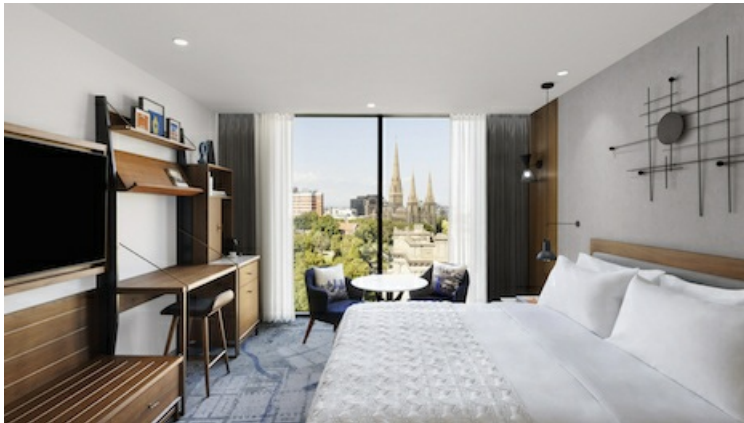


TRAVEL AND HOSPITALITY

Le Mridien opens first property in Australia

March 23, 2023



Le Mridien Melbourne's rooftop terrace will host popup cinema events in collaboration with the French Film Festival and the Melbourne International Film Festival. Image credit: Marriott International Inc.

By LUXURY DAILY NEWS SERVICE

Marriott-owned hospitality group Le Mridien Hotels & Resorts is making its debut Down Under.

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The brand is now welcoming guests to Le Mridien Melbourne, the brand's first Australian marque. Built in the mid-19th century, the 12-storey building is located in the center of the city's thriving arts scene and has its own history as a hub of culture.

"We are excited to introduce Le Mridien to Australia and bring the brand's European essence of savoring the good life to global tastemakers and locals," said Jennifer Connell, global brand leader at **Le Mridien Hotels & Resorts** and vice president of distinctive premium brands Marriott International, in a statement.

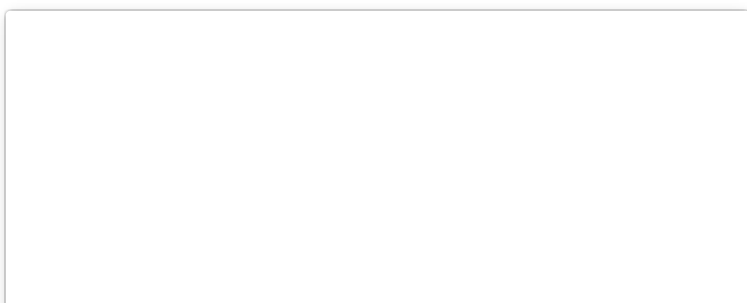
"Melbourne is a destination known for its rich history and thriving art, culture and culinary scene, which makes it the perfect fit for Le Mridien," Ms. Connell said. "We look forward to welcoming travelers as they explore Melbourne in style."

Multi-storied

The building at 20 Bourke Street in Melbourne has had many lives. It was once a cinema, a theater and a popular music venue.

In its current incarnation, the hotel is full of references to this history as well as to its contemporary surroundings.

When first pulling up to the location, guests will see a mural by local artist Stephen Baker painted near the entrance.



[View this post on Instagram](#)

A post shared by Le Meridien Hotels (@lemeridienhotels)

Inside the lobby is a large-scale sculpture by Portuguese architect and multidisciplinary artist Marta Figueiredo and a video projection installation by digital creator Wendy Yu.

Also, in the lobby is a caf aptly titled Intermission which becomes a wine bar at night.

In each of the 14 suites there is a Yamaha MusicCast 500 turntable kit.

Guests' room keys grant them complimentary access to local galleries and art institutions that partner with Le Mridien as part of the hotel group's "Unlock Art" program.

The Bourke Street building, which retains its Art Deco faade boasts 235 rooms, each of which is complemented with its own signature scent. In 2018, Le Mridien released LM002, a fragrance based on the Mediterranean countryside ([see story](#)).

The rooftop features a heated pool and offers views overlooking nearby Parliament House and Fitzroy Gardens.

Since art and commerce go hand in hand, the hotel also offers 4,500 square feet of conference room space.

Conference space is a major consideration for corporate guests.

Post-pandemic, hotel groups have increasingly ventured into new markets as travelers make up for lost time.

Hotel chain Fairmont recently unveiled plans to open its first location in Thailand in 2024. The Fairmont Bangkok Sukhvit will be Thailand's first hotel to feature facilities which fully integrate meetings, incentives, conferences and exhibitions (MICE) as a way to integrate the international business traveler ([see story](#)).

In December, Le Mridien opened its second location in New York that also features a caf-by-day/cocktail bar at night in its lobby, its design a celebration of midcentury glamor ([see story](#)).

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