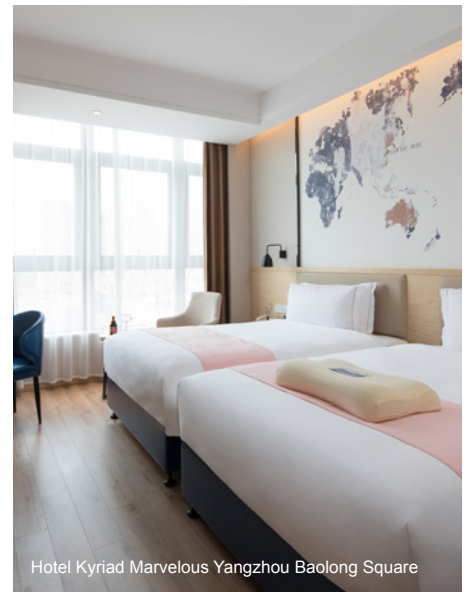
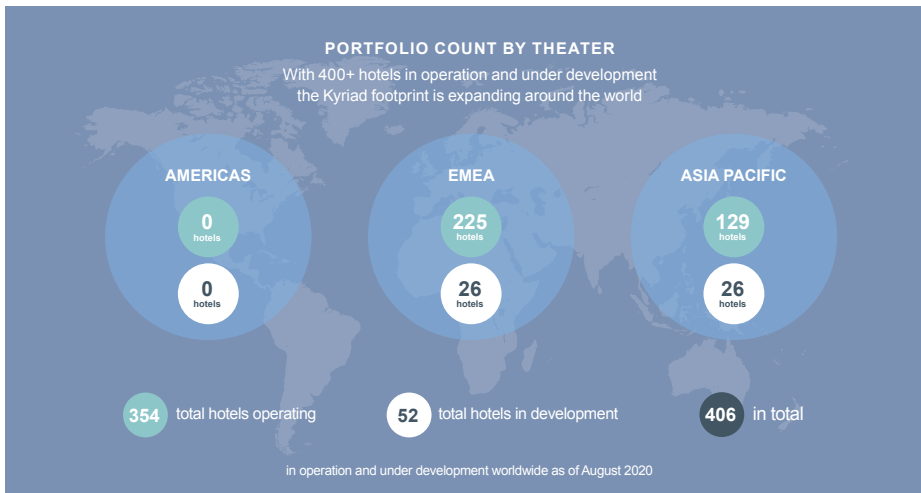


Kyriad

FACT SHEET

Kyriad is a unique approach to midscale hotels. Kyriad merges the best of both worlds: the uniqueness and charisma of an independent hotel and the guarantee of quality, comfort and efficiency of hotel chains. An attractive concept creating a feeling of belonging among our owners while attracting travelers globally.

GLOBAL BRAND PRESENCE



Hotel Kyriad Marvelous Yangzhou Baolong Square

OWNERS PROPOSITION

A soft brand concept; flexible and easy to implement. Positioning based on the pleasure of travel, with strong and unique design markers. Solid operational standards guarantee a good quality and memorable experience for business and leisure travelers.

BRAND HIGHLIGHTS

Travel related design: «Hello city» welcome sentence, world maps (lobby and rooms), inspirational travel quotes, travel library.

F&B with focus on discovery of flavors: International beer bar, frozen yogurt with fresh toppings, local snack on our courtesy tray.

Comfort solutions: Memory foam pillows, electric mobility solutions to explore hotel surroundings (optional).

COMPETITIVE SET

Ibis / Ibis style / Mercure / Best Western / Holiday Inn / Holiday Inn Express

BRAND PRESENCE

France, Austria, Morocco, China, Indonesia

FOOD & BEVERAGE

After a long day's work, our guests can relax in our international beer bar. This multicultural bar boasts a wide variety of local and international beers accompanied by light snacks from around the world. Our mini-boutiques propose a wide choice of snacks, 24/7.

DESIGN & SPACE PLANNING

Our hoteliers are free to express their personalities through the design of their hotel, while maintaining global standards of quality. A design guide is also available on request for hoteliers who prefer a full-concept solution.

Design, Technical Services, Human Resources, Operations, Opening support, Sales, Marketing, F&B

ADDING VALUE

With the backing of a dynamic, global hotel group, we add value to your investment by putting teams of experienced experts at your fingertips. From in-house architects and surveyors to engineers and functional specialists we can support with everything from concept planning, throughout the construction, up to the grand opening of your hotel and its ongoing operational success:

- Project Definition & Space Planning
- Revenue Optimization Tools
- Safety & Security
- Responsible Business
- Procurement
- Pre & Post Opening Support
- Owner privileges



Hotel Kyriad Les Ulis

CONTACT DETAILS

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radissonhotels.com

2021 Radisson Hotel Group

Kyriad

BRAND MATRIX

NUMBER OF KEYS	80-100 keys
POSITIONING	Midscale
LOCATION	Locations in city centers, business districts and transport hubs.
PRODUCT	Urban / Suburban / Airport Conversion friendly
NETT INTERNAL AREA PER KEY (+/- 10%)	>18 sqm for new build subject to survey for conversion
BUSINESS MODEL	Managed / Franchised
ROOM TYPE	Standard / Business / Family

KEY SPACES

SOCIAL SPACES

- New construction >150m2 for 100 rooms, existing buildings: subject to survey

FOOD & BEVERAGE

- Breakfast area (can also be used as a restaurant)
- Kiosk / vending machine (Optional)
- Restaurant (Optional)
- Beer Bar (Optional)

GUESTROOMS

- Bathroom

MEETING & EVENTS

- Meeting Space (Optional)

WELLNESS

- Swimming Pool (Optional)
- Fitness Area (Optional)

ROOM LAYOUT



1. Sleeping Area

- Bed headboard and frames
- Adjustable reading lights
- Quality bedding
- Black-out curtains

2. Desk & TV

- Desk
- Desk chair
- Chair
- 46" TV screen
- Adapted connectivity (Plugs, USB, WIFI)

3. Reading Area

- Cozy bench

4. Other Elements

- Open wardrobe with optimized storage space
- Hanging mirror
- Coat hooks

5. Bathroom

- Large wash sink
- Spacious shower
- Glass door

