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Le Bristol Paris to launch exclusive Web3 presence

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In this innovative step forward, Oetker Collection's Parisian Palace pioneers the digital future for luxury hotels.

Le Bristol Paris is enthusiastic to announce its exclusive entry into the **Web3** ecosystem. As the first hotel of its standing to expose itself to blockchain and cryptocurrencies, Oetker Collection's Masterpiece Hotel in the heart of Paris seeks to embrace its legacy as a house of distinction as it disrupts traditional codes to meet demand for increased connectivity and experiential community.

By taking this pioneering step forward into the digital future, Le Bristol Paris' objective is to create experiences that expand the hotel's influence and offer new ways to interact with its extraordinary *art de vivre*.

The multi-phase project to welcome Web3 audiences to Le Bristol Paris will begin with a very limited drop of **11 NFTs**, 'Le Bristol Unlocked', created in collaboration with the **start-up Metav.rs**. Each NFT owner is granted membership to Le Bristol's **L'H3ritage Club**.

Privileges such as anytime access to dedicated and secret menus at the hotel's restaurants and weekly access to its fabled rooftop swimming pool (normally open to guests only) will be proposed among other perks. In addition, each NFT unlock doors to one of 11 rewards encompassing '**money-can't-buy**' experiences never offered before by Le Bristol.

In this first foray into Web3, Le Bristol Paris is becoming the first Palace hotel to create a blockchain community, erecting the bridge between timeless excellence and disruptive new technology.

*Le Bristol Paris' 11 limited-edition 'Le Bristol Unlocked' NFTs will be available for purchase in cryptocurrency exclusively on **April 14, 2023** via <https://www.oetkercollection.com/hotels/le-bristol-paris/lh3ritage/>*

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