

Six months after Kyriad Direct's launch, Louvre Hotels Group boosts its brand expansion in France by opening 12 hotels

Louvre Hotels Group, subsidiary of the 2nd hospitality group in the world, is proudly announcing the opening of more than 12 hotels, in 12 cities and 800 Kyriad Direct rooms in France, by early 2019. Launched in April 2018, the Kyriad Direct brand is transforming 2-star hospitality by offering a personalized experience.

Thanks to Kyriad Direct, Louvre Hotels Group is strengthening its brand portfolio by proposing all kinds of experiences, for all tastes and budgets. This new offer meets the travelers' expectations, which are seeking for a qualitative hotel experience, at an affordable price, within «non-standardised» establishments. Besides, the new offer meets the investors' expectations, wishing to benefit from increased visibility within distribution channels.



From Lille to Agen, from Grenoble to Rennes, Kyriad Direct strive to be rapidly present over 100 cities. The first Kyriad Direct locations are the following :

- Lille Stade Pierre Mauroy
- Nantes
- Grenoble
- Orléans La Chapelle Saint Mesmin
- Dreux
- Rennes Ouest
- Agen
- La Rochelle-Aytré
- Saintes
- Deltour - Le Puy en Velay
- Chambray-Les-Tours
- Arles

For more than 40 years, thanks to an unparalleled hospitality know-how, but also a strong distribution network, Kyriad Direct constitute a winning opportunity for many independent hotels and modest franchise network's members, eager to benefit from a better exposure.

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 more than 2,600 hotels in 54 countries.

It has a full hotel offering, spanning 1 star to 5 stars, with the Louvre Hotels Group's historic brands (Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip, Royal Tulip), the 5 brands of the Sarovar network in India, the French Group Hôtels and Préférence and Chinese brand Metropolo.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2th hospitality group in the world.

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