

Le Meridien New Orleans' Grand Opening

Best Innovative Events, Under \$50,000



When Hosts New Orleans was tasked with creating a buzzworthy evening for the Le Meridien New Orleans' Grand Opening, they accepted the challenge and emerged with a hip and sophisticated event that stylishly showcased the French hotel chain's \$29 million renovation. In order to feature the gastronomic expertise of the hotel's culinary department, Hosts utilized fresh décor and clever event design elements to compliment the food displays and beverages outlets, such as having the servers wear descriptions of the hors d'oeuvres they were passing on their shirts. Flight attendant models, French jazz singers, and a French nightclub atmosphere were the highlights of the evening, as guests entered through a step and repeat walkway lined with logos displayed in classic gilded picture frames for a vintage meets modern look. The Le Meridien Brand Management Team was so pleased with Hosts New Orleans' work in creating the perfect atmosphere for their brand, that they extended the Grand Opening event for their attendees.

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