

TRAVEL AND HOSPITALITY

Le Meridien reintroduces global summer program

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The hotel group is encouraging travels to indulge this summer. Image courtesy of Le Meridien

By LUXURY DAILY NEWS SERVICE

Marriott-owned hospitality group Le Meridien Hotels & Resorts is hoping to entice sun-seekers with the reintroduction of its Au Soleil summer program.

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Following a year of missed moments and milestones and a socially distant summer, Le Meridien encourages travelers and locals to enjoy their summers with outdoor activations, food and beverage programming and limited-edition packages that evoke the glamour of the French Riviera from anywhere in the world. Personifying the allure of the Cote d'Azur, this season's event series revolve around golden hour—the time of day when the sun begins to set.

"Au Soleil is more than an activity, it's a state of mind," said Jason Nuell, senior vice president of premium brands at Marriott International, in a statement. "After a year like no other, this year's Au Soleil Golden Hour programming allows people who are ready to come back together at the perfect time of day, whether across the street or around the world, to reconnect over a glass of rose, a scoop of gelato or a classic summer game."

An Au Soleil summer

To kick off the program, Le Meridien created an illustrated "in-flight" short film called "Now Departing for Golden Hour," which acts as a 'How-to-Summer Guide' and will be featured in hotels, on the brand's website, social media and more.

The animated film is a nod to the brand's founding during the golden era of travel and the influence this has on the Le Meridien experience. Embodying the idea that the sun never sets on the jet set, the film celebrates warm weather days.



Le Scoop by Le Meridien program offers guests an afternoon of gelato and sorbet. Image courtesy of Le Meridien

Launching in June and continuing throughout the year, participating Le Meridien hotels will put their own spin on golden hour through programming that takes guests from the afternoon sunshine through dinner.

Guests are encouraged to ease themselves into golden hour by indulging in the brand's Le Scoop by Le Meridien program, which offers an afternoon of gelato and sorbet, designed to be enjoyed while taking part in the European summer tradition of a "passeggiata," an Italian term to an evening stroll in a town's piazza.

At select properties, guests will be able to book an "Au Soleil" room package, which includes breakfast and a complimentary Le Scoop by Le Meridien gelato or sorbet.

To get travelers into the spirit of summer, Le Meridien has created a specially curated playlist which will be available on Spotify.

All hotels are following Marriott International's Commitment to Clean protocols, created in partnership with leading experts in food and water safety, hygiene and infection prevention and hotel operations ([see story](#)).

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