

Hotel brands



ME

BY MELIÁ

Brand positioning

ME by Meliá is a collection of hotels in which culture, lifestyle and The ME People community come together to create an inimitable personality. ME hotels, present in cultural and trend capitals, reflect with their own voice the spirit of contemporary European culture. Artists, staff and guests become the true creators of ME. Each hotel is connected to the destination, becoming the social epicentre of the city and attracting the best of the local cultural scene. Music, art, design, fashion and gastronomy make up the ME scene to provide visitors with an experience beyond accommodation.

Distinguishing factors

The insider friends
Just for you
Daring and surprising
Scene leaders

Brand expressions

The Aura of ME
Service Culture
Cultural Program
Art & Design
ME+

Social & Gastronomic Epicentre
LEGS - Launches, Events, Gatherings and Socials