

AXEL HOTELS: A DREAM TURNED INTO A VERY SUCCESSFUL REALITY

Axel Hotels is the first hotel chain in the world created for the LGBTI community, following a 'hetero-friendly' philosophy, where everyone is welcome to visit, stay and enjoy.

Spaces at Axel Hotels are designed and developed by and for the gay public, whilst open to everyone.

EVERYTHING STARTED AS A DREAM...

The construction of the Axel Hotel Barcelona, which opened its doors in 2003, was just the beginning of a dream that is now in a global expansion.

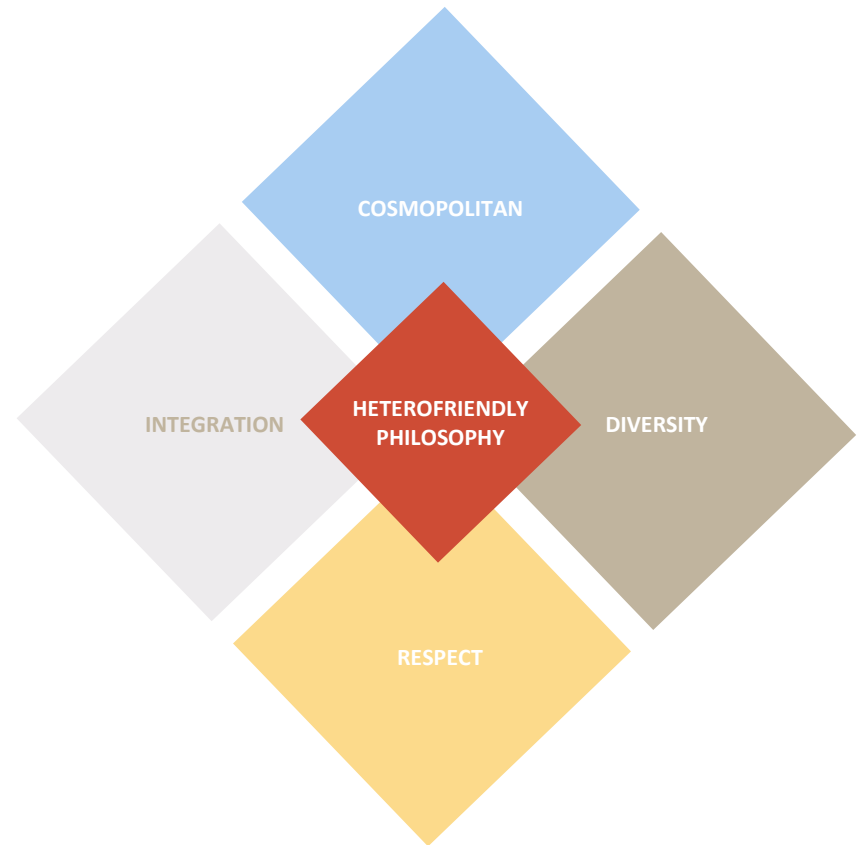


THE AXEL BRAND VALUE

AN INNOVATING CONCEPT

Free and tolerant spaces where anyone is welcomed, respected and valued without any prejudice. Hotels conceived, developed and designed for and by gay people, but open to everyone.

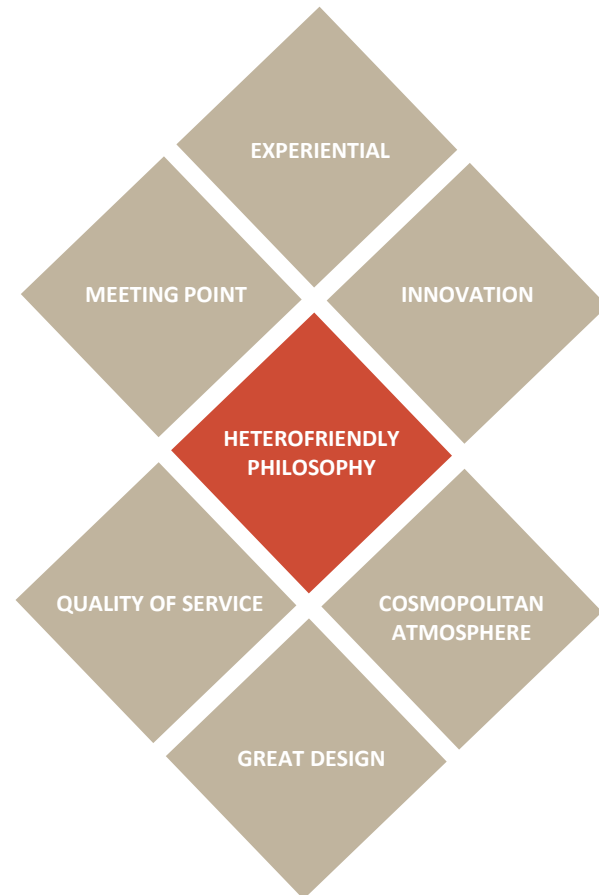
HETEROFRIENDLY PHILOSOPHY

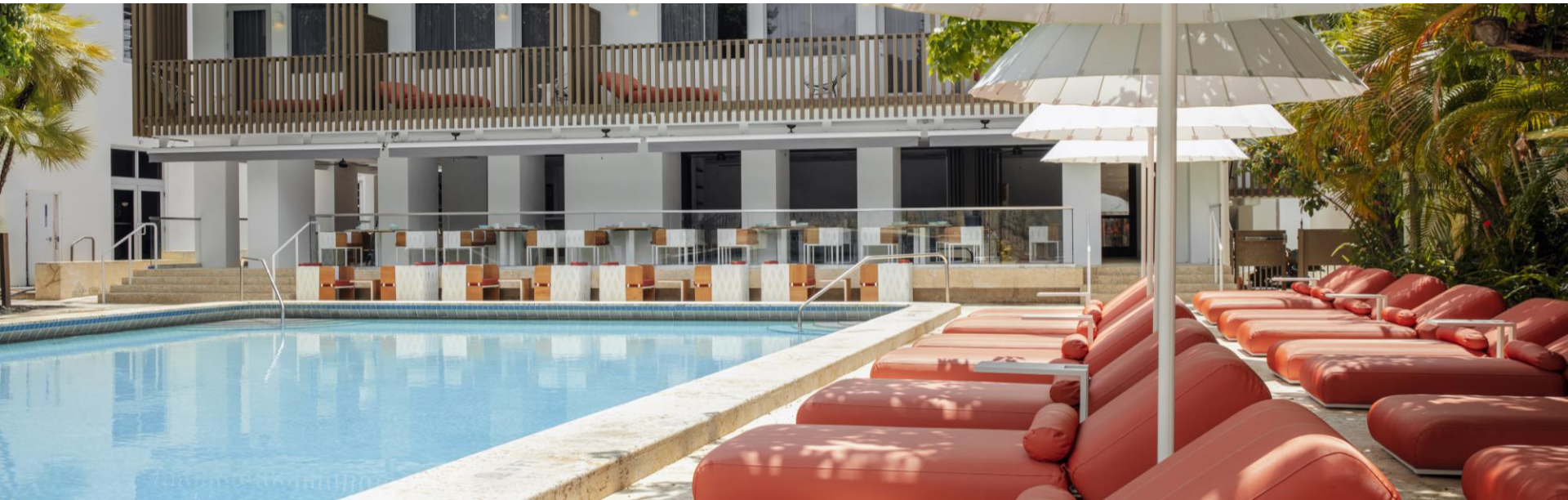


THE AXEL BRAND VALUE

AN INNOVATING CONCEPT: WHAT MAKES US DIFFERENT

More than a hotel, we offer our guests a global experience: many opportunities for leisure, a global lifestyle and a meeting point taking care of the smallest details, to make stays an unforgettable experience.





AXELBEACH MIAMI – SOUTH BEACH

AxelBeach Miami is located at 1500 Collins Avenue with 15th street, a block away from the beach, in the heart of South Beach in Miami's Art Deco district. Located in a lively area with plenty of leisure activities for travellers, AxelBeach Miami is the ideal hotel for a holiday on Florida's hippest coast. Make the most of its wide beaches and endless sunny days, as well as relaxing, shopping and enjoying the best music in Miami's best-known nightclubs and bars.

With an Art Deco interior that still retains its original bohemian spirit of the 40's, AxelBeach Miami is an exclusive paradise whose facilities - such as the pool, the Sky Bar overlooking Washington Avenue, Spa & Gym, the restaurant, and Lobby Bar - will ensure that you enjoy the authentic Axel experience in Miami Beach.



AXELBEACH MIAMI

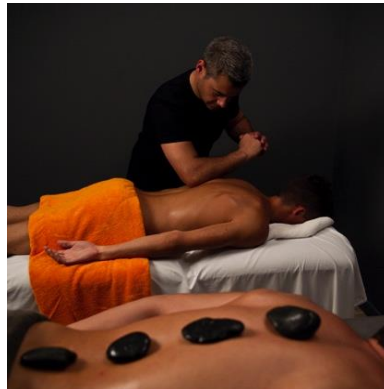
Opening: October 2019
 Located in Collins Avenue
 South Beach
 Holiday Resort Hotel
 160 keys



SERVICES *MADE* IN AXEL

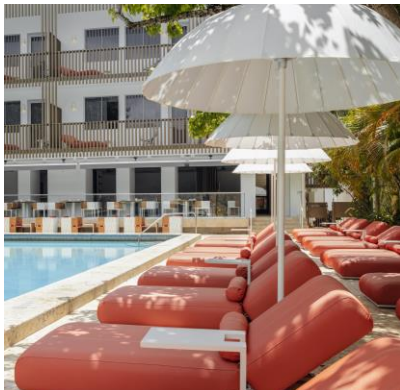
■ *by* **AXEL** ■

Rooftop lounge
Swimming pool
Sundeck
Snack Bar



**AXEL
F&B**

- Restaurant
- Cafeteria
- Cocktail Bar
- Lounge



■ *by* **AXEL** ■

Fitness Center
Spa & Wellness Area
Beauty Saloon



**AXEL
EVENTS**

Parties
Events
Shows
Catwalks
Expos