

TRAVEL AND HOSPITALITY

Le Mridien brings European-style summer living around the world

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Le Mridien is hosting a new summer series at its locations. Image Credit: Le Mridien

By SARAH RAMIREZ

Marriott International's Le Mridien is celebrating the new season with a global program that aims to bring the spirit of European summers to the brand's more than 100 hotels.

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Billed as "Au Soliel, a Summer Soire," the summer series will reflect Le Mridien's French heritage by allowing guests to experience Mediterranean beach club culture through different activities, including meal and cocktail specials. The luxury hospitality brand has also tapped style blogger Garance Dor as a creative consultant for the summer's programming, asking the influencer to bring her perspective on French lifestyle to consumers.

"We're delighted to be working with Garance," said George Fleck, vice president of global brand marketing and management, **Le Mridien**. "She and her brand embody an effortless style that is unmistakably Parisian and undeniably global, a chic simplicity with a sense of humor, which complements Le Mridien's brand perfectly."

Under the sun

Programming for Au Soliel, which translates to "under the sun," begins this month. While some Le Mridien locations have special events throughout the season, as a whole, the activities for the summer soires are meant to capture the laid-back summer spirit.

Guests will be encouraged to try their hand at the board game backgammon or pttanque, a lawn game with its origins in the Cte d'Azur.

A petit plates menu will be introduced at each hotel, including locations in Asia and the Middle East, allowing travelers to savor summer with light meals made with fresh and local ingredients.

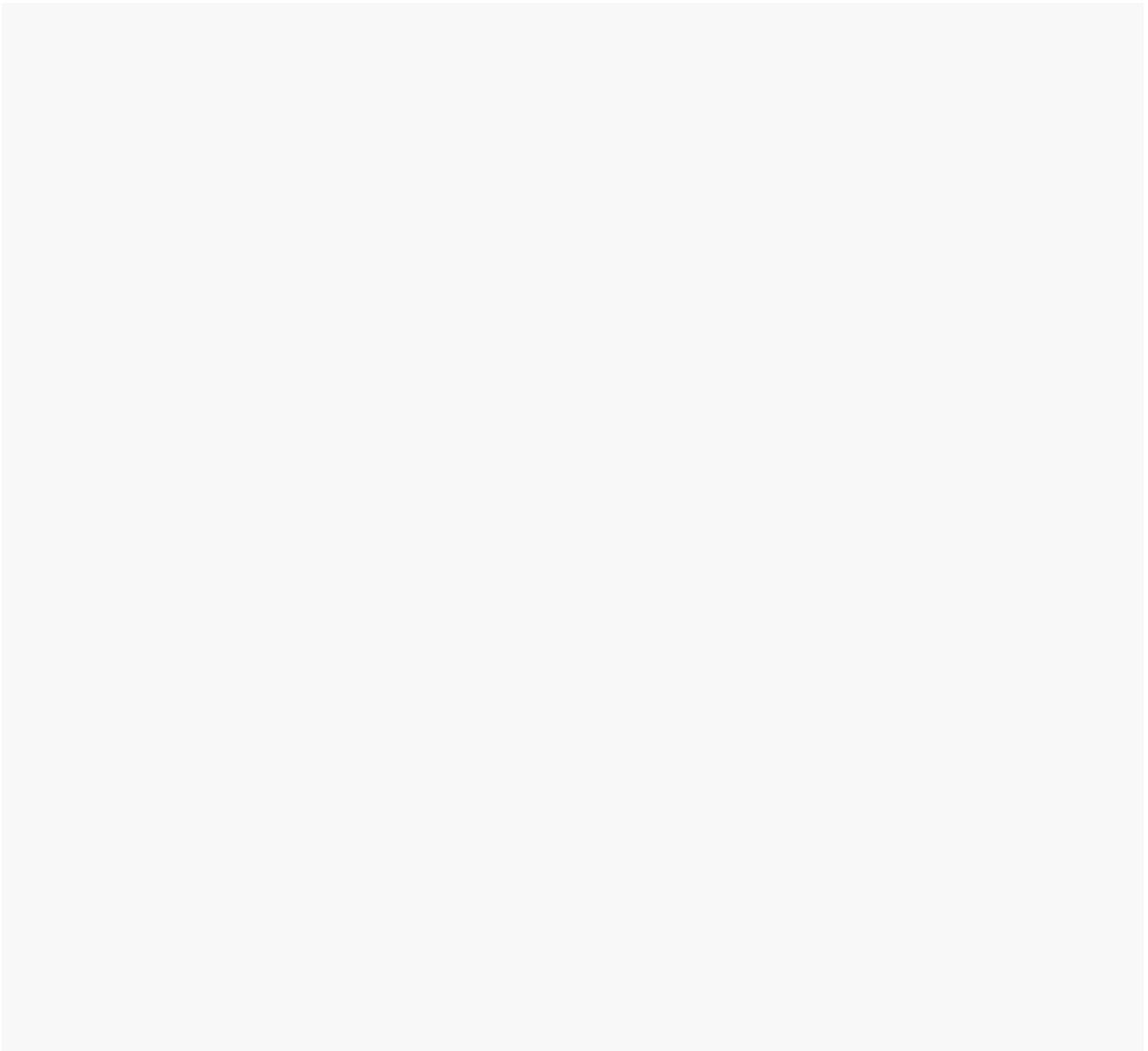
Le Meridien Au Soleil Ros

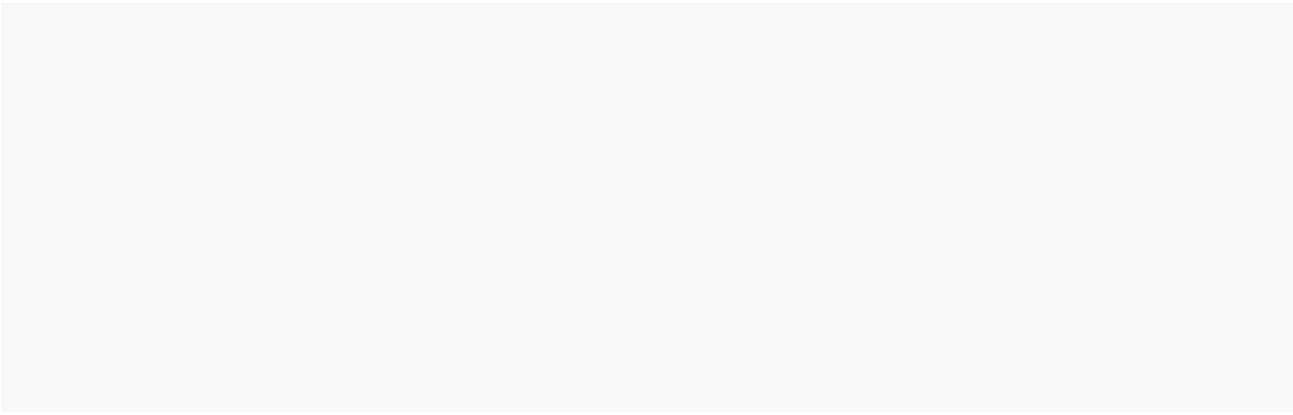


Ros cocktails will be served at Au Soleil events. Image credit: Le Mridien

Capitalizing on the popularity of ros, Le Mridien hotels will also be serving ros cocktails and desserts, such as gelato.

Among the locations hosting special events is the Le Mridien Beach Plaza in Monte Carlo. To celebrate the start of summer, there will be performances by DJ Ins Mlia and Nouvelle Vague. The French band also curated a summer soundtrack for the hospitality brand, which is available on streaming platform Spotify.





In celebration of a savouring the good life We are delighted to present the official debut of Au Soleil: a Summer Soire! From sipping Sparkling ros cocktails by the beach to indulging in your more playful side with classic summer games like backgammon and ptanque, your invitation to an eternal summer awaits at the link in our bio.
#LMAuSoleil #LeMeridienHotels / : @thelovelyescapist

A post shared by Le Mridien Hotels (@lemeridienhotels) on Jun 18, 2018 at 12:42pm PDT

An Instagram post from Le Mridien announcing Au Soleil.

To mark the summer solstice, the brand's recently renovated location in Tarragona, Spain will serve dinner on the beach with a fireworks display. It will also have a gelato truck for travelers to enjoy.

Mediterranean-themed festivities will also take place at North American Le Mridien locations. The Denver hotel will host a special Bastille Day celebration, as well as drink specials, backgammon and a weekly vintage cinema series.

In Montreal, guests will be able to participate in backgammon tournaments and bicycle tours. The terrace will undergo a Mediterranean style makeover, which includes palm trees, beach umbrellas and vintage throws.

Along with the activations at Le Mridien's properties, the campaign will include a new video series from Ms. Dor. "The Art of Life" will include tips on enjoying life.

Summer fun

Summer Soires are becoming an annual tradition for Le Mridien, as the hospitality group reflects on its French Rivera roots to inspire their summer programming.

The focus on the brand's French heritage conveys characteristics and ideas that remove anonymity and help Le Mridien to stand out in an always-crowded hospitality sector. Brands with a story and discernible personality tend to make greater impressions on consumers ([see story](#)).

"In my experience, there is no other hotel brand that can claim our same rich European heritage, born by Air France at the height of glamorous travel in the late 1960s, early 1970s," Mr. Fleck said. "So we wanted to create a program that at once celebrates this French style and sensibility and the intangible allure of European summers as well as creates a light-hearted and chic way for our guests around the world to engage with the brand."