

24

Company profile 2024



01

Global positioning

Key facts

1st hotel group in Spain
3rd in Europe
Top 20 worldwide

Source: Hotels Mag

Strongest global Brand in Spain (*Brand Finance 2023*)

Top 30 Best Spanish Brands (*Interbrand 2023*)

9th most influent brand in social media (*Epsilon Technologies 2024*)





Our global presence

Portfolio (Dic. 2023)

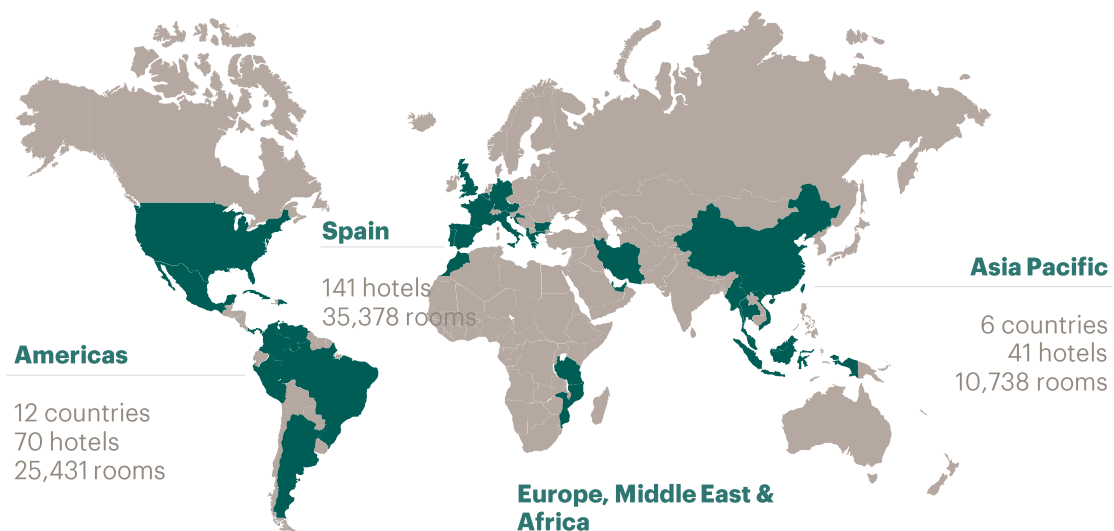
350 hotels
92,057 rooms

Owned 13%
Leased 21%
Managed 51%
Franchised 14%

Resort 60%
City 40%

Pipeline (Dic. 2023)

64 hotels
13,524 rooms



Our history at a glance

From Mallorca to the world, our history is an exciting journey that began more than six decades ago



1950's

Gabriel Escarrer opens his first hotel in Palma: the Altair Hotel (1956)

1960's

Growth in the Balearic Islands

1970's

Growth in other resort destinations in Spain

1980's

Acquisition of the hotel chain HOTASA (1984), becoming the largest hotel group in Spain. The first international hotel is open (Meliá Bali, 1985). Acquisition of the Meliá hotel chain (1987) and the company changes its name to Sol Meliá

1990's

Growth in America. Birth of the luxury brand Paradisus (1995). The Company becomes the first European group to be quoted on the stock exchange (1996). The melia.com booking website is launched (1997)

2000's

The vacation club is launched (2004). Birth of the luxury brand ME by Meliá (2006) and acquisition of the German Brand INNSIDE (2007). SAVE is born, the company's first environmental management project (2007)

2010's

The company becomes Meliá Hotels International (2011). The Project Meliá Digital is launched (2014). Gabriel Escarrer Jaume becomes the company's chief executive (2016). Meliá is named, for the first time, the Most Sustainable Hotel Company in the world by the investment agency SAM (now S&P Global) in 2019

2020's

Birth of The Meliá Collection and Affiliated by Meliá (2021). Zel brand is born in collaboration with Rafa Nadal (2022)

04

Our Brand model



13% LUXURY BRANDS

GRAN MELIÁ
HOTELS & RESORTS

The MELIÁ
COLLECTION

ME
BY MELIÁ

PARADISUS
BY MELIÁ

48% PREMIUM BRANDS

MELIÁ
HOTELS & RESORTS

zel

INNSiDE
BY MELIÁ

39% ESSENTIAL BRANDS

SOL
BY MELIÁ

AFFILIATED
BY MELIÁ

LUXURY BRANDS

GRAN MELIÁ

HOTELS & RESORTS

A life well lived

Gran Meliá evokes the essence of Spanish culture: simple pleasures, connection to the land, respect for things done well and understated elegance in every detail. Our philosophy shines throughout your experience.

From the extraordinary architecture of our hotels to the quality of our dishes echoing local flavours and in our warm, attentive service. Even the minutest of details are deeply rooted in Spanish flair. Every experience at Gran Meliá mirrors our appreciation for everyday reality and embraces the creativity and talent of our culture.

Portfolio

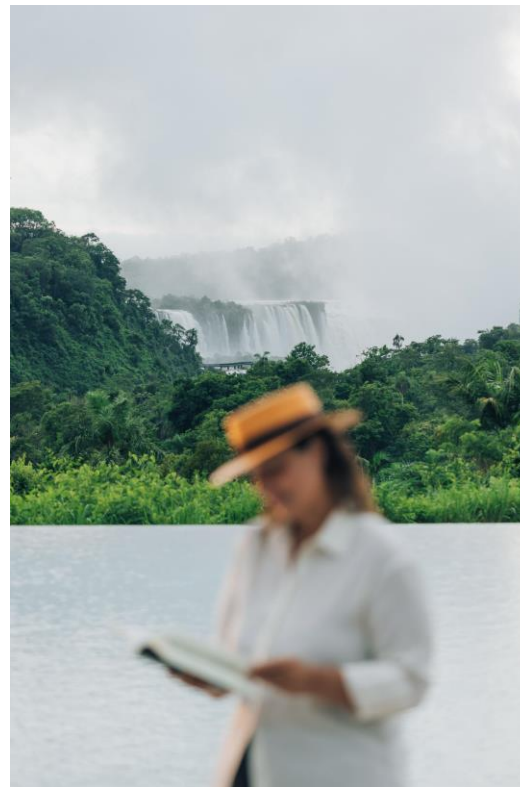
16 hotels
3,748 rooms
7 countries

Pipeline

7 hotels
1,371 rooms
6 countries



LUXURY BRANDS



From left to right: Gran Meliá Villa Le Blanc (Menorca, Spain), Torre Melina Gran Meliá (Barcelona, Spain), Gran Meliá Iguazú (Argentina), Palazzo Cordusio Gran Meliá (Milan, Italy)

LUXURY BRANDS

The MELIÁ COLLECTION

Handpicked hotels with charm

The Meliá Collection unlocks a new definition of experiential luxury travel through a collection of singular hotels that shine with an artistic and cultural legacy, embodying an independent spirit and always respecting the hotel's unique narrative.

From the residence of a dynasty of Parisian Marquis to a hotel with sustainable architecture in the heart of one of the most beautiful National Parks in Africa. Each hotel in the collection is unique, an experience in itself, an invitation to live unforgettable stories.

Portfolio

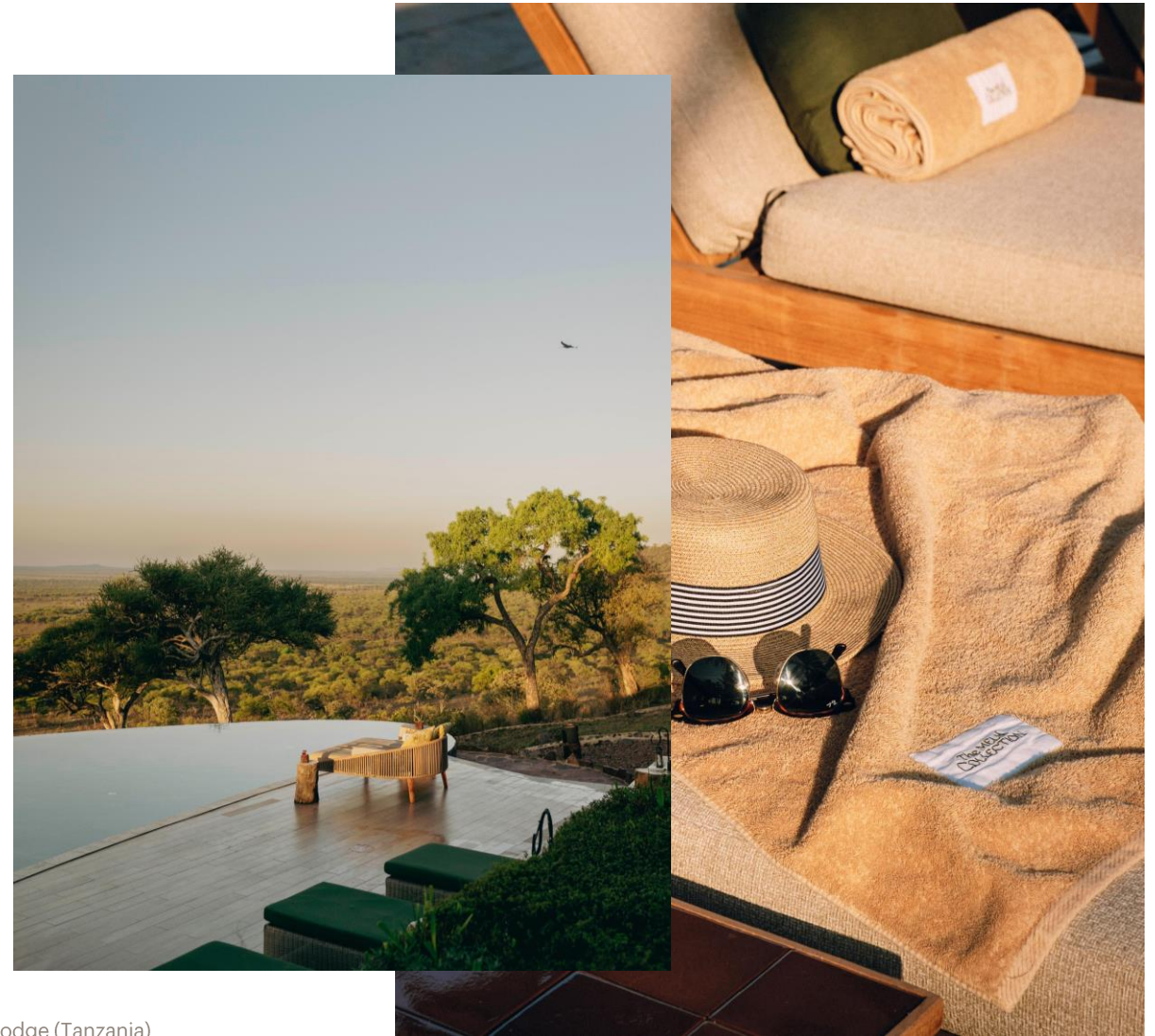
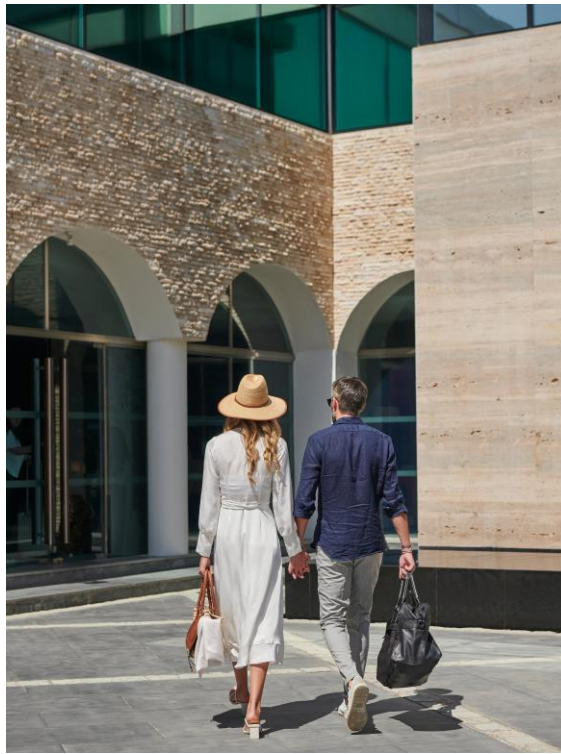
8 hotels
543 rooms
6 countries

Pipeline

4 hotels
455 rooms
4 countries



LUXURY BRANDS



From left to right: Hotel London Kensington (UK), Hotel Desert Palma Dubai (United Arab Emirates), Hotel Serengeti Lodge (Tanzania)

LUXURY BRANDS

ME

BY MELIÀ

Hotels with expression

ME by Meliá is a collection of design hotels to discover contemporary culture through the lens of their bold, charismatic personality. The brand brings destination, design and service together to deliver personal, enriching experiences for the stylish modern traveller. A stay at one of our hotels is more than just a vacation or a visit, it's an immersion in architecture, design, gastronomy and art that few can match.

Embedded within each hotel's ecosystem is a community of artists, influencers, creatives and technologies that raise the hotel to a must-see, and must-stay, destination for those who yearn for inspiration and energy.

Portfolio

8 hotels
1,320 rooms
5 countries

Pipeline

7 hotels
1,173 rooms
5 countries



LUXURY BRANDS



From left to right: ME Sitges (Spain), ME Cabo (Los Cabos, Mexico), ME London (UK), ME Barcelona (Spain)

LUXURY BRANDS



PARADISUS

BY MELIÁ

Embrace your nature

Paradisus by Meliá is luxury, intimacy and authenticity, offering a sense of belonging and connection with oneself and the surrounding destination.

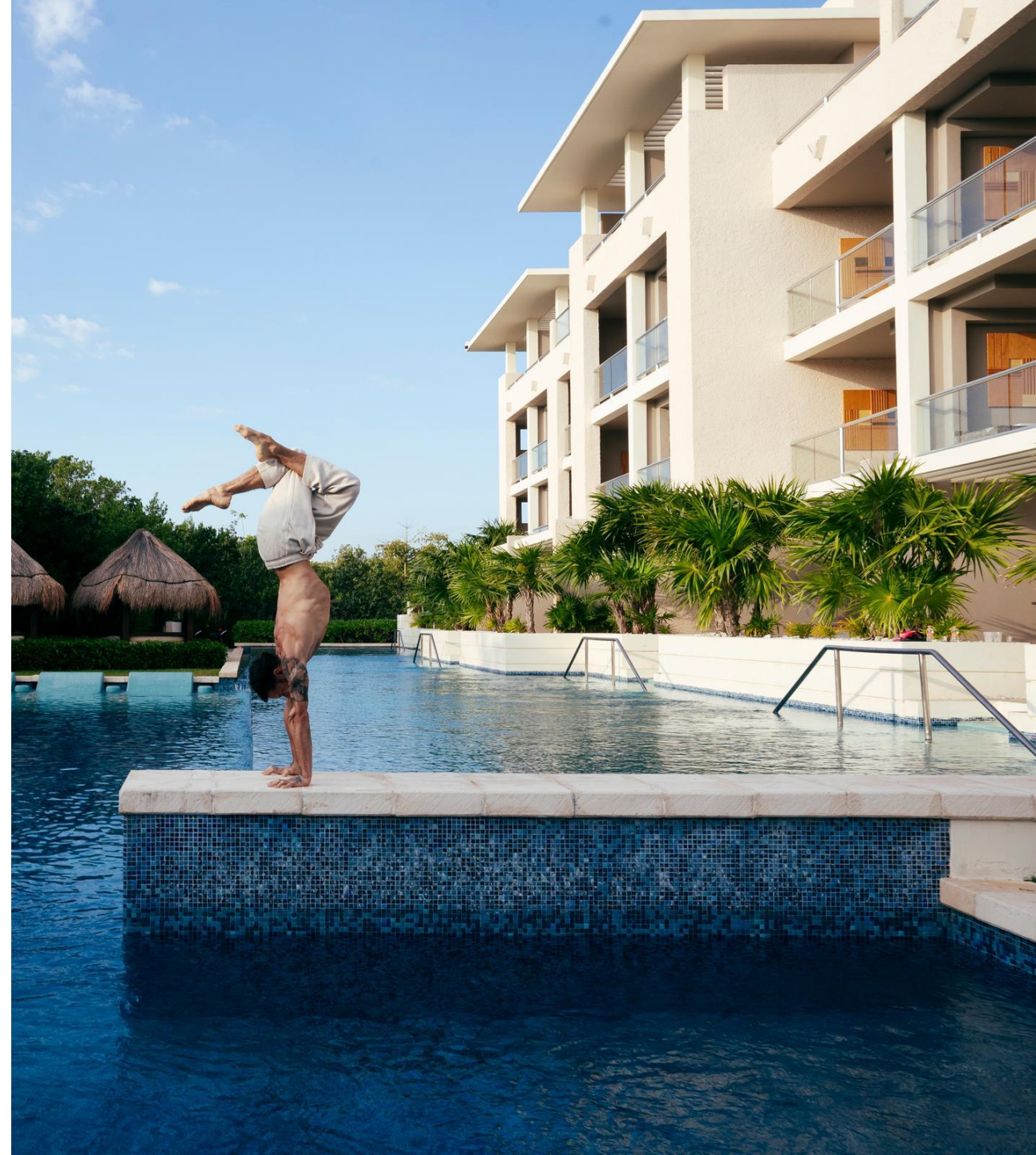
Our Destination Inclusive® concept redefines the experience of each of our resorts through outstanding service and flawless personalized attention, guests can enjoy local entertainment and food & beverages to immerse themselves in the authentic culture of the region. We believe that creating a seamless interaction between luxury, local culture, and nature is key to a unique experience particular to every guest

Portfolio

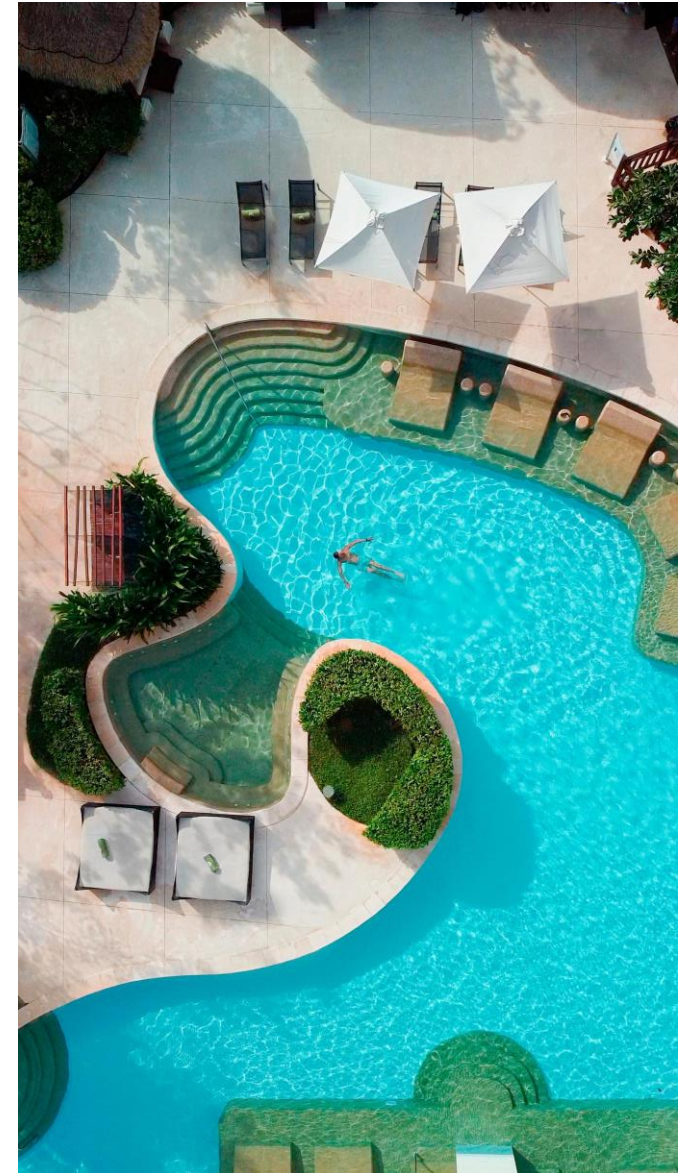
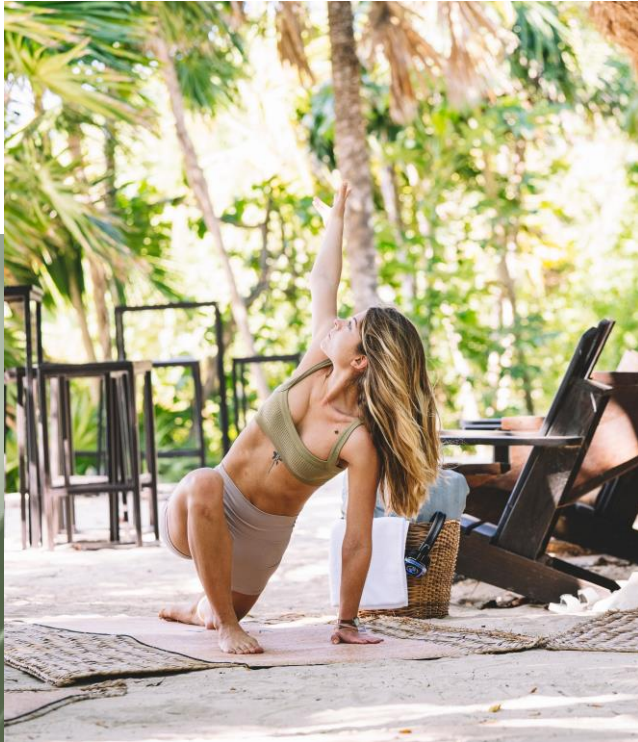
12 hotels
6,358 rooms
4 countries

Pipeline

1 hotel
498 room
1 country



LUXURY BRANDS



From left to right: Paradisus Playa del Carmen (Mexico), Paradisus Gran Canaria (Spain), Paradisus Cancún (Mexico)

PREMIUM BRANDS

MELIÀ

HOTELS & RESORTS

Soul Matters

Meliá Hotels & Resorts are international, family-run flagship hotels that stand out for our genuine Spanish hospitality and great passion for service.

Our warmth and spontaneity are part of our Mediterranean roots, and are always present in the Meliá experience, where our focus on wellness covers all the needs of our guests and makes them feel especially cared for and welcome.

Portfolio

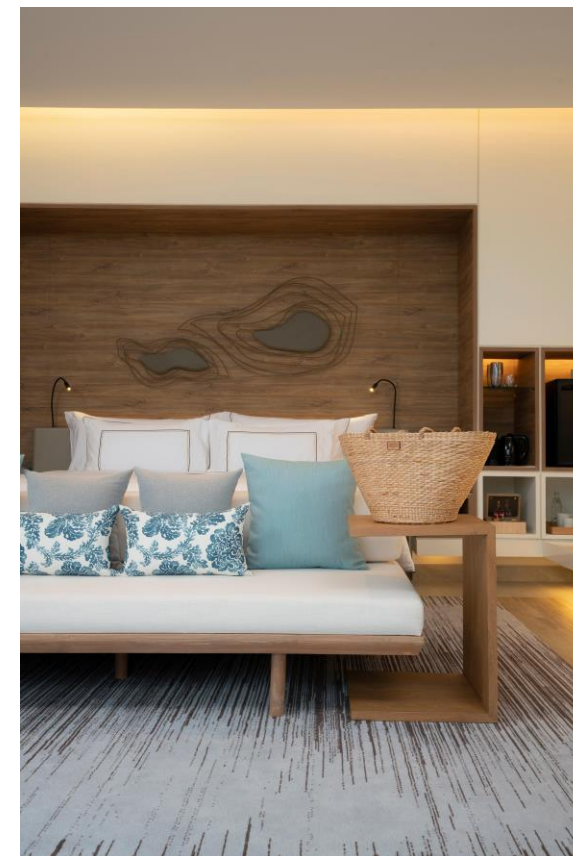
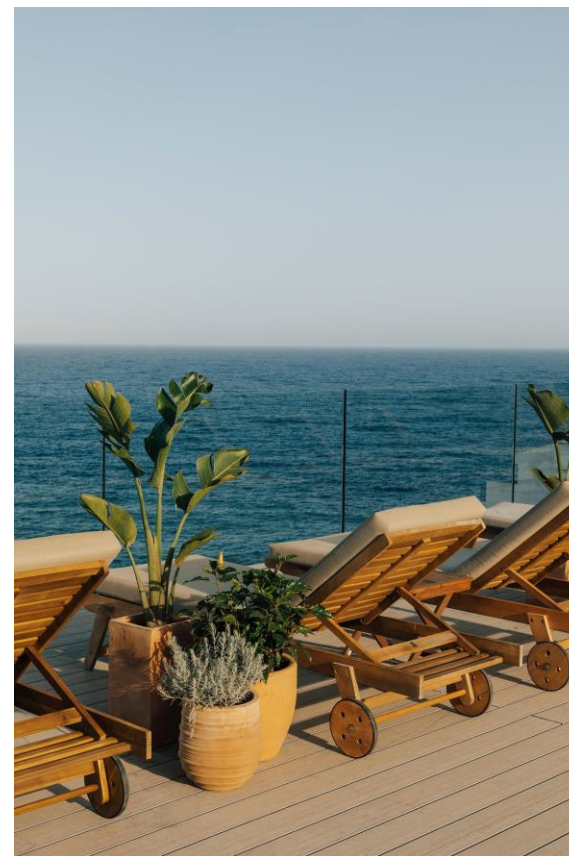
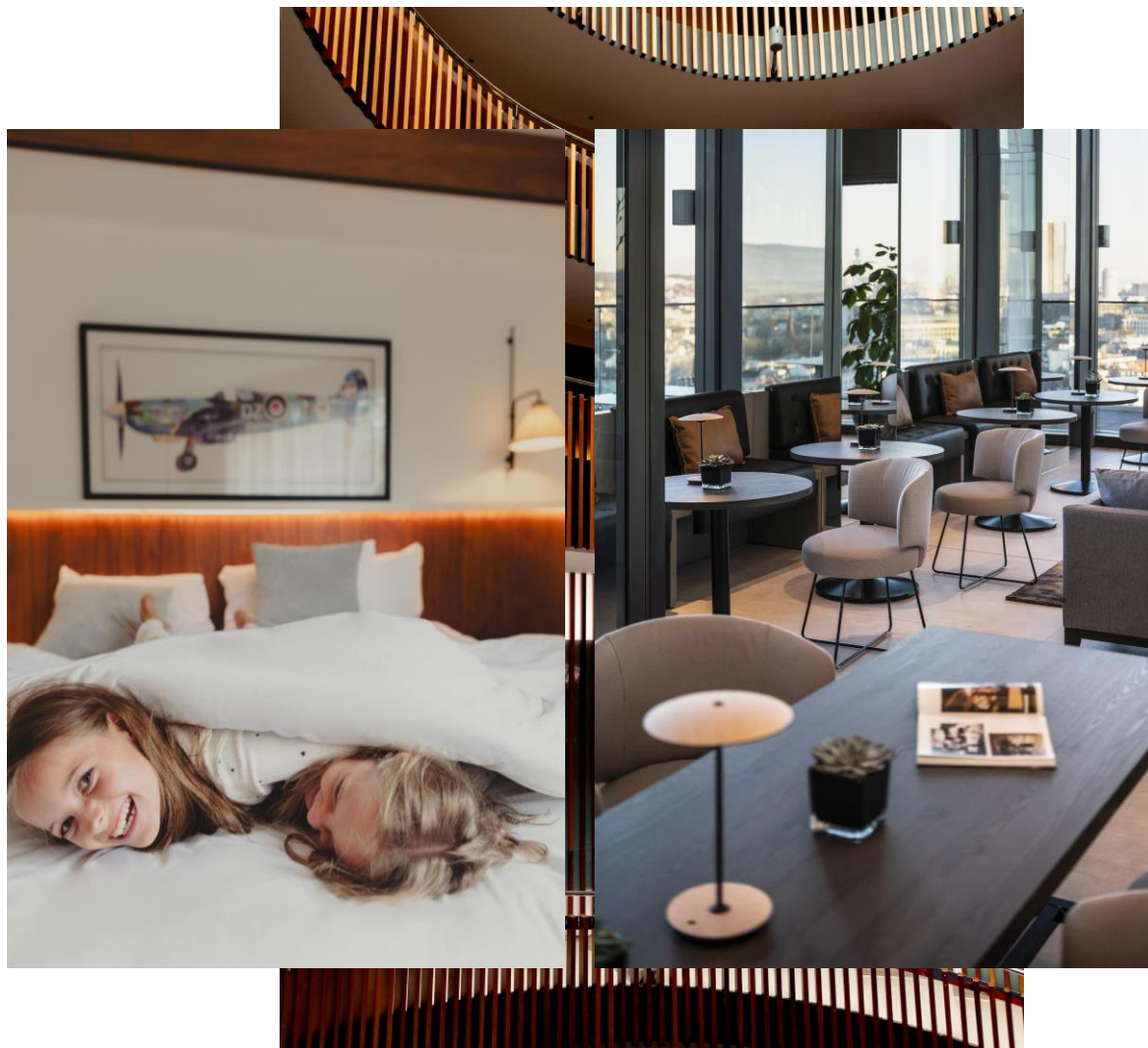
126 hotels
39,602 rooms
32 countries

Pipeline

25 hotels
6,773 rooms
13 countries



PREMIUM BRANDS



From left to right: Meliá White House (London, UK), Meliá Frankfurt City (Germany), Meliá Ibiza (Spain), Meliá Phuket Mai Khao (Thailand)

PREMIUM BRANDS

INNSiDE

BY MELIÁ

Stay Curious

INNSiDE by Meliá is a collection of unique urban and beach hotels designed for those with curious minds and fluid lives. Always true to their destination, we give guests the freedom to connect or disconnect among an independent community of like-minded travellers.

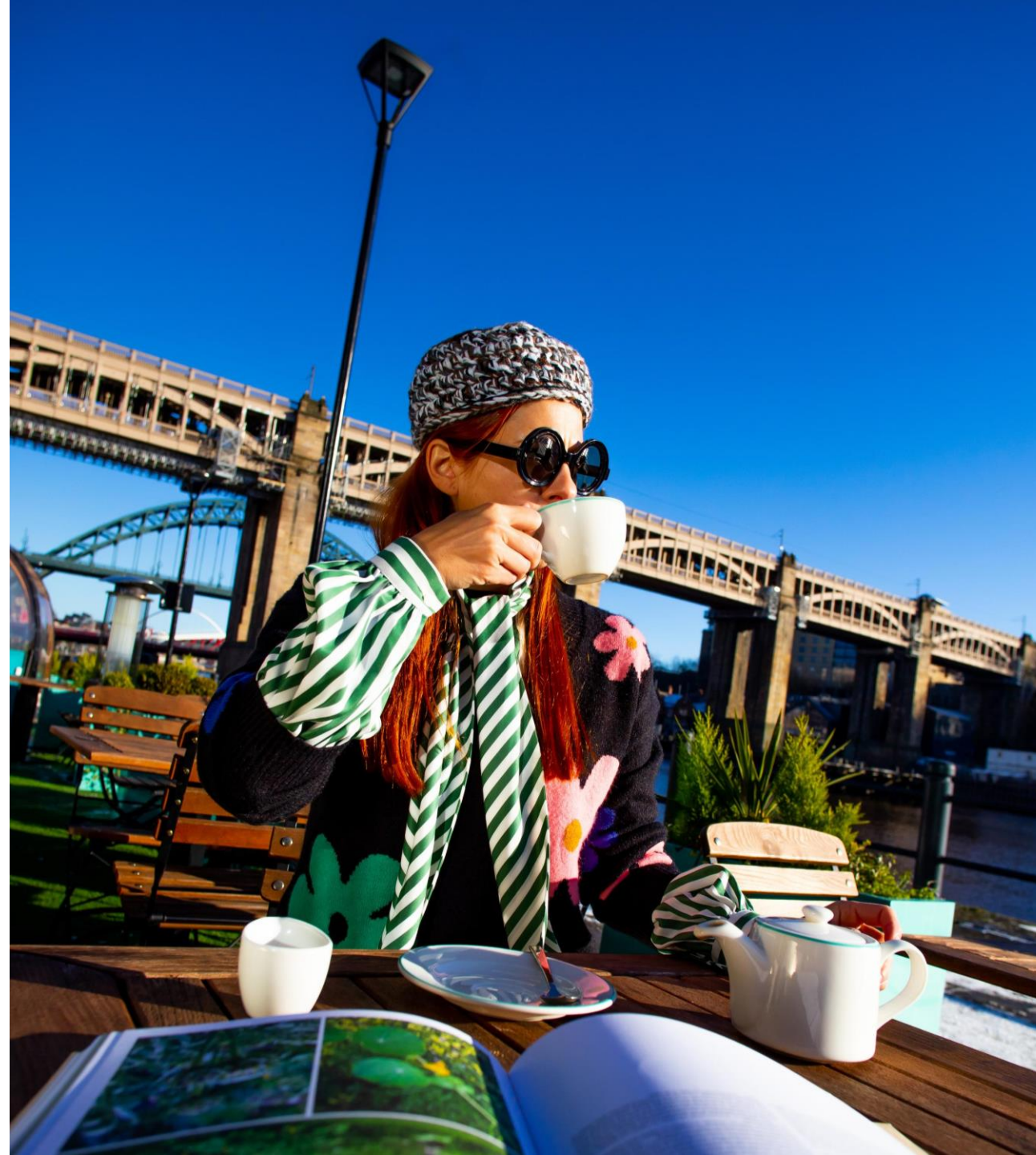
INNSiDE provides guests with all the everyday essentials and extra-special details to make their stay all the more unique. From in-room comforts to the inspiring Big Idea Space, Open Living Lounges, and fitness studios, we allow guests to feel more-than-at-home. Sustainability is also packed into all the little details: every room is equipped with paper and plastic-free collateral and complimentary organic cosmetics.

Portfolio

41 hotels
7,739 rooms
16 countries

Pipeline

7 hotels
1,070 rooms
5 countries



PREMIUM BRANDS



From left to right: INNSiDE Apolo Barcelona (Spain), INNSiDE Madrid Gran Vía (Spain), INNSiDE New York Nomad (US), INNSiDE Bangkok Sukhumvit (Thailand), INNSiDE Amsterdam (Netherlands)

PREMIUM BRANDS



Born in the Med

ZEL is the new lifestyle brand created together with Rafa Nadal. A collection of hotels inspired by the welcoming homes, outdoor culture and spontaneous lifestyle of the Mediterranean. A new hotel concept with a refreshing aesthetic based on the energy and family values of the Mediterranean.

ZEL presents an architecture based on open and dynamic spaces, with an organic and revitalizing aesthetic, inviting you to feel the warmth of a Mediterranean House. The Mediterranean patio is the centre of the experience, from sunset to sunrise, enjoy an exceptional and festive atmosphere without interruption.

Portfolio

1 hotel
165 rooms
1 country

Pipeline

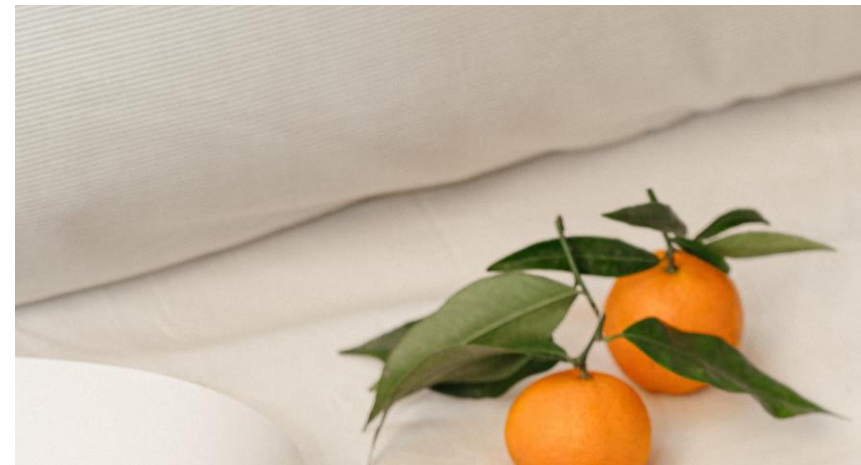
1 hotel
141 rooms
1 country



PREMIUM BRANDS



Hotel ZEL Mallorca (Spain)



ESSENTIAL BRANDS

SOL

BY MELIÁ

Everything under the Sol

Sol by Meliá is an established modern family brand that offers all types of travelers an inclusive, safe, and unique holiday experience in the best beach destinations around the world.

With their excellent children's facilities, all-day food, practical amenities, and around-the-clock endless fun, Sol is an oasis where All Tribes are Welcome. Each hotel adapts to the needs and likings of every Tribe with its Everything Under the Sol philosophy, with activities ranging from water activities to Body&Sol wellness.

Portfolio

57 hotels
17,641 rooms
9 countries

Pipeline

4 hotels
2,086 rooms
3 countries



ESSENTIAL BRANDS



De izquierda a derecha: Sol Barbados (Mallorca, España), Sol Phu Quoc (Vietnam), Sol Fuerteventura (España)

ESSENTIAL BRANDS

AFFILIATED

BY MELIÁ

A portfolio of independent midscale and upscale hotels chosen by Meliá for their consistency and authentic connection to all things local.

Affiliation does not mean belonging to a new brand, it means being part of a new strategic alliance with a renowned international company and having access to its expertise, with a focus on commercialization and distribution.

Portfolio

72 hotels
12,620 rooms
10 countries

Pipeline

7 hotels
752 rooms
4 countries



ESSENTIAL BRANDS



From left to right: Hotel Barcelona Condal Mar, Affiliated by Meliá (Spain), Hotel Paris Opera, Affiliated by Meliá (France), Hotel Blue Sea Beach, Affiliated by Meliá (Greece)

LOYALTY PROGRAM

MELIÃ
REWARDS

Belonging means more

MeliáRewards is the Meliá Hotels International loyalty programme, where members can enjoy benefits and exclusive offers. With MeliáRewards, belonging means more: more value, because you enjoy points, surprises and discounts; more opportunities, because you can earn and redeem points in a thousand ways; and more time, because our members are our priority.

MeliáRewards members

16 M



B2B NETWORK

MELIÃ pro

Going for more

MeliaPRO is the umbrella brand for all professional segments: corporate travelers, Meetings & Events, travel agencies and tour operators.

The portal www.meliapro.com allows users to manage and control their professional activity in a flexible manner and enjoy benefits, instant commissions and special rates.

Agencies

+60,000

**MeliãPRO Corporate
companies**

+500,000





Responsible business

Travel *for* GOOD

Travel for Good is our environmental, social and governance (ESG) strategy. The fact that we are hoteliers at heart, means that hospitality is not just a business for us, it's our passion. And that passion is what drives us to respond to the global challenges faced by our planet, viewing sustainability as a fundamental means by which we can create a positive legacy for our planet and for society.

Most sustainable European hotel company

(Sustainability Yearbook Member, S&P Global ESG 2024)



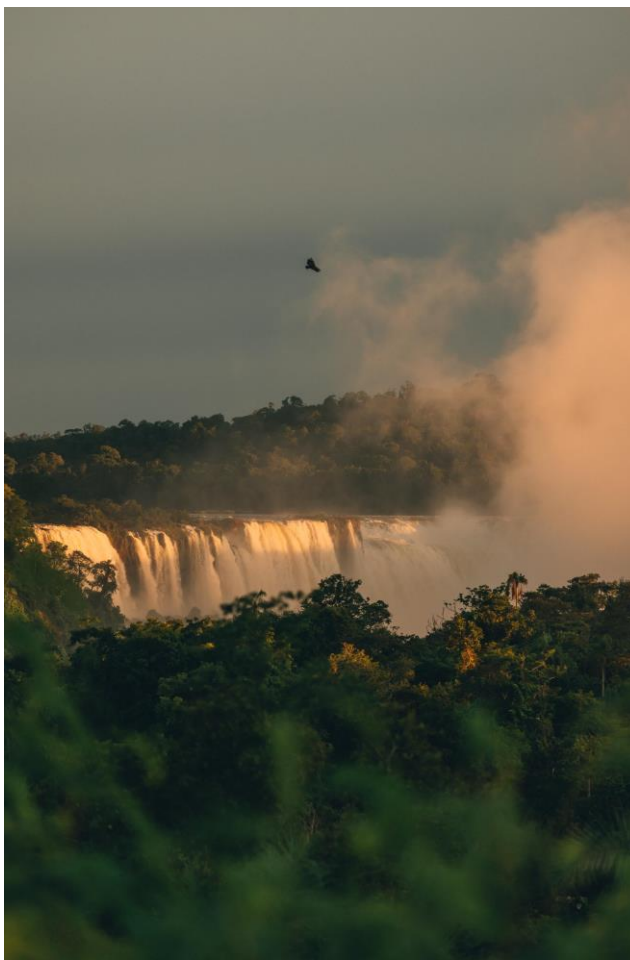
GOOD FOR THE PLANET

The seriousness of the climate crisis requires us to make ever greater commitments. The Paris Agreement laid the foundations for the global response to climate change, and Meliá Hotels International aims to play an active role in the solution.

That is why we want to train the teams in all our hotels worldwide so we can move forward with decarbonisation and promote more responsible tourism that is more respectful of the natural environment.

Portfolio certified in
Sustainable Tourism

86.6%



Sustainable construction

We are committed to using low-carbon techniques in hotel construction and renovation projects

Energy efficiency

We are moving towards decarbonisation, with the objective of reducing our emissions by more than 70% by 2035

Water management

We are committed to more sustainable water management through our environmental management system

Circularity

We are committed to making progress towards a circular hotel industry, from the elimination of single-use plastics, the reduction of food waste, recycling and the reuse of water

Biodiversity

Conserving biodiversity is the basis for ensuring the sustainability and attractiveness of travel destinations



GOOD FOR OUR PEOPLE

The future of our company is with our people. Our employees all around the world are the heart of our business and drive our efforts to become a better company every day.

We are focused on enhancing the talent of our teams and continuing to improve their experience with our company, offering them a work environment founded on the principles of equality and diversity.

Workforce

+45,000

Employee engagement

87%



Training and development

We provide the tools our people require to follow their own path to success

Safe and healthy environment

We want to be leaders in making well-being a part of the value proposition for employees

Equality and inclusion

Hospitality is our passion. Everyone is welcome to our home and diversity is an asset that has greatly enriched our company over the years





GOOD FOR THE COMMUNITY

We want to ensure our hotels generate positive value for the communities in which we operate, supporting their needs and generating decent, quality employment.

We believe that a responsible hotel model must generate economic and social growth opportunities, help eradicate inequality and promote peace, well-being and progress in local communities.

Workforce located in developing countries

30,000



Employment and development

With more than 65% of our workforce located in developing countries, we are committed to promoting decent, quality employment in these communities, which is key to their prosperity and sustainable growth

Vulnerable People

We're moving forward in ensuring non-discriminatory and diverse work environments, supporting the employability of the most vulnerable people

Philanthropy

We want to be a good partner for local communities, supporting projects that have a social impact, in addition to offering our hotel facilities to be used for different social causes

Human Rights

Progress in responsible management involves a firm commitment to protect human rights



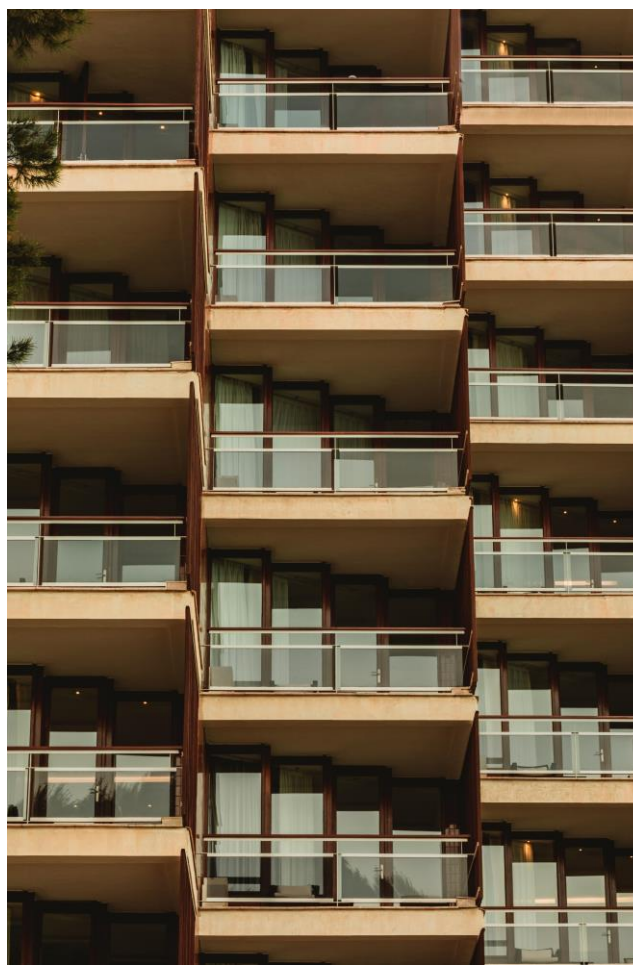
GOVERNANCE FOR GOOD

Since we became a listed company in 1996, creating a solid and transparent governance model has been one of our greatest challenges. We believe that a well-governed company brings true meaning to what we do and multiplies our capacity to do good.

Our objective is to provide a firm, ethical and transparent response to our stakeholders' expectations, in the face of a society which is increasingly demanding regarding the behaviour of companies and in an increasingly demanding regulatory environment.

**Compliance with recommendations of
the Good Governance Code of the
Spanish CNMV**

78.13%



Governance

As a family-owned company, we have a long-term view and commitment to our business, and our management is based on principles of transparency and the best practices in corporate governance

Responsible supply chain

We continue to make progress in ethical management in our supply chain, with 85% of local suppliers, working together with suppliers who share our values and commitments

Public affairs

We understand public-private partnerships as the key to rebuilding our industry

Business performance

Creating value for
stakeholders
(social cash flow)

2,938.5 M€

Annual results 2023

Consolidated revenues
1,928.8 M€ (+14.8%)

Net profit
117.7 M€ (+6.4%)

Ebitda (ex capital gains)
486.5 M€ (+16.2%)

RevPAR
76.8 € (+10%)

Average Rate
130.7 € (+0%)

melia.com revenues
678.3 (+11.1%)

Listed on Spanish Stock Exchange since 1996

Joined Ibex35 index in 2016

Member of FTSE4Good Ibex since 2008

Market cap (2023): 1,313.6 M€

Assets valuation (2022): 4,641 M€





Gabriel Escarrer

Chairman & CEO

Gabriel Escarrer Jaume is a member of the second generation of the founding family of Meliá Hotels International, a multinational company with operations in more than 40 countries, included in the Spanish Ibex 35 stock market.

After graduating from Wharton School, Gabriel Escarrer Jaume worked at the Salomon Brothers investment bank in New York, during which time he took part in the successful IPO of Meliá Hotels International, founded by his father, Gabriel Escarrer Juliá, in 1956. Escarrer combines a strong strategic vision and financial acumen with a vocation as a hotelier. After joining the company, he led the strong drive for growth and diversification of the company's business model, providing Meliá with a solid competitive position and greater financial strength in an increasingly complex business environment in the international travel industry.

Since he was named Vice Chairman and CEO of the Group in 2009, Escarrer has also led an unprecedented cultural and organisational change, with a significant focus on corporate responsibility, sustainability and talent and people management. In 2016, after the company founder relinquished his executive responsibilities, he became the CEO, going on to lead an intense digital and cultural transformation which has positioned the company at the forefront of the industry in digitalisation. In combination with financial consolidation and the evolution of the business model, this allowed Meliá Hotels International to be better prepared for the major disruption that the COVID-19 pandemic would cause in the entire tourism industry in 2020 and 2021.

Named one of the top executives in Spain and one of the most influential CEOs according to Forbes magazine, in 2019 he was appointed President of Exceltur, the Spanish Tourism Alliance for Excellence, bringing strong leadership to the industry hardest hit by the pandemic. A firm defender of the values on which the family business was built, under his leadership Meliá Hotels International has been one of the world's top 3 most sustainable hotel companies since 2019, according to S&P Global ESG. In 2023, he is appointed Chairman of the group, after his father's resignation, the founder Gabriel Escarrer Juliá, who continues to be Honorary Chairman.



GRAN MELIÁ
HOTELS & RESORTS

The MELIÁ
COLLECTION

ME
BY MELIÁ


PARADISUS
BY MELIÁ

MELIÁ
HOTELS & RESORTS

zel

INNSIDE
BY MELIÁ

SOL
BY MELIÁ

AFFILIATED
BY MELIÁ

MELIÁ
REWARDS

MELIÁ
pro

CONTACTO:

Departamento de Comunicación Corporativa
comunicacion@melia.com