

Beat: Travel

## **FEELING OF BELONGING Is Basis Of SERVICE CULTURE For MELIA HOTELS INTERNATIONAL**

### **LEISURE AT HEART, BUSINESS IN MIND**

PARIS - MADRID, 09.12.2022, 14:24 Time

**USPA NEWS** - "Melia Hotels International" is Leading Hotel Company in Spain and one of the largest in the World, with Six Well-Known Brands and more than 380 Hotels on Four Continents (Europe, Middle East & Africa, North & Central America, South America & Caribbean).

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On December 08, 2022, a Christmas Cocktail Party was organized @ Restaurant Dos Almas (Villa Marquis - Member of Melia Collection) in Paris.

The Theme was "A Singular Sense Of Christmas"

It was organized by Nolween Dupuis (Area Sales Manager, Melia France) & Harold Parisot (President of Chinese Business Club).

Photo Right

Florianne ORTEGA ROBIN, Sales Manager at Melia Hotels International

Nolween DUPUIS, Area Sales Manager at Melia Hotels International

About the Corporate Slogan "Leisure At Heart, Business In Mind" of "Melia Hotels International"

- Four Core Attributes

\* Warmth and Conviviality

\* Caring and Nurturing

\* Little Extras

\* Innovation

- Five Corporate Values

\* Proximity

\* Excellence and Coherence

\* Service Vocation

\* Creative Work

The Business Model is the result of their Globalisation and Transformation. The Model reinforces the International Leadership of Meliá Hotels International in the Hotel Industry and is based on Six Principles that reflect the Essence: Customer Focus (Service Vocation) - Solid Sales Model (Digital Transformation thanks to Innovative Team) - Talent (Committed Team,) - Development (40 Countries, Key Markets, Growth Through Partnerships) - Support (Proximity and Transparency) - Digitalisation (Agile and Efficient Organisation).

Six Brands:

1 - Paradisus By Melia "Embrace Your Nature"

Set against the most renowned and emergent resort hot spots around the world

\* Royal Service & Family Concierge - Organic Eco Chic Design - Multigenerational Experiences - Authentic & Sustainable Gastronomy

- Wellness - Romance by Paradisus - MICE (All-inclusive Meetings & Incentives)

2 - Gran Melia Hotels & Resorts "A Life Well Lived"

Intuitive Personal Service, the Fine Execution of Exceptional Experiences, and a Modern Expression of Luxurious Spanish Culture.

\* Architecture at its finest - Luxury Credentials - Exceptional Experiences - Bravos. Taste Experts - Signature dining - Refined Spanish Service Culture - RedLevel - Luxurious rooms & suites - Spa & wellness by Clarins - Travelling Culture - Gala Events & Weddings.

3 - ME By Melia "A Collection of Contemporary Resorts and Urban Hotels"

Bringing Destination, Design and Service together, deliver Personal, enriching Experiences for the Stylish Modern Traveller.

\* The AURA of ME - Service Culture - ME+ - Art & Music - Architecture & Design - Food & Beverage, Social Epicentres - The Culture Collective - The ME People - The ME Studios.

4 - Melia Hotels & Resorts "Soul Matters"

Familiar International Flagship Hotels with a Distinctive Passion for Service and the Wellbeing of its Guests.

\* Service Culture - Belonging begins here - Room experience - Gastronomic experiences - The Level - Power meetings - Energy for life activities - Yhi Spa and wellness - Romance - The Kidsdom.

5 - Inside By Melia "Stay Curious"

Offering European Design-Led Environments that stimulate Business Conversations and facilitate Social Experiences.

\* In-room Perks - Free Refreshing Refreshments - Sustainability - Open Living Lounge - Creative Meetings and Events - Infit - Local and Cultural Activities.

6 - Sol By Melia "Let Your Sol Shine"

A New Generation of Resorts designed for the New Modern Families and Travelers, which includes great Kids Facilities and Adults-Oriented Experiences.

\* Sol tribe - Sol welcoming - Sleeping by the sea - Pools: Splash & Relax - Body & Sol: Wellness for grown ups - Katmandu Adventures: Mythic entertainment - Moonvibes - Experiential foods - Shinning meetings.

Source: Christmas Cocktail Party on December 08, 2022 @ Restaurant Dos Almas (Villa Marquis in Paris)

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)