

Feel the New Vibe in the Heart of Kuta - Meliá Hotels International Expands Presence in Indonesia with the Opening of Sol House Bali Kuta

Bali, Indonesia, 16 August 2018 - Meliá Hotels International, one of the world's largest hotel companies, today announced the opening of Sol House Bali Kuta, which becomes the 2nd hotel operated under the Sol House brand in Bali and Indonesia, continuing to expand market pipeline in region.

Originally known as Kuta Beach Club, the property went through a total refurbishment and became a member of Sol House brand. It is located in the heart of Kuta, a few minutes by walk to the best beaches and well-known sunsets, Sol House Bali Kuta is ideal for a holiday with beloved or friends. The energetic and friendly atmosphere here will definitely light up your holidays. Within convenient distance lies Sol House Bali Legian, the sister property under the same brand.

The Sol House brand, catered to those who are seeking a sunshine getaway, features a vibrant and socially sharing environment where technology, music, and events are protagonists. With a drive-by-music mantra, Sol House Bali Kuta will have seasonal events to delight guests experience. Both hotel guests and outside visitors will get to indulge in this energetic and exciting environment brimming with art, music and fashion. Thus, the hotel is more than a place to sleep; it's the place to experience fun, to take in the sun and to revive from the urban bustle. Guests are sure to enjoy exploring both the hotel and its lively surroundings.

Furthermore, the hotel's signature passion for service will be enhanced by the property's exceptional facilities and fine service. As a lifestyle hotel, Sol House Bali Kuta provides modern designed fresh rooms with private balcony and fabulous views of gardens and outdoor pools. Boasting urban chic restaurants including Food Factory and Play Bar, Sol House Bali Kuta is set to satisfy the taste buds with delightful delicacy wrapped in a vibrant atmosphere.

Bernardo Cabot Estarellas, Senior Vice President of Meliá Hotels International Asia Pacific, stated, "It's thrilling for us to expand our presence with the opening of Sol House Bali Kuta and to strengthen the Sol House brand, a brand seamlessly coincides with the destination, in Kuta, Bali. With the brand's energetic & friendly atmosphere and the impeccable record of Meliá Hotels International in the hospitality segment, we're well poised to capture the flourishing market here with the distinguishing features that will appeal to the modern travelers."

Alvaro Berton, General Manager of Sol House Bali Kuta added, "Sol House Bali Kuta offers a unique atmosphere filled with enthusiasm for music and an innovative design led experience. We'll focus on maximizing the beautiful surrounds and bring to life the dynamic spirit for our guests."

Blending the Spanish hospitality with the Balinese warmth, Sol House Bali Kuta will be the perfect choice to enjoy the holidays under the sun thanks to its great location, stylish rooms, modern design, a relaxing pool area and a state-of-the-art urban restaurants and a cocktail bar.

Including Sol House Bali Kuta, Meliá Hotels International currently has 8 properties in operation in the Indonesia market, and 8 properties under construction. And Meliá Hotels International will bring more exciting properties to the Indonesia market in the future.

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About Sol by Meliá

Originally launched in 1956, Sol by Meliá is one of the oldest and most popular brands of the company. Relunched in summer 2015 following a full rebrand, Sol by Meliá has created four signature concepts, which cater to the evolving expectations of today's modern leisure travellers looking for a sun and beach holiday, from family hotels to adults-oriented experiences. The four concepts include Sol House, Sol Beach House, Sol by Meliá and Sol Katmandu Park & Resort.

Sol House is aimed toward young millennials, with focuses on music, design, energy and affordable lifestyle experiences.

Sol Beach House caters for adults looking for a relaxing holiday with a hippie-chic style that combines modernity with a vintage touch. The properties have a focus on relaxation and wellbeing, for young travelers looking for a high-end experience with a lower price point.

Sol Katmandu Park & Resort offers a fun and an innovative 'play and stay' all-inclusive experience for families and groups of friends with the resort fully integrated in the theme park.

Sol by Meliá are beachside properties located across the Mediterranean, the Canary Islands, Cape Verde, South East Asia and the Caribbean. For more information on Sol, visit www.solbymelia.com

About Meliá Hotels International

Founded in 1956 in Palma de Mallorca (Spain), Meliá Hotels International is one of the largest hotel companies worldwide, as well as the absolute leader within the Spanish market, with more than 370 hotels (current portfolio and pipeline) throughout more than 40 countries and four continents, operated under the brands: Gran Meliá Hotels & Resorts, Paradisus by Meliá, ME by Meliá, Meliá Hotels & Resorts, INNSIDE by Meliá, Sol by Meliá and TRYP by Wyndham. The strategic focus on international growth has allowed Meliá Hotels International to be the first Spanish hotel company with presence in key markets such as China, the Arabian Gulf or the US, as well as maintaining its leadership in traditional markets such as Europe, Latin America or the Caribbean. Its high degree of globalization, a diversified business model, the consistent growth plan supported by strategic alliances with major investors and its commitment to responsible tourism are the major strengths of Meliá Hotels International, being the Spanish Hotel leader in Corporate Reputation (Merco Ranking) and one of the most attractive to work worldwide. Meliá Hotels International is included in the IBEX 35 Spanish stock market index. Follow Meliá Hotels International on Twitter [@MeliaHotelsInt](https://twitter.com/MeliaHotelsInt) and Facebook [meliahotelsinternational](https://www.facebook.com/meliahotelsinternational). www.melia.com.