

Sol Meliá Increases Visibility Of The Me Brand In Europe Announcing The Opening Of Me Vienna, A New Experience Based, Personality Hotel In Austria

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Construction of the new ME Vienna, to be housed in the tallest building in Austria, DC Tower 1, totaling 220 meters and 60 floors, is scheduled to begin this year

With the launch of the two singular urban skyscraper hotels ME Vienna and ME Barcelona, both designed by French architect Dominique Perrault, the ME brand aims to increase visibility in the European luxury hotel market with sophisticated urban experiences tailored to the needs of today's evolved traveler

While thousands of fans have already left Vienna to return to Madrid for the Euro Cup festivities savoring their recent historic win at the Ernst Happel Stadium, Spain makes one more goal to further bond the two countries in celebration. Just weeks after announcing the upcoming opening of ME Barcelona and in time with the country's recent sporting fortune in Vienna, Spain's leading international hotel and resort operator, Sol Meliá, confirms the arrival of the ME brand to Austria. The new ME Vienna, to be housed in a stunning 220 meter high building of completely new construction in the Donau-City, with spectacular views of the Danube river, will become the hotel operator's fifth property internationally, following the successful openings of two hotels in Spain, ME Madrid and ME Barcelona, and two in Mexico, ME Cancun and ME Cabo.

Sol Meliá takes on the project together with a group of Austrian partners including BAI (Bauträger Austria Immobilien GmbH) and WED (Wiener Entwicklungsgesellschaft für den Donauraum AG), a leading local company responsible for the urbanization and activation of a new and emblematic area of the Austrian capital, in the Donau-City, located in the 22nd district. An example of how Austria's capital city has successfully reinstated itself as the bridgehead between Western Europe and the Central and Eastern European markets, Sol Meliá's local partner Thomas Jakoubek of WED notes 'Vienna's Donau-City aims to be the home for international companies attending to Eastern markets. The arrival of a showpiece urban hotel such as ME Vienna assures a vibrant and cosmopolitan touch to this new business area, destined to become a hotspot for locals and international visitors alike'.

Part of an integral urban project of high rise buildings designed by French star architect Dominique Perrault, ME Vienna will be located close to the UN headquarters and become the city's newest visual landmark and Austria's tallest building with 220 meters in height and 60 floors. Right next door, a 'little brother' of 168 meters and 45 floors will be erected.

The new DC Towers will stand on a traffic free plateau and establish the connection to the Danube and the Reichsbrücke. According to the architect 'their impressive design features step-like sloping surfaces and looks like a fractionated block that's been pulled apart,' says Perrault. Referred to as 'Meta-Buildings,' Perrault's creations act as a distinctive city gate, equipped with offices, a hotel and apartments which harmonize with the local infrastructure.

According to the Joint Vice Chairman and CEO of Sol Meliá, Sebastián Escarrer Jaume, 'the announcement of the new ME Vienna comes at a particularly important and significant time for Spain and Austria. Both countries are pushing forward and creating new areas of development for shared business. ME Vienna is designed to welcome this new era, offering both the business and leisure traveler an ideal destination for work and enjoyment on the banks of the Danube'.

Considered a prime urban location, the ME Vienna offers the brand the opportunity to reach a new client in one of Europe's most cosmopolitan cities, of recent fame having been the site of the Euro Cup games so celebrated by aficionados of Spain's football team internationally.

For Gabriel Escarrer Jaume, also Joint Vice Chairman and CEO of Sol Meliá, the venture, carried out following the acquisition of the Ininside Hotels company 'offers Sol Meliá group yet another opportunity to reinforce our commitment with Austria and our German-speaking markets'.

Guests at the ME Vienna may choose from 255 state of the art rooms located the building's first 15 floors. The interiors, to be designed by Keith Hobbs of United Designers, creator of the ME Madrid property, will include a wide offering of bespoke food and beverage creations which promise fine dining and entertainment along with magnificent panoramic views of the city.

A new urban landmark for leisure and business, the future ME Vienna will be an ideal location for meetings and social events thanks to a great choice of spacious and light event rooms, all fitted with the latest modern technology and yet warm and welcoming as is expected of ME by Meliá hotels.

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