

Contemporary culture, by design



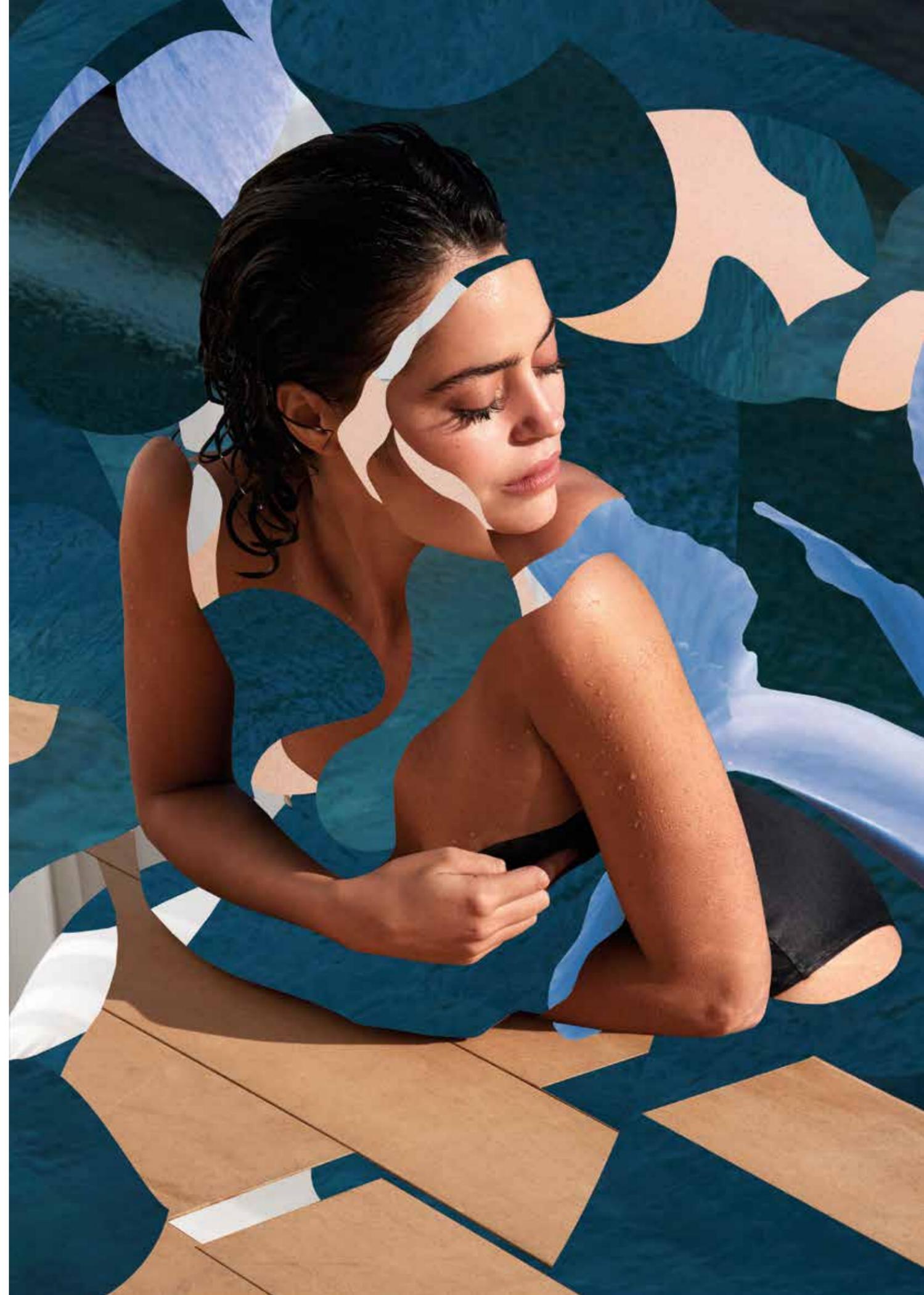
ME

BY MELIÀ

HOTELS WITH EXPRESSION

“It’s obvious that the brand has a curious, unbiased and daring spirit. You notice that as soon as you set foot in one of its hotels.”

@rafafans
CONTEMPORARY GRAPHIC ARTIST





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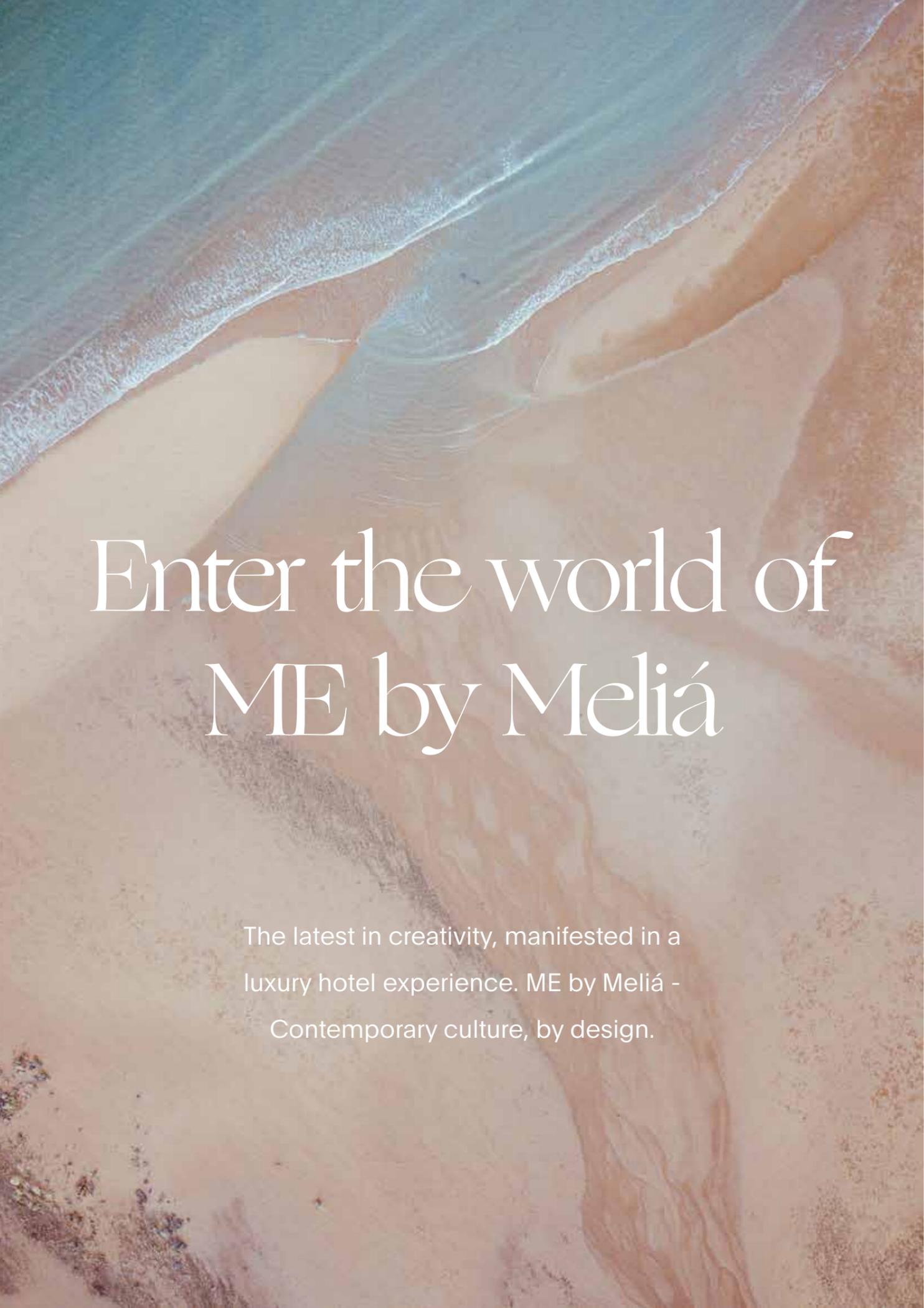
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Enter the world of ME by Meliá

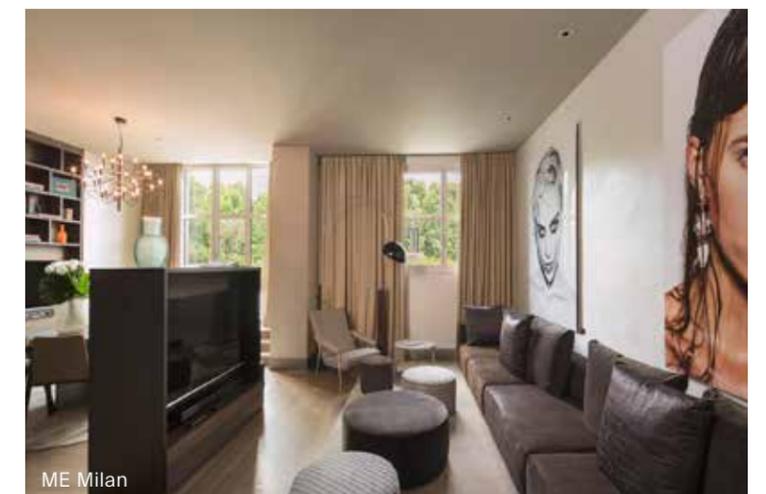
The latest in creativity, manifested in a luxury hotel experience. ME by Meliá - Contemporary culture, by design.

INTRODUCTION



Contemporary culture is part of who we are. We express its creativity and energy in every aspect of our hotel experience. For guests of ME by Meliá, a stay at one of our hotels is more than just a vacation or a visit - it's an immersion in architecture, design, gastronomy and art that few can match, let alone mimic. And underpinning this experience is a devoted, bespoke service culture that places ME by Meliá as the preeminent hotel choice for cultural tastemakers and aspirants worldwide.

Located in global cultural epicentres, ME by Meliá hotels thrive on the sensorial connection to their settings - the visual stimuli, the taste of exquisite local food, the uplifting culture of its citizens and cultural leaders. Embedded within each hotel's ecosystem is a community of artists, influencers, creatives and technologies that raise the hotel to a must-see, and must-stay, destination for those who yearn for inspiration and energy.



01

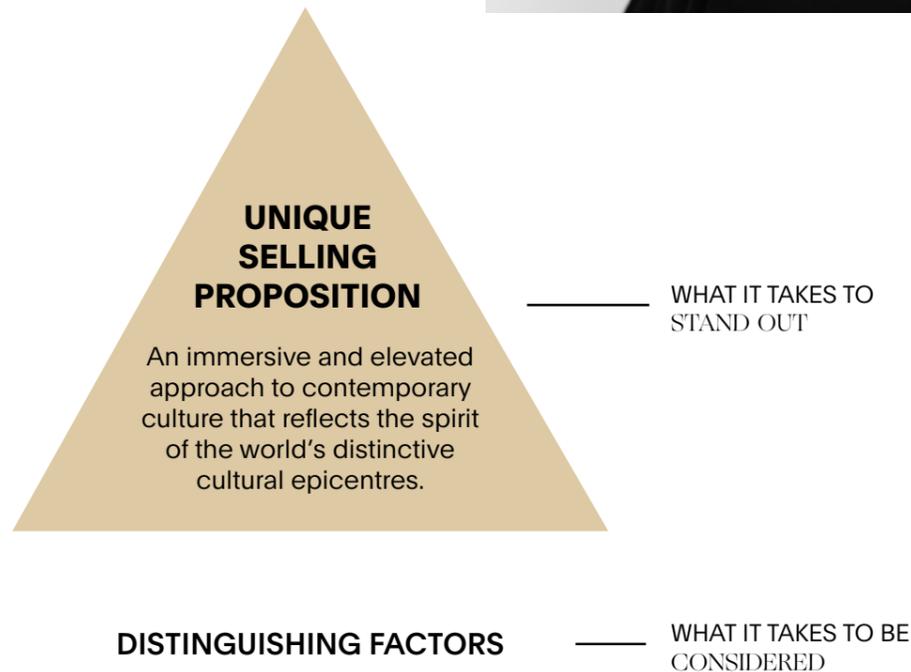
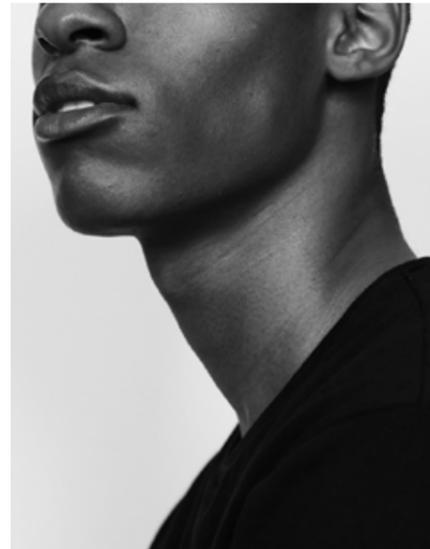
OUR
STRATEGIC
PURPOSE.

COMBINING creativity with sophistication, ME by Meliá is a place to discover contemporary culture through the lens of ME's bold, charismatic personality. Bringing destination, design and service together, we deliver personal, enriching experiences for the stylish modern traveller.



02 DISTINGUISHING FACTORS.

ME by Meliá sets itself apart from others by its bold, sensorial and creative approach. The free-flow of ideas that leads to a highly curated hub of contemporary culture and taste in each hotel destination is felt through our distinguishing factors. These core elements drive the ME by Meliá experience, regardless of which destination each guest chooses to stay.



- 1 JUST FOR YOU
- 2 YOUR CULTURAL INSIDER FRIEND
- 3 DARING & SURPRISING
- 4 SCENE LEADER

1

JUST FOR YOU

Our guests are cultured, curious and daring. **We celebrate their personalities, preferences and lifestyles** through every detail of their stay - and encourage and open the door to exploration of the destination.

2

YOUR CULTURAL INSIDER FRIEND

Each ME by Meliá hotel is a hub for the most exciting cultural components of their community, meaning guests can receive the **most exclusive and current recommendations for culture and more**. Whether it be the latest in gastronomy, niche musical experience, or galleries at the edge of the contemporary scene, all guest needs are catered for by our **Aura Team, acting as a the ideal cultural insider** for any visit. Powerful access to the latest innovations in culture and creativity are available to our guests at any time during their stay.

3

DARING & SURPRISING

Creativity demands provocation and challenge - and ME by Meliá caters to the high cultural expectations of every guest in every destination. More than just attention to detail, **creative flair exists at every level at our hotels**, from unique art and spaces, to in-room amenities and events, shows and food. A stay at ME by Meliá demands attention and rewards curiosity.

4

SCENE LEADER

Our hotel destinations speak to a love of expression and culture, one that is fuelled by the essence of its local community. We bring that vibrancy into the very heart of the hotel experience with **The Culture Collective, a cultural programme that turns our hotels into dynamic, evocative social spaces** for both guests and locals. The unique personality of each location is vividly realised at each ME by Meliá hotel.



ME London

BRAND EXPRESSIONS.

12

THE ME BY MELIÁ distinguishing factors translate into specific programs, behaviours and the service culture – these are the practical, guest-facing expressions of the ME BY MELIÁ brand. Is what we call the delivery aspect of the promise and our unique selling proposition that we find at the hotel and at experience level.

THE AURA OF ME · OUR SERVICE CULTURE · ME + · ART & MUSIC
ARCHITECTURE & DESIGN · FOOD & BEVERAGE, SOCIAL EPICENTRES
THE CULTURE COLLECTIVE · ME AMBASSADORS · THE ME STUDIOS

03



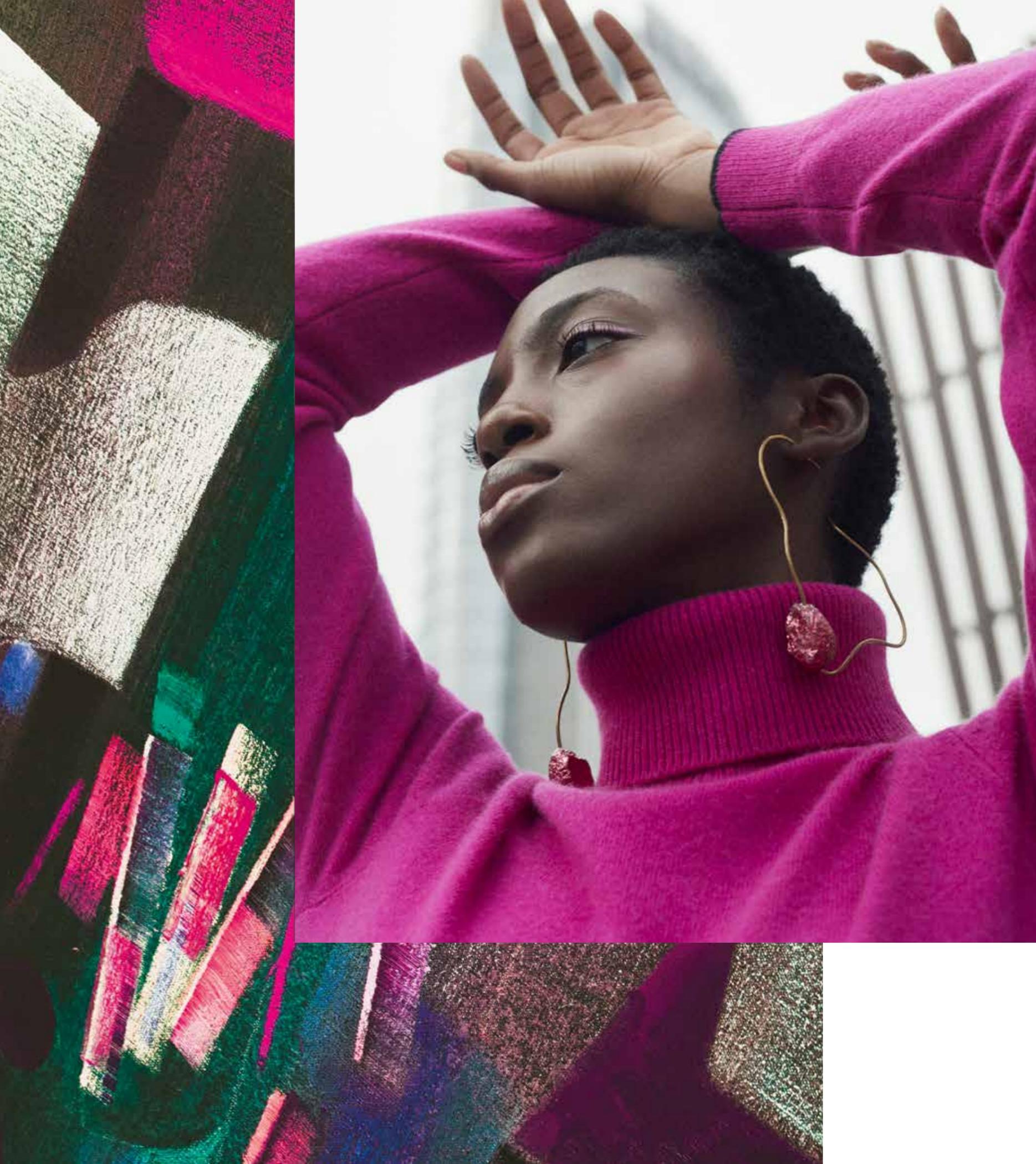
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The Aura of ME

OUR AURA TEAM embody the ME brand, creating the ambiance and energy of each hotel and ensuring that every guest makes a meaningful connection with ME. Highly networked tastemakers with their fingers on the pulse of the local scene, our Aura team connect guests with the best of their destination.

The Aura team make sure each stay is tailored to our guests' tastes – from the personalised welcome gifts they select, to the custom recommendations they'll make for each visit. Acting as a conduit for ME's vibrant personality, the Aura team ensure each guest experiences the essence of ME.





YOUR CULTURAL CONNECTION

Our Service Culture

BRAND EXPRESSIONS



ALL ABOUT YOU

We understand our guests' lifestyles, and enhance their stay by tailoring their experience to their unique needs. We treat each guest as an individual.

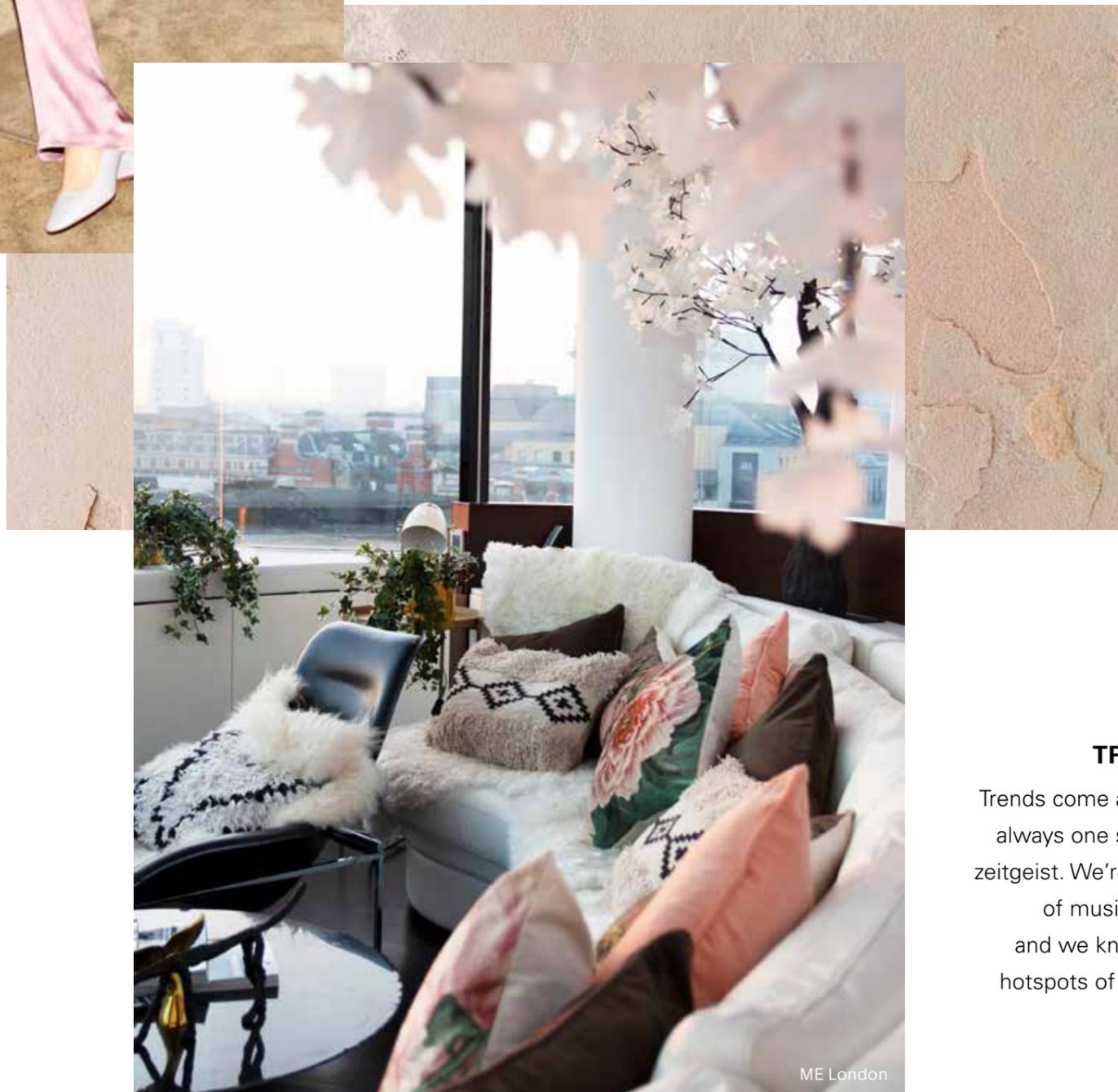
IN THE KNOW

We make sure that guests benefit from our unique connections and cultural insights, going deeper into the scene to bring them the best of the destination and the hotel.

BRAND EXPRESSIONS

DARING

We strive to surpass the status quo, continuously innovating to surprise our guests and exceed expectations. We're future-facing, cutting edge and ahead of the curve.



TRENDSETTERS

Trends come and go, but we're always one step ahead of the zeitgeist. We're at the vanguard of music, art and design, and we know all the hidden hotspots of each destination.



Connecting guests with the essence of their destination through the exclusive insights and local recommendations of our expert Aura team, ME+ is our upgraded offering, exclusively for suite guests.



ME +

EFFORTLESS ARRIVALS

ME+ guests benefit from a fully customised service – from a unique welcome amenity chosen to reflect their personality, to private in-suite check-in and check-out. Guests can request their ME+ journey to begin with our Chauffeur service, picking guests up in a branded 4x4, luxury transfer or even a ME plane.

A BESPOKE EXPERIENCE

At the hotel, a dedicated Aura team are on hand to offer round-the-clock insider advice and hotel service. State-of-the-art technology, on-demand clothes pressing and extended checkout hours mean all guest whims are met. Even pets needs are catered for with a special welcome kit.

DISCOVER MORE WITH ME+

ME+ inspires and entertains through priority treatment at ME outlets, bars and events, attentive service and individualised touches. From Bali beds and tanning kits at resorts to custom-mixed cocktails at RADIO Rooftop, ME+ caters to suite guests' every need.

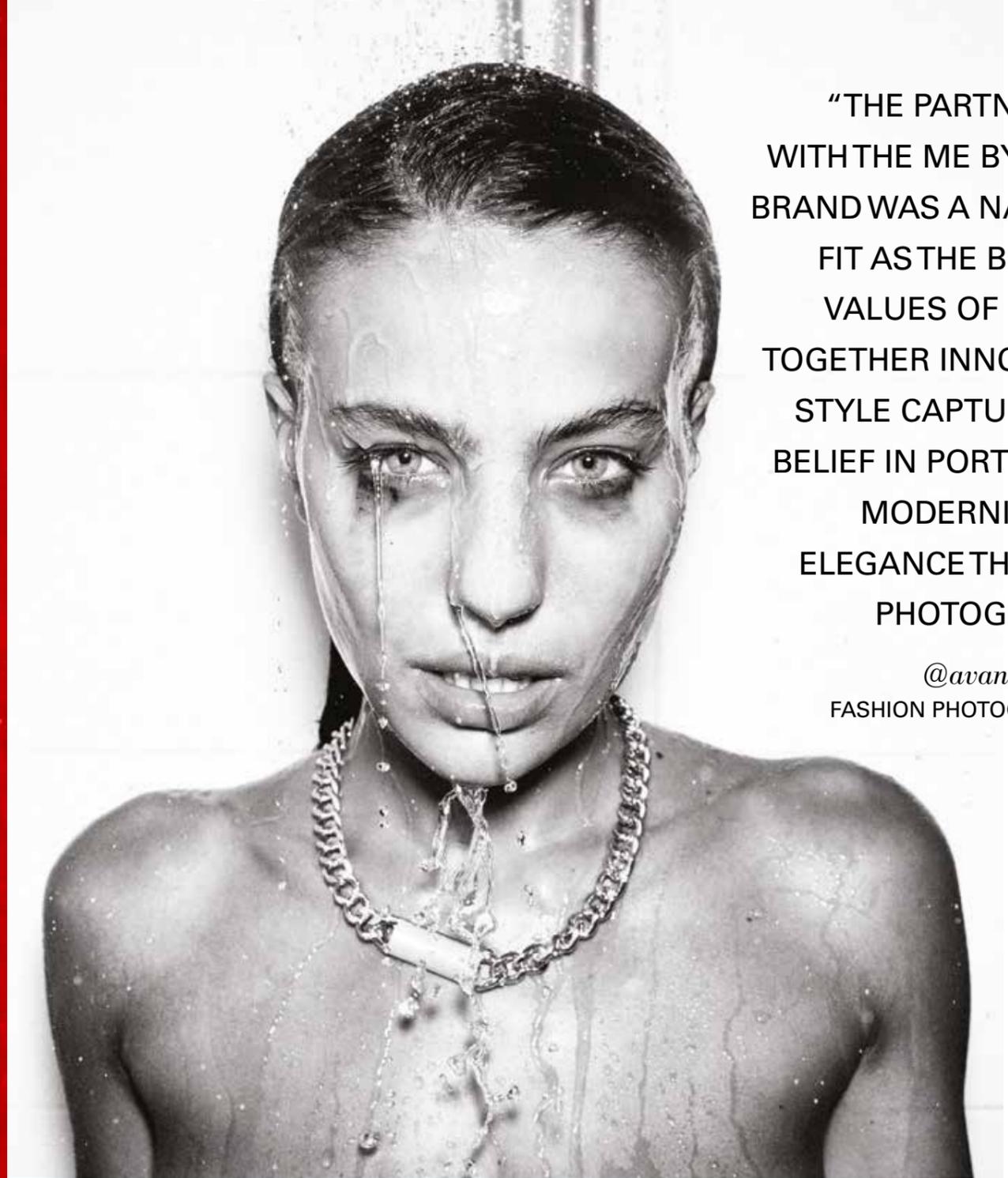
Art & Music

WE CAREFULLY curate artistic experiences for our guests, expressing our deep affinity with contemporary culture by nurturing artists who embody ME's vibrant personality. From graphic artist Antonyo Marest, who transformed part of ME Madrid into an expressive mural, to Irene Baon's bold portraiture, artist collaborations are in our DNA.

Music is the pulse of the ME brand, creating the soundtrack of the ME experience and communicating the soul of each hotel. From international superstars such as the Mambo Brothers, to local DJs like DJAMAL, we have a rich musical heritage, making ME the place to discover the cream of the global music scene.

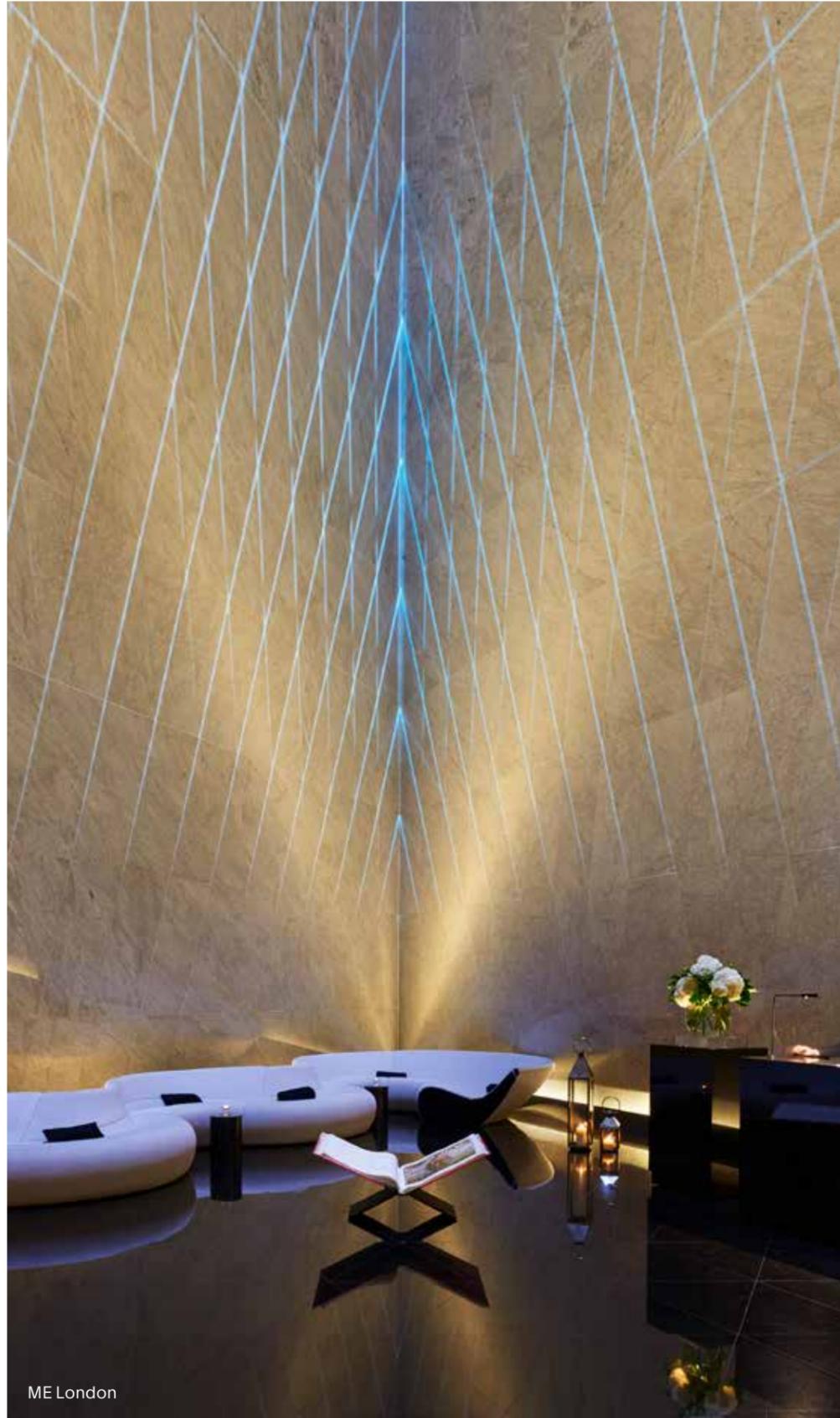


MUSIC CURATION BY



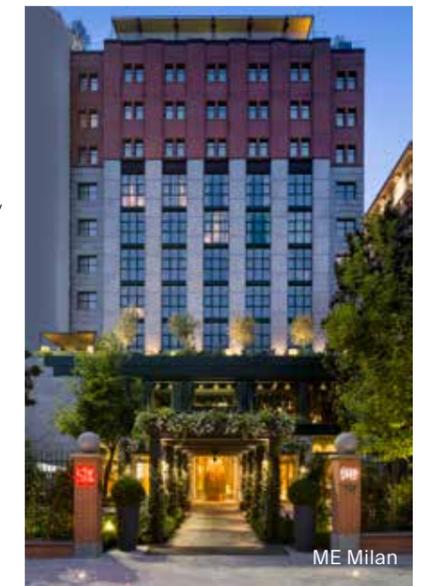
“THE PARTNERSHIP WITH THE ME BY MELIÁ BRAND WAS A NATURAL FIT AS THE BRAND’S VALUES OF FUSING TOGETHER INNOVATIVE STYLE CAPTURES MY BELIEF IN PORTRAYING MODERNITY AND ELEGANCE THROUGH PHOTOGRAPHY.”

@avanstokkum
FASHION PHOTOGRAPHER



ARCHITECTURE AND DESIGN are at the core of ME.

Architecture & Design



ME London

ME Ibiza

ME Milan

Our appreciation of aesthetics is evident in every element of our hotels – from the breath-taking architecture of our flagship hotels, to their exquisite, boundary-pushing design. From Fosters & Partners, who designed every element of ME London, to the late Zaha Hadid, who created the modern icon that is ME Dubai and ME Malta, or Aldo Rossi, who designed the renowned ME Milan, we collaborate with the most innovative architects and designers from around the world. Each ME hotel is a unique concept, exactly crafted - contributing to the landscape of the local scene.

Food & Beverage



OUR FOOD AND BEVERAGE outlets bring world renowned gastronomy into our hotels, creating social hotspots which bring together guests and locals alike.

We hand-pick the most innovative chefs, creating a sense of theatre and excitement around every dish. From BESO Sitges, which serves fresh seafood and traditional Mediterranean cuisine in Sitges or STK steakhouse at ME London and ME Milan, each of our restaurants bring new taste of excitement to the local scene.

RADIO Rooftop is our signature rooftop bar, mingling expert mixologists, incredible panoramic views and a mixture of local and international movers and shakers. With a regularly changing programme of famous and up-and-coming DJs, delectable tapas and exciting events, RADIO sets the standard for international nightlife.

SOCIAL EPICENTRES



ME Ibiza



ME Madrid

The Culture Collective



The Culture Collective is ME by Meliá's cultural programme, bringing artists and creators into the hotels to position the brand as a facilitator of contemporary culture. Through The Culture Collective's immersive events, ME by Meliá ensures the hotels are always buzzing with talent and creativity.

Collaborating with world-famous partners such as Sonar+D, Salone del Mobile and London Fashion Week, we put the hotel at the heart of local cultural activity. Through #TheCultureCollective, we make the local, global – bringing each event to an avid audience of culture enthusiasts across the globe.



WE LIVE, BREATHE AND HOST CULTURE. It's how we connect with our destinations, and it informs the unique perspective that we bring to our guests.

ME Ambassadors



ME AMBASSADORS – the guests, team, artists and associates who love, visit and create the opus of ME – sit at the heart of our brand. We excite the daring, curiosity and flair of the ME People by creating a culture which empowers the individual, giving everyone the freedom to express their unique identity. The ME People are the essence of ME, creating the unique atmosphere of the hotels and ensuring that each is a diverse, vibrant community which inspires everyone who visits.



ME Sitges

TRANSFORMING the concept of MICE, ME by Meliá presents the ME Studios – a reimagining of event space which is unique in the sector. With an art gallery ambience which inspires any occasion, the ME Studios bring the brand’s personality to disruptive events, conferences, meetings, launches, social occasions and intimate celebrations.



ME Madrid

The ME Studios



ME Madrid



ME Sitges

COMBINING cutting-edge technology, contemporary art and a creative ambience, the ME Studios have an unrivalled ambience – they are used by the local artist’s community, providing a combination of gallery, creative studio and exhibitive space. ME’s exceptional service ensures that guests enjoy the inspiring atmosphere of these live spaces in ultimate style and comfort.

THE CULTURALISTS.

'Culturalists' define the local creative scene, setting the rules of local trends through the culture they create. They're forward-thinking and fast-moving; artists, writers, musicians, designers and innovators who are ahead of the zeitgeist. They're at the centre of local culture, attending readings, launches, exhibitions, shows and runways – and they're immersed in avant-garde publications, staying abreast of international culture. They're globally networked and travel to seek creative inspiration – culture influences their entire outlook on life.

THE CREATIVE ELITE.

The 'Creative Elite' are highly successful guardians of culture. Editors, publishers, curators, and media, they work in the traditional creative industries and live, breathe and perpetuate culture. Using their high status and influential careers to help set the rules of local trends, they view culture as important social currency. Progressive in looks, politics and style, they blur the line between work and leisure, travelling frequently and seeking out the heart of the local creative scene wherever they go.

STATUS SEEKERS.

'Status Seekers' work hard and play hard, and like to be pampered outside of their 9 to 5 work life. Affluent, successful and discerning, they seek new forms of pleasure to add excitement to their leisure time, demanding innovation as well as the timeless semiotics of luxury. Frequenting grand, glamorous venues in cosmopolitan centres that are famed for their high-end or celebrity clientele, Status Seekers enjoy culture when it's status-driven or fun.

04 GUEST PROFILE.



INMERSE
YOURSELF
IN YOUR
DESTINATION



THE FUTURE OF ME.

05

OUR VISION is to bring ME's vibrant, culture-centric hotels to some of the most exciting destinations across the globe. Discovering top tier locations which offer enriching experiences for our guests is central to ME's strategy. With ME Dubai and ME Barcelona opening in 2020, and ME Doha and ME Malta in 2021, we are expanding exponentially, with further announcements to follow.

Our unique events, carefully curated cultural program and strategic partnerships ensure all ME hotels drive financial performance and deliver on the brand promise: to bring design, destination and culture together, in the world's premium urban and resort locations.



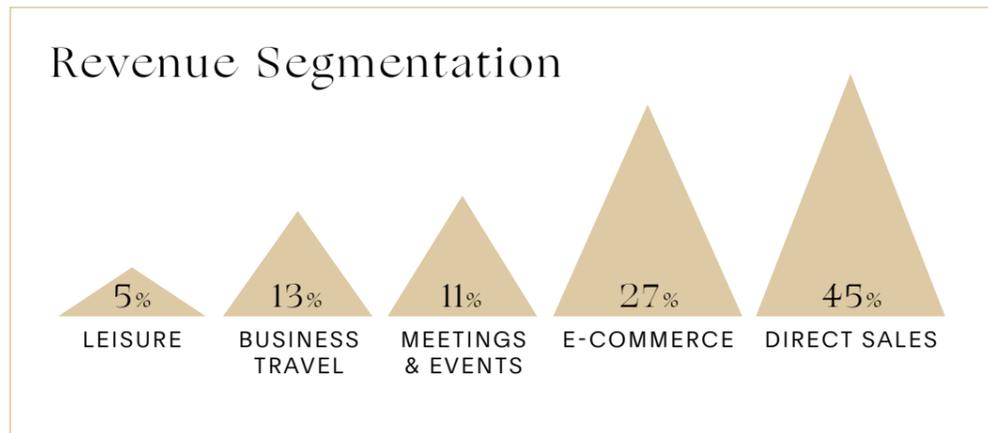
ME Madrid

Brand Information

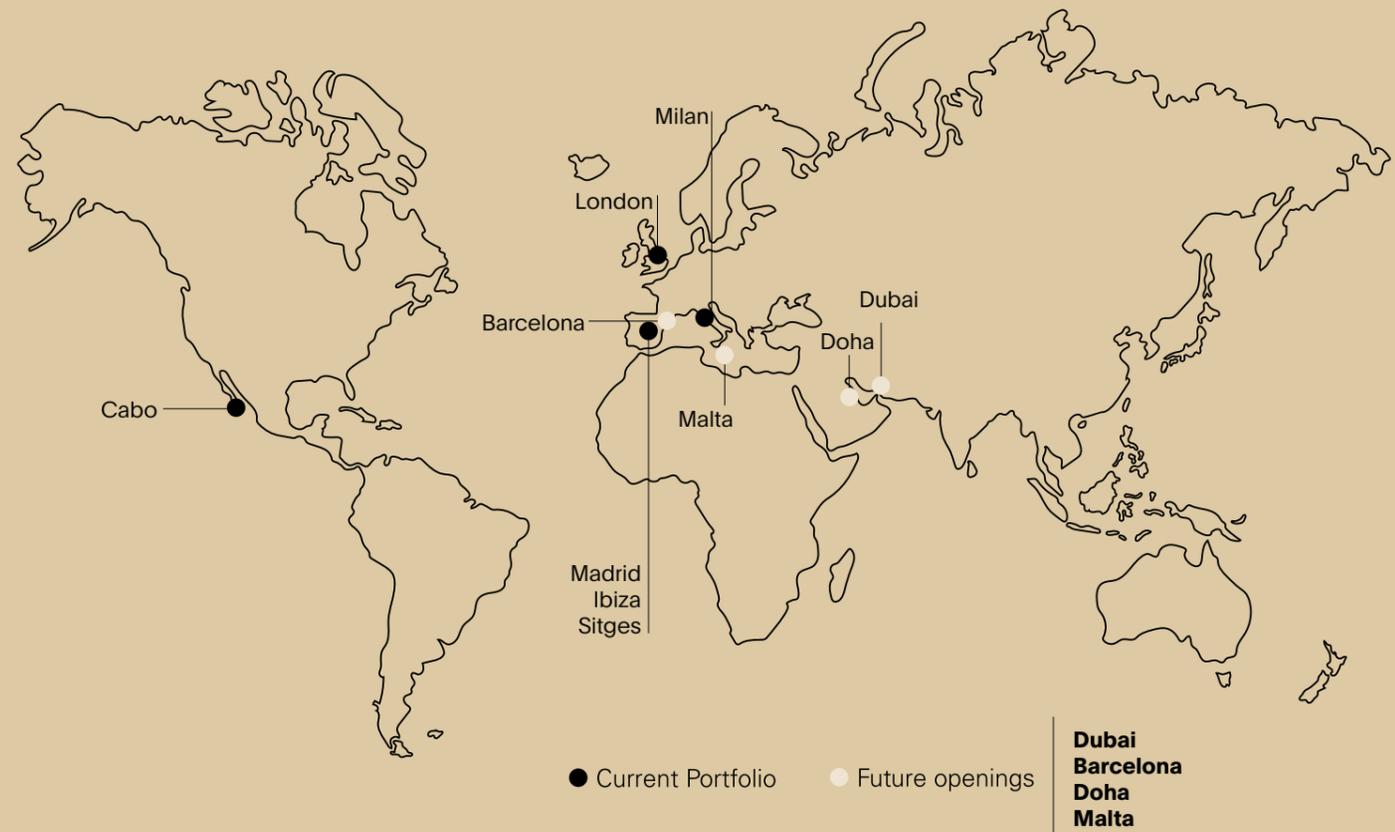
Leisure 33.3%	6 HOTELS	1061 ROOMS	4 COUNTRIES	367,070 CUSTOMERS
Business 66.7%				



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Present & Future Locations



06 ME AROUND THE WORLD.

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ME SITGES



ME LONDON



ME CABO



ME IBIZA



ME MILAN



ME DUBAI



ME MADRID

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ME

BY MELIÁ

HOTELS WITH EXPRESSION

MELIÁ REWARDS

Contact us at
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Discover more about us at
www.meliahotelsinternational.com

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

mebymelia.com

