total capacity to 72. The communal areas have also been fully redesigned, featuring a new lobby and modernised reception spaces.

The hotel has also expanded its facilities with the addition of a wellness area featuring a swimming pool, sauna, a fitness room and two massage rooms. These new spaces allow guests to unwind and enjoy moments of relaxation after a day exploring Montbéliard and its surrounding area.



The renovation has also involved major architectural and technical improvements to the building, including a new façade, improved insulation and the installation of a heat pump, contributing to enhanced energy efficiency.

Greater Comfort and Long-Term Investment: A Transformation Led by SOFRA

Beyond the hotel's transformation, this renovation is part of Louvre Hotels Group's wider strategy to modernise the Kyriad network : To offer a hotel experience combining greater comfort, accessibility, and a strong local identity.

The renovated rooms of Kyriad Montbéliard Sochaux Hotel & Spa now feature the brand's latest comfort standards, including premium bedding with extra-thick mattresses, memory foam pillows and 100% cotton bed linen. The bathrooms have also been fully modernised, while the overall design focuses on creating functional and welcoming spaces, meeting the expectations of both business and leisure travellers.

« *The Christmas Lights festival perfectly demonstrates how destinations can create major tourism events that attract visitors from far beyond their region. To support this appeal, it is essential to offer accommodation that meets travellers' expectations. The transformation of the Kyriad Montbéliard Sochaux Hotel & Spa, led by our partner SOFRA, is fully aligned with this ambition: enhancing comfort and the overall guest experience while highlighting the strong local identity of our hotels. This renovation also contributes to the momentum generated by Louvre Hotels Group in the Bourgogne-Franche-Comté region, where our network now has more than 50 hotels.* » – **Krystel Blondeau, Managing Director France at Louvre Hotels Group.**

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Owner and operator of the Kyriad Montbéliard Sochaux Hotel & Spa since 2021, the SOFRA Group reaffirms its commitment to the long-term modernisation of its hotel portfolio through this project.

A long-term partner of Louvre Hotels Group, this family-owned investment company specializes in hotel investment and operations and currently has a portfolio of 24 hotels and 3 restaurants across France and the United States.

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, Hosho, 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.

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