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## *Press Dossier*

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MELIÄ HOTELS INTERNATIONAL | Leisure at heart,  
business in mind

# 1 | Global positioning

*We lead from leisure*

## Relevant data

1<sup>st</sup> hotel group in Spain  
3<sup>rd</sup> in Europe  
19<sup>th</sup> worldwide

Source: Hotels 325 Rank 2020, by number of rooms



# 2 | Our global presence

## *Hotel portfolio (Dec.2020)*

**317** hotels | **82,576** rooms

**39%** Managed  
**32%** Leased  
**15%** Franchised  
**14%** Owned

**48%** City  
**52%** Resort

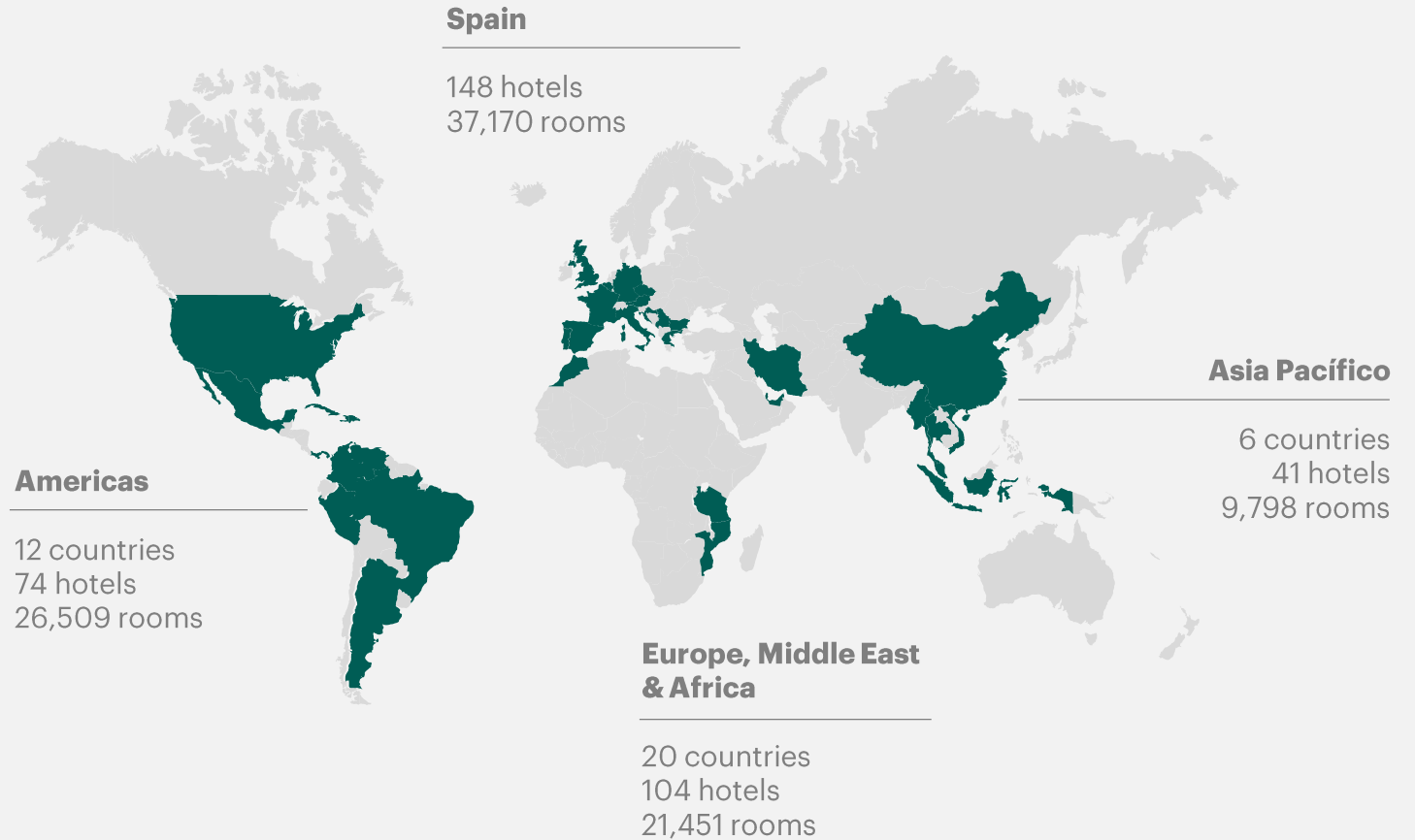
## Pipeline

**50** hotels | **12,352** rooms

**76%** Managed  
**16%** Leased  
**8%** Franchised  
**0%** Owned

**52%** City  
**48%** Resort

## Hotel portfolio + pipeline



# 3 | Our history at a glance

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

## 1956

The company's first hotel is founded (Palma de Mallorca, Spain)

## 1960's

Growth in the Balearic Islands

## 1970's

Growth in other resort destinations in Spain

## 1984

Acquisition of the hotel chain HOTASA. Becomes the largest hotel group in Spain

## 1987

Acquisition of the Meliá hotel chain. The company changes its name to Sol Meliá

## 1994

Launch of the loyalty programme (current MeliáRewards)

## 1995

The birth of Paradisus Resorts, specialising in the luxury sector

## 1996

First European group to be quoted on the stock exchange

## 1997

Launch of the booking website melia.com

## 2000

Acquisition of the TRYP Hotel chain

## 2004

Launch of the Vacation Club Club Meliá

## 2006

Launch of ME by Melá, the most Avant-garde Brand in the portfolio

## 2007

Acquisition of the German Brand INNSIDE  
Launch of the SAVE Project to fight climate change

## 2011

The company becomes Meliá Hotels International

## 2014

The Meliá Digital project is born to promote the company's digital transformation

## 2019

Meliá is named the Most Sustainable Hotel Company in the world by the investment agency SAM

## 2020

Meliá and the tourism sector are going through the biggest crisis in recent history due to the impact of the Covid-19 pandemic

# 4 | Our Brand model

*Our hotel brands reflect the company strategy of growth centred on the premium and upscale segments*

## Upper upscale

**12%**

- 5% Gran Meliá Hotels & Resorts
- 3% ME by Meliá
- 4% Paradisus by Meliá

## Upscale

**52%**

- 40% Meliá Hotels & Resorts
- 12% INNSiDE by Meliá

## Midscale

**29%**

- 18% Sol by Meliá
- 11% TRYP by Wyndham

Affiliated by Meliá **7%**

+Demographic

+Psycographic



GRAN MELIÁ  
HOTELS & RESORTS



MELIÁ  
HOTELS & RESORTS

INNSiDE  
BY MELIÁ

SOL  
BY MELIÁ

**GRAN MELIÁ**  
HOTELS & RESORTS

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*A life well lived*

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Gran Meliá evokes the essence of Spanish culture and a life well lived: simple pleasures, connection with the earth, respect for things well done and natural luxury, from the extraordinary architecture of our hotels and the quality of the cuisine evoking local flavours, to the warm and respectful nature of the service.

Each experience reveals a unique appreciation for the authenticity of the everyday, the creativity and talent of both local culture and our own. Even the smallest detail is deeply rooted in the Spanish life well lived, true luxury.

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**14** hotels | **3,302** rooms





*Gran Meliá Iguazú* – Argentina



*Gran Meliá Roma Villa Agripina* – Italy



*Gran Meliá Palacio de los Duques* – Madrid, Spain

ME  
BY MELIÀ

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## *Hotels with expression*

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ME hotels, present in cultural and trend capitals, reflect with their own voice the spirit of contemporary European culture. Artists, staff and guests become the true creators of ME.

Each hotel is connected to the destination, becoming the social epicentre of the city and attracting the best of the local cultural scene. Music, art, design, fashion and gastronomy make up the ME scene to provide visitors with an experience beyond accommodation.

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7 hotels | **1,149** rooms





ME  
BY MELIÀ



*ME Dubai* - United Arab Emirates



*ME Ibiza* - Spain



*ME Madrid* - Spain



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## *Embrace your nature*

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Set against the most renowned and emergent resort hot spots around the world, Paradisus by Meliá transports guests into a paradise that reflects the natural beauty of its destination. Mindful of its presence within nature, Paradisus by Meliá is committed to achieving balance with the environment around its properties.

This narrative – of being at one with the destination – runs through each element of the resort, from locally-inspired dinner menus to environmentally-conscious in-room products. Guests can expect to be transported into a resort environment that perfectly balances the feel of luxury with an unpretentious atmosphere.

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**12** hotels | **6,316** rooms





*Paradissus Los Cabos – Mexico*



*Paradissus Los Cayos – Cuba*



*Paradissus Punta Cana – Dominican Republic*



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## *Soul Matters*

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At Meliá Hotels & Resorts we put our soul and our passion into everything we do so that our guests can live a unique experience, full of the warmth and the hospitality that are so typical of our Spanish origin.

Every detail and every moment are impregnated with the care and skill of all the people who are part of this, our most emblematic brand. Their passion is conveyed in every corner, in every object, making our guests' stay something memorable, where wellbeing and comfort reach their maximum expression. Welcome to the place where everything has a soul.

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**120** hotels | **35,638** rooms





*Meliá Zanzibar* – Tanzania



*Meliá White House* – United Kingdom



*Meliá Ho Tram* – Vietnam

# INNSiDE

BY MELIÁ

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## *Stay curious*

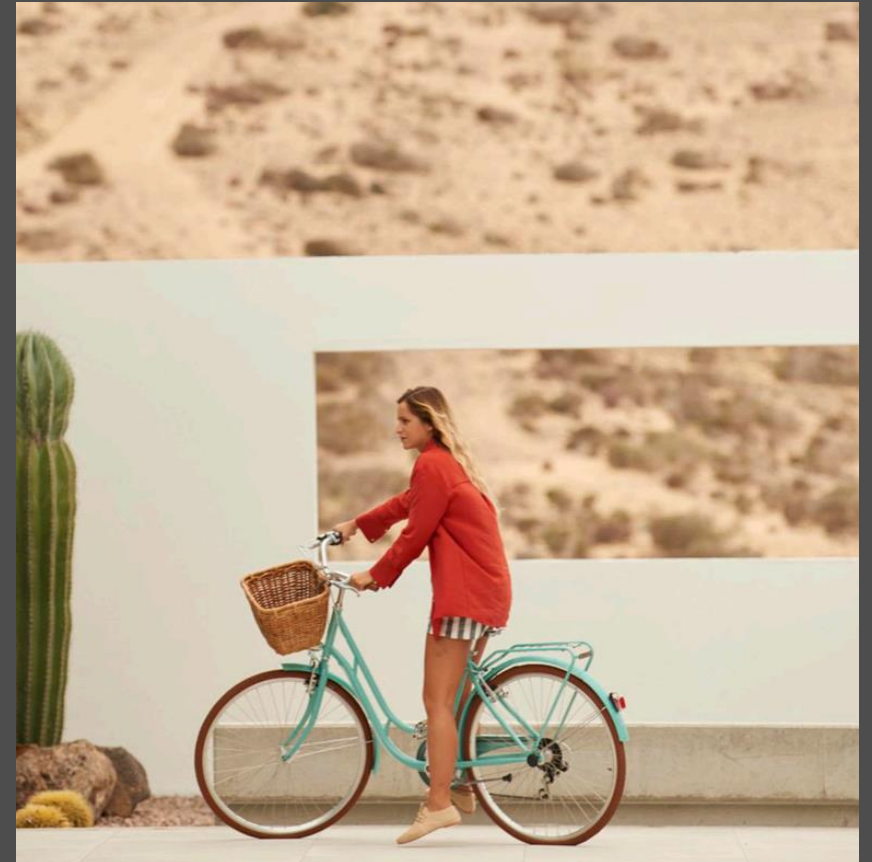
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INNSiDE by Meliá hotels are design-led lifestyle and resort hotels that give guests the freedom to relax and explore, whether they are travelling for work or leisure.

The brand embraces the local culture of each destination through an extensive events calendar, city guides, artwork and free bicycle hire to encourage guests to discover new neighbourhoods.

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**32** hotels | **5,737** rooms



# INNSiDE

BY MELIÀ



*INNSiDE Amsterdam* – Holland



*INNSiDE New York Nomad* – United States



*INNSiDE Zaragoza* – Spain

**SOL**  
BY MELIÁ

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*#LetYourSolShine*

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Sol by Meliá is dedicated to the most important of all holidays: those shared with the ones you love. It is the place where joy is felt and memories are made for a lifetime.

A new generation of resorts designed for the new modern families and travellers, that include great kids facilities and adult-oriented experiences. Our design is colourful, energetic and vibrant like the service we provide. Guests can expect instant familiarity with spontaneous moments of fun.

At Sol, we have something for everyone.

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**65** hotels | **19,593** rooms





# SOL

BY MELIÀ



*Sol Beach House Ibiza – Spain*



*Sol House Bali Legian – Indonesia*



*Sol Beach House Phu Quoc – Vietnam*

*Affiliated  
by Meliá*

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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

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**26** hotels | **4,180** rooms



*Affiliated  
by Meliá*

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*Hotel Barcelona Apolo, Affiliated by Meliá – Spain*



*Hotel Madrid Airport Suites, Affiliated by Meliá – Spain*



*Hotel Paris Opera, Affiliated by Meliá – France*



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A unique, innovative and dynamic new concept in timeshare holidays. Circle by Meliá focuses around all of its members to truly deliver an exceptional service in a luxurious and high-end experience.

A new concept of holiday membership that will extend the benefits of being a member to before and after the stay, always with a personalised conversation.

Totally integrated with the MeliáRewards programme, Circle members will receive year after year the best experience from all our brands.

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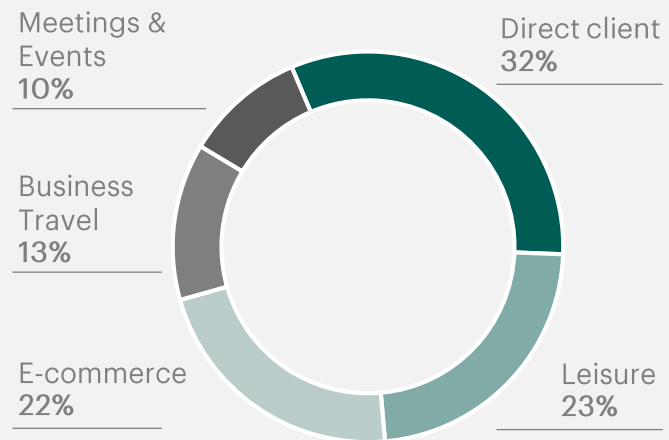


# 5 Business strenghts

*Together with the value of our strong brands, our distribution model and loyalty programme are our key levers of success*

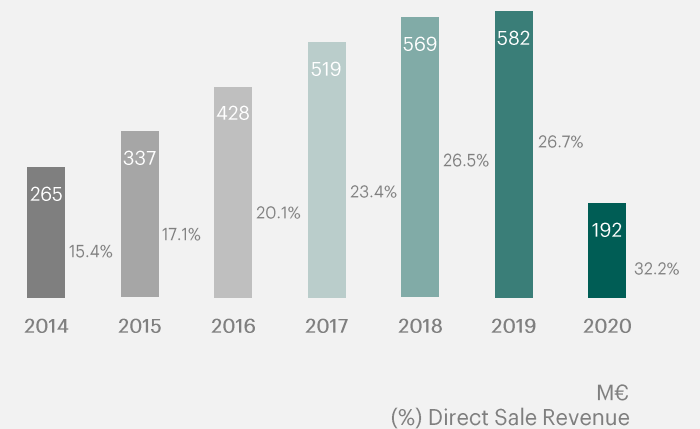
## Meliá system sources\*

\* Of total revenue



## Direct channels

We generate 32% of our sales through our direct Channels: melia.com, our contact center, Meliá app and MeliáRewards loyalty programme



MELIÁ  
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.

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4 membership levels  
+13.5 million members

Source of 89% of all sales through direct channels  
20% more hotel expenditure than non-loyal customers

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MELIÃ pro  
GOING FOR MORE

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

The portal [www.meliapro.com](http://www.meliapro.com) allows users to manage and control their professional activity in a flexible manner and enjoy benefits, instant commissions and special rates.

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+48,000 registered travel agencies  
+380,000 companies with access to MeliáPRO Corporate  
+124,000 travel agents members of MeliáRewards  
Travellabs: exclusive communities on social networks

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# 6 Sustainable management model

*Working towards a sustainable future from a responsible present*

At Meliá we defined our own global CR model, aligned with United Nations' Sustainable Development Goals, in order to generate shared value and benefits in the destinations in which we are an active player.

This commitment has led the group to become the Most Sustainable Hotel Company in Spain and third in the world, according to the last S&P Global Corporate Sustainability Assessment

## We integrate the Sustainable Development Goals into our business model







**7th Most sustainably managed Company in the World 2021**  
*Wall Street Journal*

**Europe's Climate Leaders 2021**  
*Financial Times*

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Hotel company signatory to the Paris Agreements (COP21)  
Pioneer in the application of environmental blockchain  
Top 5 worldwide in CDP Climate Change  
Best hotel in water management in Europe (CDP Water)  
Best in class in environmental reporting and climate strategy (S&P Global)

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## *Committed to environmental sustainability*

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We promote a business model that contributes to the fight against climate change and minimizes our environmental footprint

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**Investments with environmental criteria**  
24.5 M€ (2016-2020)

**Scope 1 emissions**  
35.8k TCO<sub>2</sub> (-51.1% base year)

**Scope 2 emissions**  
166.9k TCO<sub>2</sub> (-51.9% base year)

**Green electricity use**  
61% (+12pp)

*2020 data*

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## *Sustainable brands*

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Our brands promote a customer experience aligned with our sustainable commitments.

We ensure that customers sense this commitment during their stay at the hotel, developing products and services aligned with these new standards.

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Promotion of healthy and local cuisine

Sustainable mobility

Efficient management of energy and water resources

Events and meetings designed to offer sustainable experiences

Elimination of single-use plastics

Acquisition of sustainable products

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## 7 | Stay Safe with Meliá

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*Our programme to ensure the health and safety of our clients, certified by Bureau Veritas, has become an industry benchmark*

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In 2020, we took a major step in managing the health crisis with the launch of Stay Safe with Meliá, which involved investments in both our hotels and corporate offices as well as a redesign of hotel operations.

In addition, the programme emphasises employee training and the emotional aspect of customer relationships.

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2.2 M€ of investments

83.3% guest satisfaction

+21,000 training programme participants

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# #STAYSAFEWITHMELIÁ

A programme certified by Bureau Veritas



## Health and safety measures

- Definition of new cleaning and disinfection protocols
- Special prevention and maintenance plan
- Creation of Ambassadors, responsible for ensuring the programme
- Specific personal Protection equipment (PPE)
- New procedures for laundry services
- Room cleaning on request
- Sealing of frequently used items after disinfection
- Elimination of waste bins and all stationary in the rooms
- Dispensers and prevention kits with hydroalcoholic solutions
- Employee training plan



## Measures to ensure social distancing

- Information prior to the arrival of customers
- New signage system for social distancing
- Protective screens in the reception and in new dining services
- Capacity reduction
- Evolution of the buffet to reduce food handling
- New take-away food services
- Virtual inspections visits
- Diagramming 3D tools to design new layouts for the MICE segment
- Digital concierge



Listed on Spanish Stock Exchange since 1996  
Joined Ibex35 index in 2016  
Member of FTSE4Good Ibex Index since 2008  
Market cap (Dec '20): €1,260.7 million

## 8 | Business performance

*Covid-19 strongly impacted results, although the company retained its liquidity and demonstrated its resilience*

### Consolidated revenue

528.4 M€ (-70.7%)

### RevPAR

43.2 € (-50.3%)

### Net profit

-595.9 M€ (-627.8%)

### Liquidity

316 M€

### Ebitda (ex-capital gains)

-130.5 M€ (-127.7%)

### melia.com revenue

32.2% (+5.5 pp)



# **GABRIEL ESCARRER JAUME**

*Executive Vice President  
and CEO*

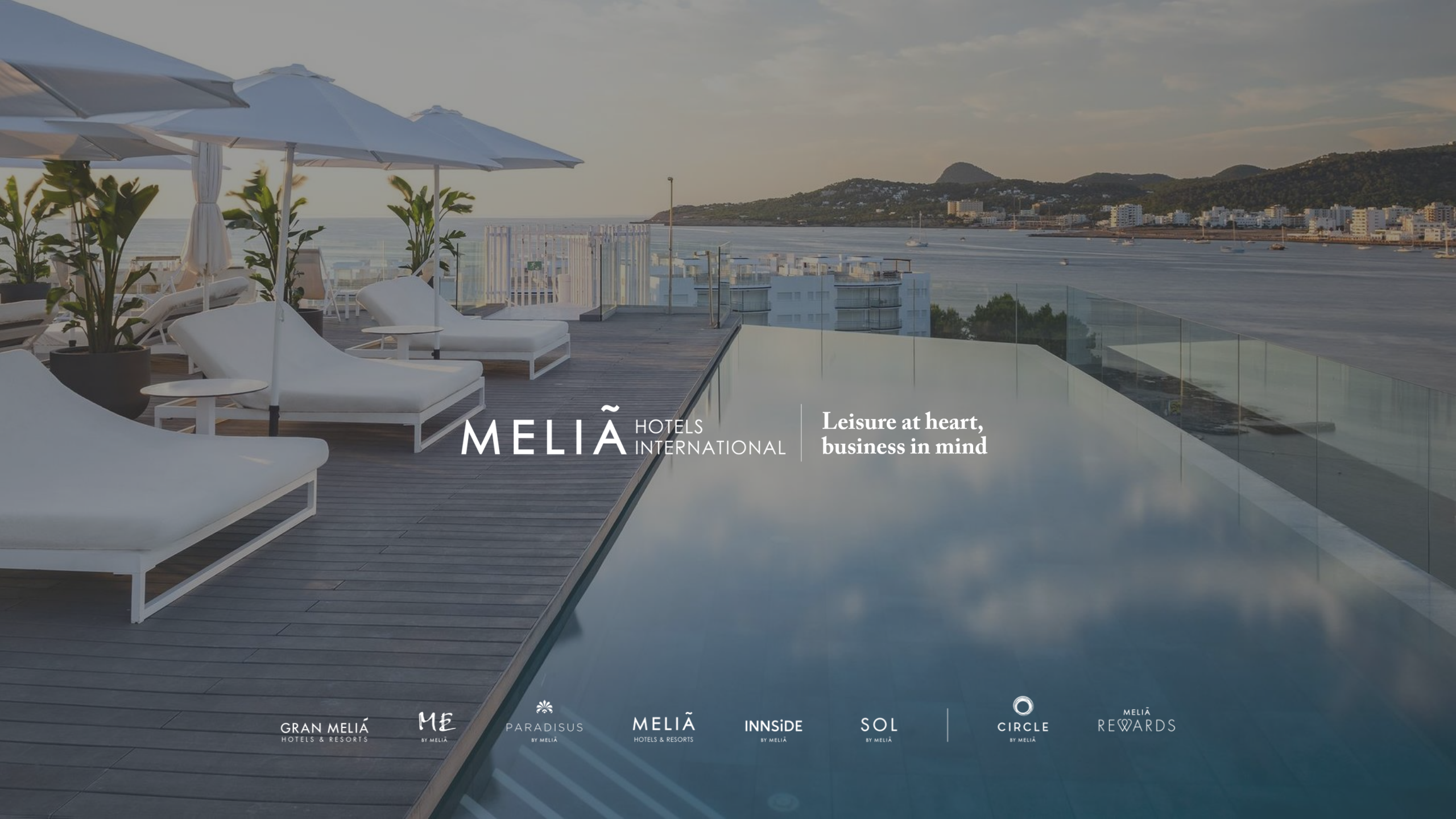
## *Biography*

Gabriel Escarrer Jaume is a member of the second generation of the founding family of what is now Meliá Hotels International, a multinational company included in the Ibex 35 stock market index with more than 390 hotels in more than 40 countries on 4 continents.

After graduating from Wharton School, Gabriel Escarrer Jaume worked for Salomon Brothers in New York, a period during which he took part in the successful IPO of Meliá Hotels International, founded by his father, Gabriel Escarrer Juliá, in 1956. Escarrer combines a strong business vision and financial acumen with a vocation as a hotelier, and after joining the company led the strong drive for company growth, 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. In 2016, after the company founder relinquished his executive responsibilities, he became the CEO of the company, 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 greater financial consolidation and the evolution of the business model, this has allowed Meliá Hotels International to be far better prepared for the major disruption that the COVID-19 pandemic caused in the entire travel industry from the beginning of 2020.

Named as one of the top 10 executives in Spain and one of the most influential CEOs in Spain 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 was named in 2019 as the most sustainable hotel company in the world according to the Corporate Sustainability Assessment carried out by the sustainable investment agency SAM, and also the seventh-ranked company in sustainable management worldwide according to the Wall Street Journal.



MELIÃ HOTELS INTERNATIONAL

Leisure at heart,  
business in mind

GRAN MELIÃ  
HOTELS & RESORTS

ME  
BY MELIÃ

PARADISUS  
BY MELIÃ

MELIÃ  
HOTELS & RESORTS

INNSIDE  
BY MELIÃ

SOL  
BY MELIÃ

CIRCLE  
BY MELIÃ

MELIÃ  
REWARDS