

A woman with long, straight red hair is shown in profile, facing right, drinking from a white coffee cup with a black lid. She is wearing a light blue, textured knit sweater and a long, green skirt with thin white vertical stripes. The background is a solid, vibrant red wall. A white, wavy line graphic starts from the left side of the frame, loops around the woman's waist, and extends across the bottom of the image towards the right.

Stay
Curious

INNSiDE

BY MELIÃ

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The Story

From its beginnings in Germany, the INNSiDE by Meliá development strategy has been a bold one.

It aims to increase brand value by opening new ownership, rental or management establishments globally. Retaining its essence but adapting its philosophy to reflect new destinations in key cities, worldwide.

As our customers adapt to the new 'Bleisure' trend, so does INNSiDE. We're evolving to offer smart professional travellers a more informal, modern and vibrant experience.

To stay relevant to this new type of traveller, we're also opening new hotels in the centres of both primary and secondary cities.

BRAND POSITIONING

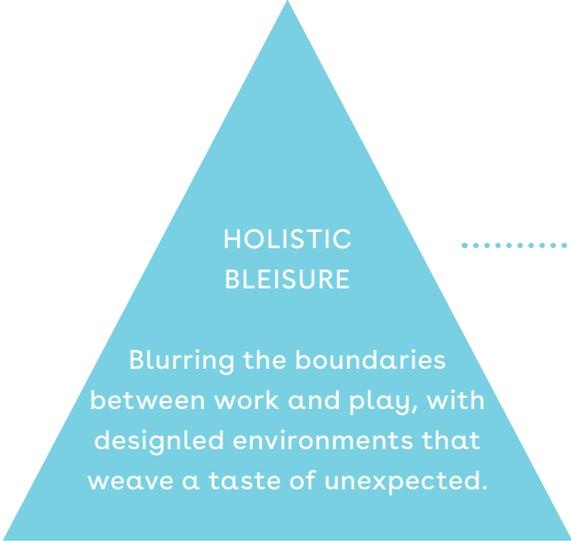
Holistic Bleisure

Goodbye to the work-trip. Bleisure has evolved, and rather than work and play, or play and work, our audience are looking to blend their professional and personal lives seamlessly, as they travel to exciting locations that stir their souls. This fluid behaviour, allowing our audience to switch off, but never disconnect, means that they are no longer willing to invest in one-dimensional offerings.



BRAND MODEL

Brand Purpose USP's

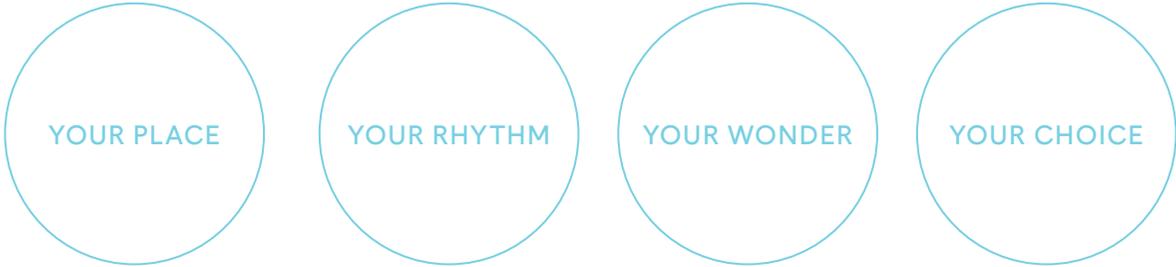


What it takes to stand out

DISTINGUISHING FACTORS



What it takes to be competitive



BRAND MODEL

Distinguishing Factors

YOUR PLACE

We want guests to feel comfortable and confident. So we get to know them inside and out, so their stay always feels like more-than-home.

YOUR RHYTHM

We want guests to be able to move seamlessly from business to leisure to wellbeing at their pace, as and when suits them.

YOUR WONDER

Guests expect consistency, but that doesn't mean they don't enjoy surprises. Little touches relevant to them that spark curiosity.

YOUR CHOICE

We're all about smart choices, delivering more than the essentials with a flair and confidence that is intelligent and on point.

Brand Expressions

BRAND EXPRESSIONS

IN-ROOM
PERKS

FREE
REFRESHING
REFRESHMENTS

SUSTAINABILITY

OPEN LIVING
LOUNGE

CREATIVE
MEETINGS AND
EVENTS

INFIT

LOCAL AND
CULTURAL
ACTIVITIES

BELONGING
BEGINS HERE



In-room Perks

CONSIDERED COMFORTS

Stretch out or snuggle up. Savour the view, or Netflix the night away. Every INNSiDE room is peppered with thoughtful touches (plus all the essentials) so you can make each stay your own.



BRAND EXPRESSIONS

Free Refreshing Refreshments

REFRESH AND REJUVENATE

No need to ask. No need to go thirsty. Keep quenched with our tantalising array of fizz & fruity juices. And they're all made that little bit better for you too.



- Lavandula -
LAVANDA



Sustainability

ECO-FRIENDLY EXTRAS

Our world is a wonder to explore, roam, and discover. But we've got to do our bit to keep it that way. So we're full of little twists that are good for the planet, and good for you. No fuss, no faff. Just sustainable touches that make sense.



BRAND EXPRESSIONS

Open Living Lounge

OPEN PLAN LOBBY

Full of fresh ideas and local flavour, these spaces let you skip seamlessly from work to play and anything in between. So settle in, and feel at more-than-home, in our Open Living Lounges.



Creative Meetings and Events

MEETINGS MADE MORE

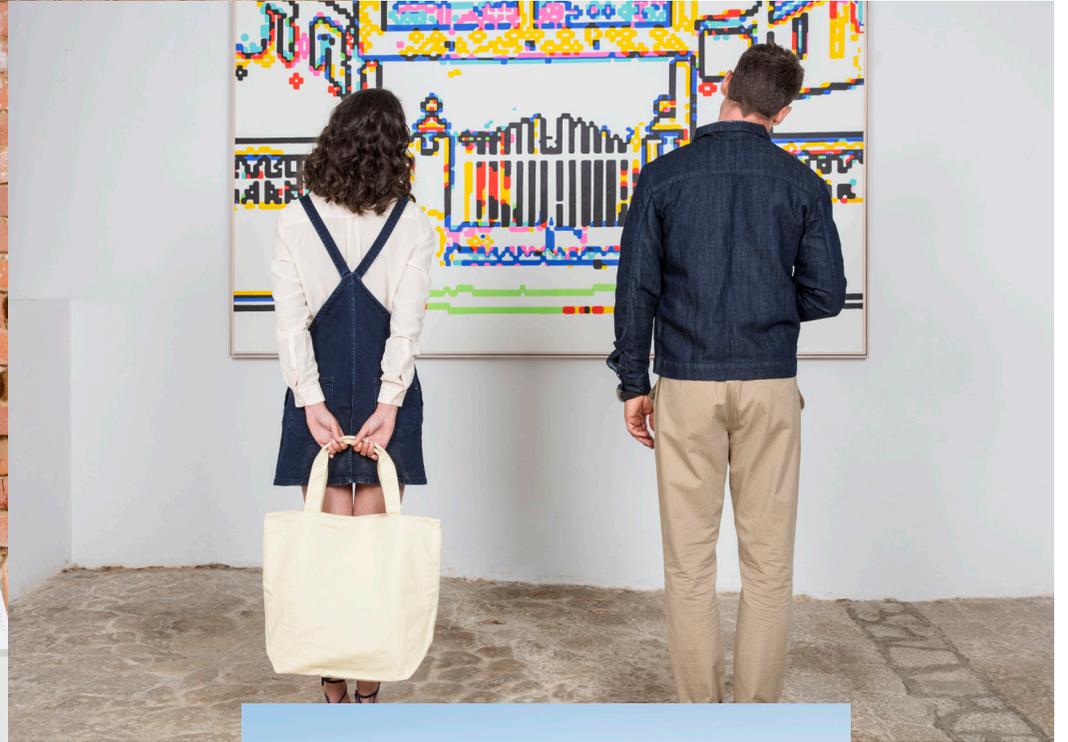
With spaces to tickle your senses and inspire the unconventional, we're creating a new way of doing business. Full of smart ideas and sustainable touches, these are multi-functional meeting rooms that can bend and flex to suit your needs.



Infit

FEEL-GOOD FITNESS

Step up your sweat in our state-of-the-art fitness spaces. With digital fitness software so you can workout around the clock and yoga led by world-leading local experts, we've got everything you need to make you feel good.



Local and Cultural Activities

A CULTURAL COMMUNITY

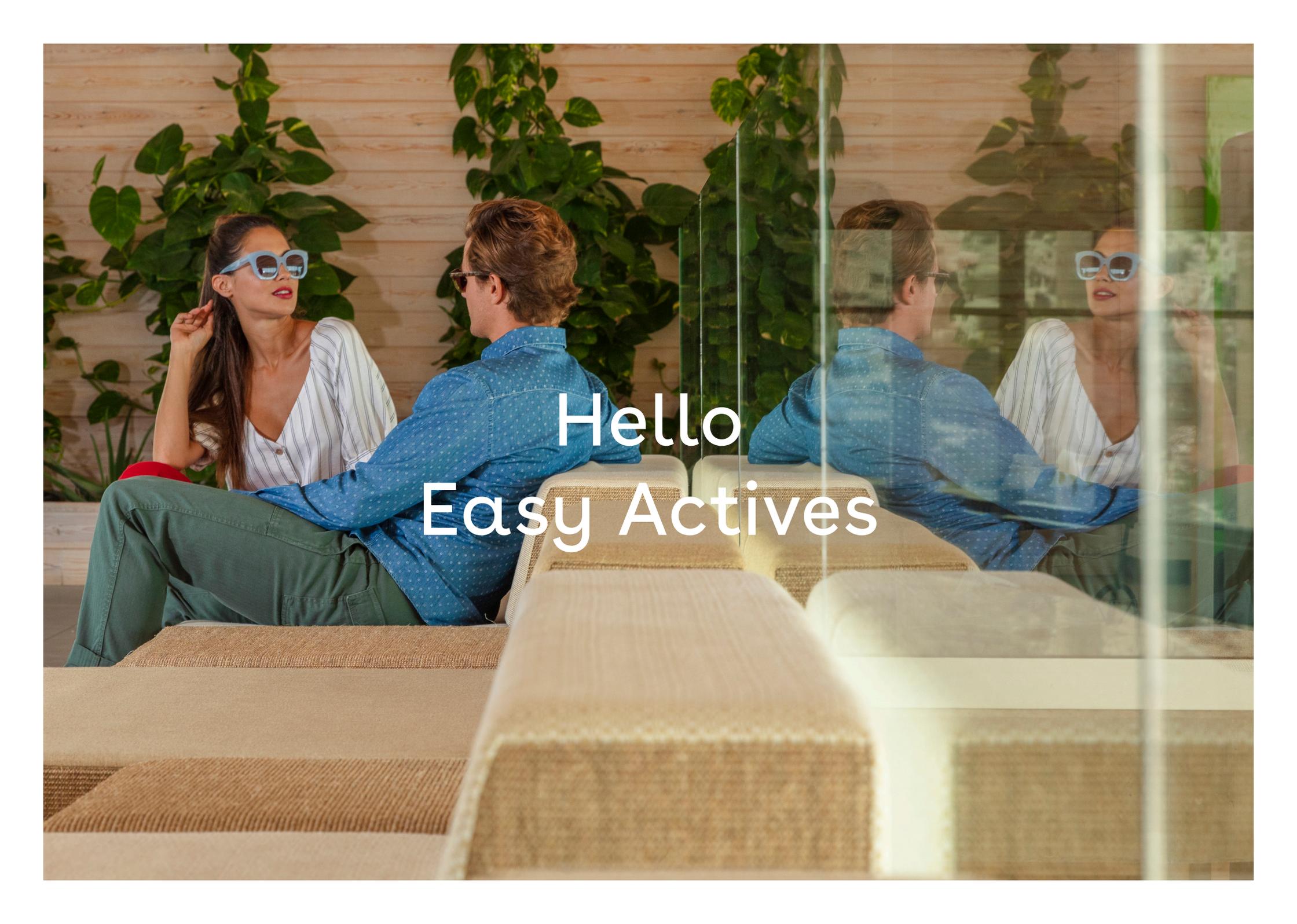
A place to meet, unwind, and be inspired. At the heart of the action, and a space away from it all. INNSiDE enriches every stay with music, art and literature curated by in-the-know local experts.



Belonging Begins Here

INNSIDE SERVICE CULTURE

Our Service Culture is delivered everyday by every member of our team. It is the INNSiDE by Meliá service culture and describes the behaviors we expect from ourselves and each other, regardless of position or title, or whether we are connecting with a customer or fellow team member.

A man and a woman are sitting on a light-colored, textured sofa in a modern, well-lit interior. The woman, on the left, has long dark hair and is wearing light blue sunglasses, a white and blue striped top, and green pants. She is looking towards the man. The man, on the right, has short brown hair and is wearing dark sunglasses, a blue patterned shirt, and green pants. He is looking back at the woman. A glass partition is visible in the foreground, reflecting the couple. The background features a light wood wall and several large green plants. The overall atmosphere is relaxed and contemporary.

Hello
Easy Actives

Easy Actives

A blend of urban professionals, lively business travellers, adventurous families, and cosmopolitan chill seekers getting away from it all.

Curious and young, or young at heart, and looking both to relax and explore on an exciting holiday, work trip or city break.



OUR AUDIENCES

Balanced Professionals

People who look for a little extra from their business trips, the little added extras and quirks that make business travel exciting and new instead of boring and beige.

TRAVEL
SPEND



TRAVEL FREQUENCY





OUR AUDIENCES

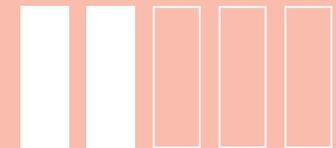
Purpose-driven Travellers

People on a mission to have fun and know what they want.

TRAVEL SPEND



TRAVEL FREQUENCY





OUR AUDIENCES

Group Travellers

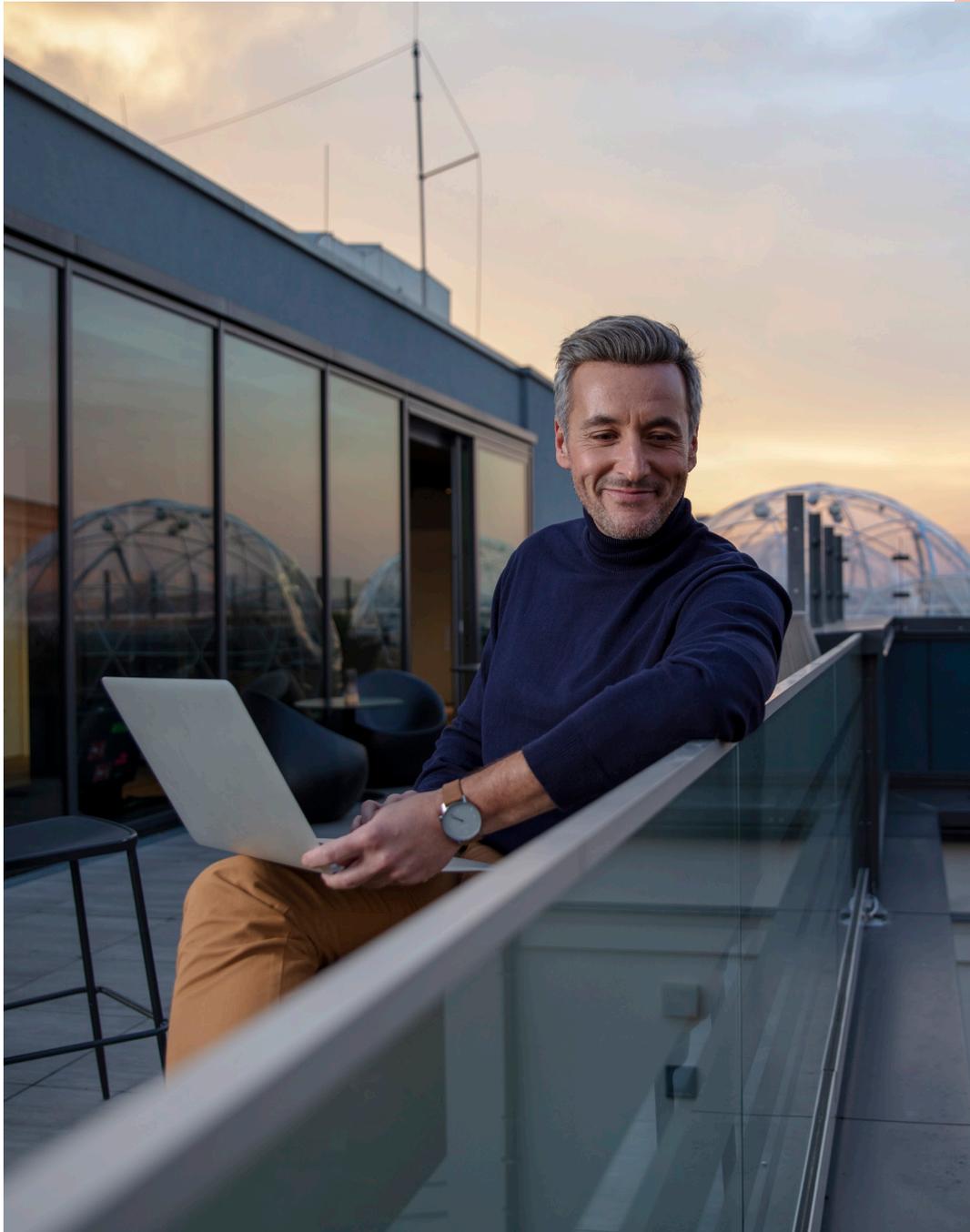
People who travel together, stay together. They travel in packs to experience places together, celebrating, feasting and exploring as one.

TRAVEL SPEND



TRAVEL FREQUENCY





OUR AUDIENCES

Meliã Loyalist

Our best brand ambassadors, these people live the brand to the fullest. They understand the MELIA standard and appreciate the consistent quality and quirkiness.

TRAVEL
SPEND



TRAVEL FREQUENCY



KEY BRAND INFORMATION

Current number of hotels and rooms

28
HOTELS

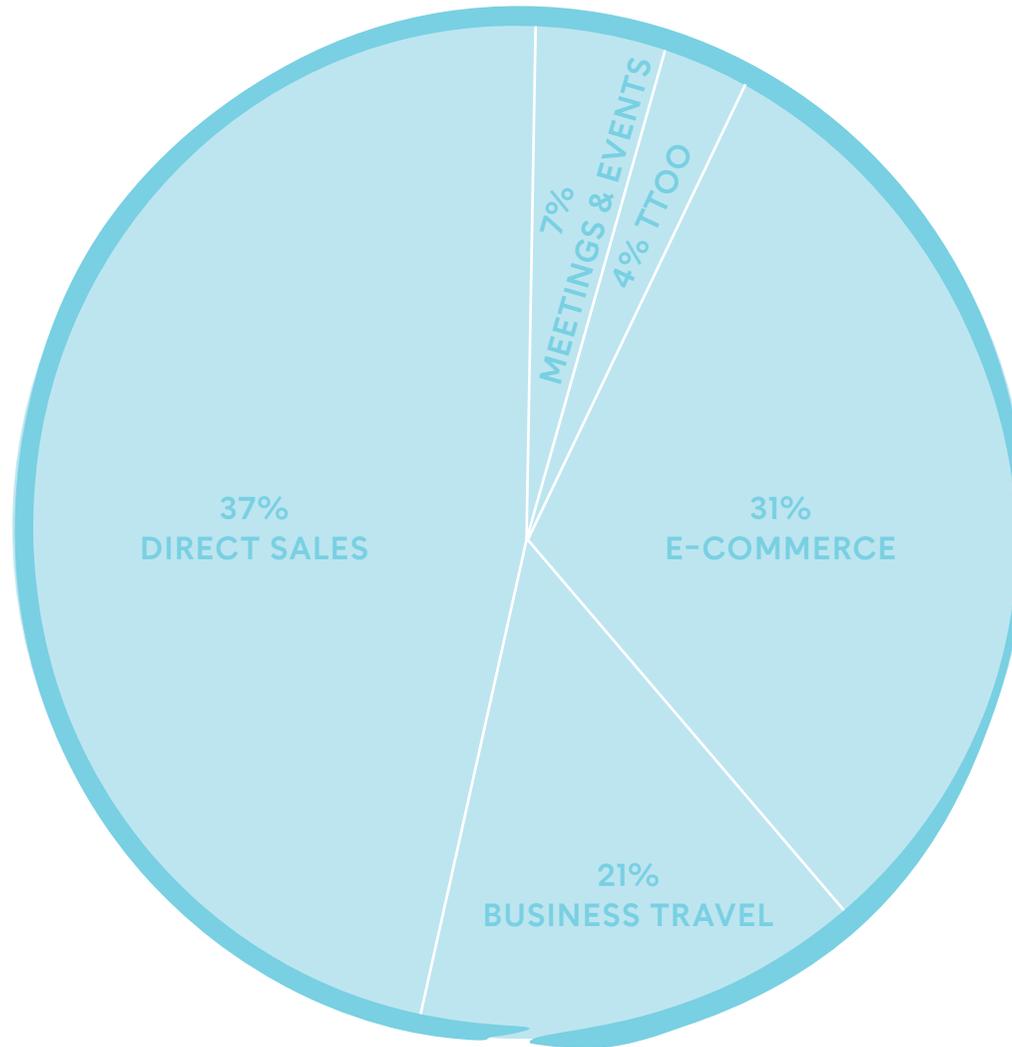
5,044
ROOMS

10
COUNTRIES

1,8 Million
CUSTOMERS

REVENUE SEGMENTATION

NOVEMBER 2019 DATA



KEY BRAND INFORMATION

INNSiDE Destinations

DATA NOVEMBER 2019

EXISTING HOTELS

GERMANY
Berlin
Bremen
Frankfurt
Munich
Dresden
Düsseldorf
Wolfsburg
Aachen
Leipzig
Hamburg

FRANCE
Paris

CZECH REPUBLIC
Prague

ITALY
Milan

SPAIN
Palma de Mallorca
Zaragoza

UNITED KINGDOM
Manchester

UNITED STATES
New York

CHINA
Zhengzhou

INDONESIA
Yogyakarta

PERU
Lima

VIETNAM
Saigon

PIPELINE

SPAIN
Madrid
Fuerteventura
Ibiza
Mallorca
Menorca

UNITED KINGDOM
Liverpool
Newcastle

LUXEMBOURG
Luxembourg

NETHERLANDS
Amsterdam

PORTUGAL
Lisbon

CUBA
Camaguey

QATAR
Doha

UAE
Dubai

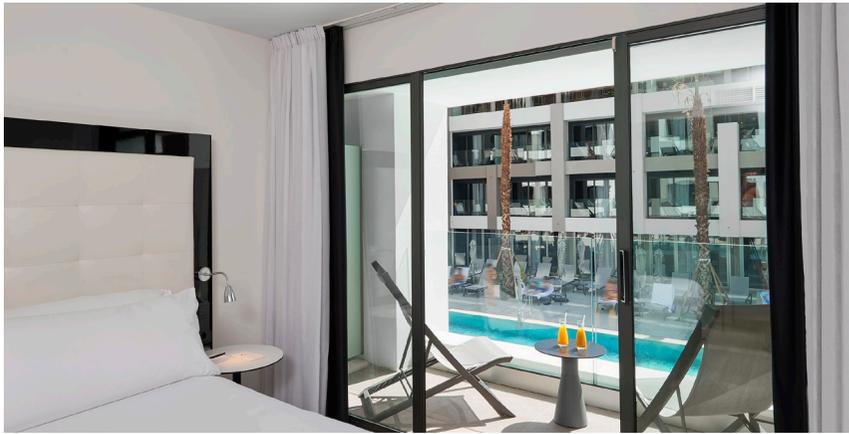
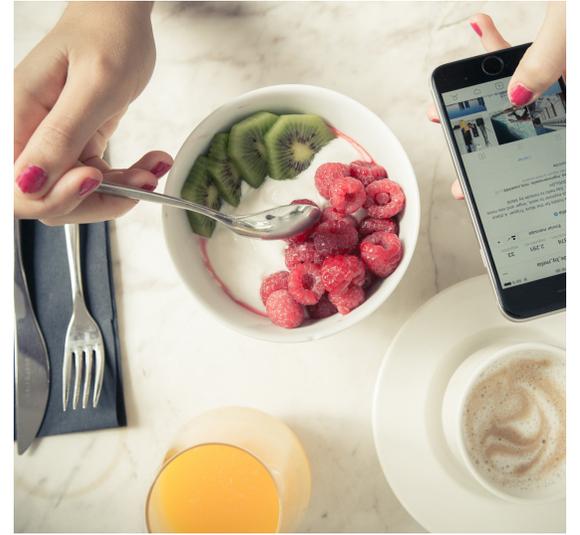
THAILAND
Bangkok

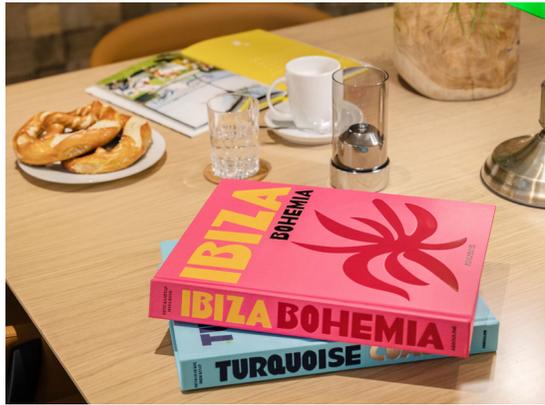
MALAYSIA
Kuala Lumpur

VIETNAM
Ho Chi Minh
Saigon

KEY BRAND INFORMATION







“Melia Hotels International, the most sustainable hotel company in the world according to the 2019 Corporate Sustainability Assessment (CSA) by SAM”

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INNSiDE
BY MELIÀ