



PRESS RELEASE

MICHELIN GUIDE

Paris, October 16, 2024

**The first ad campaign for the MICHELIN Guide's hotel selection will be officially unveiled on the British market on October 17th**

- "Sleepless in the Kitchen," the first MICHELIN Guide ad campaign for the British market, will highlight the Guide's new hotel selection.
- This ad campaign will be unveiled on the sidelines of the international launch of MICHELIN Keys, launched in France last April and in the United Kingdom on October 1st.
- The hotels recommended by the MICHELIN Guide may be directly reserved on its website and via its mobile application at the best prices on the market.

The MICHELIN Guide's latest awards, the MICHELIN Keys – initiated last April – aim to share hotels across the world that propose the most exceptional travel experiences with international voyagers. In 2024, just as it does for restaurants, the MICHELIN Guide awards one, two or three Keys to some 1,400 hotels among an international selection referencing more than 6,000 remarkable properties.

Unveiled in an exclusive preview on October 1st, when the MICHELIN Keys were presented for the United Kingdom and Republic of Ireland, the "Sleepless in the Kitchen" campaign – created by the agency BETC – wittily demonstrates the Guide's renewal of its expertise in the hotel sector, completing that of the gastronomic industry for which MICHELIN is better known to the general public.

Directed by Danny Sangra, the commercial uses British humor to tell the story of a client who spends a nerve-racking night in the kitchen of a Star-rated restaurant, drawing a parallel between the Guide's established knowledge in recommending gourmet destinations and its newfound expertise in selecting an array of hotels.

Initially conceived for the British market, this ad campaign confirms the MICHELIN Guide's intention to share with the greatest possible audience the opportunity to reserve the world's best hotels – carefully and independently selected by its inspectors – through the Guide's website or application.

The campaign will be unveiled on October 17, 2024, on the website and mobile app, as well as on connected TV, and across the digital and social platforms of the Group and the MICHELIN Guide (YouTube channel, Instagram, and TikTok accounts).



You may watch the full commercial here (on live October 17): [About Hotels \(michelin.com\)](https://www.michelin.com/hotels)

#### About Michelin

Michelin is building a leading international manufacturer of composites and experiences that transform our daily lives. Trailblazing the science of materials for more than 130 years, the group is using its unique expertise to make a significant contribution to human progress and a more sustainable world. Thanks to its unparalleled mastery of materials and polymer composites, Michelin is constantly innovating to produce high-quality tires and components for critical applications in a variety of exacting fields such as mobility, construction, aeronautics, healthcare, and low-carbon energies. Michelin manufactures its products with great care, making the most of its clients' solid knowledge to offer them the best possible experience. This includes not only providing connected solutions for professional fleets of vehicles based on data and artificial intelligence, but also recommending exceptional restaurants and hotels selected by the MICHELIN Guide. ([www.michelin.com](https://www.michelin.com))

## MICHELIN GROUP MEDIA RELATIONS

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7 days a week

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