



Company profile



380
HOTELS



96,000
ROOMS



40
COUNTRIES

1st HOTEL COMPANY IN SPAIN
3rd IN EUROPE
16th WORLDWIDE

Source: Hotels 325 Rank 2017, by number of rooms

HOTEL TYPE

OPERATIONAL
PORFOLIO +
PIPELINE

49%
resort



OPERATIONAL
PORFOLIO +
PIPELINE

51%
city

SEGMENTATION - BUSINESS MODEL

Owned & leased

Managed & franchised

52%

Open

48%

88%

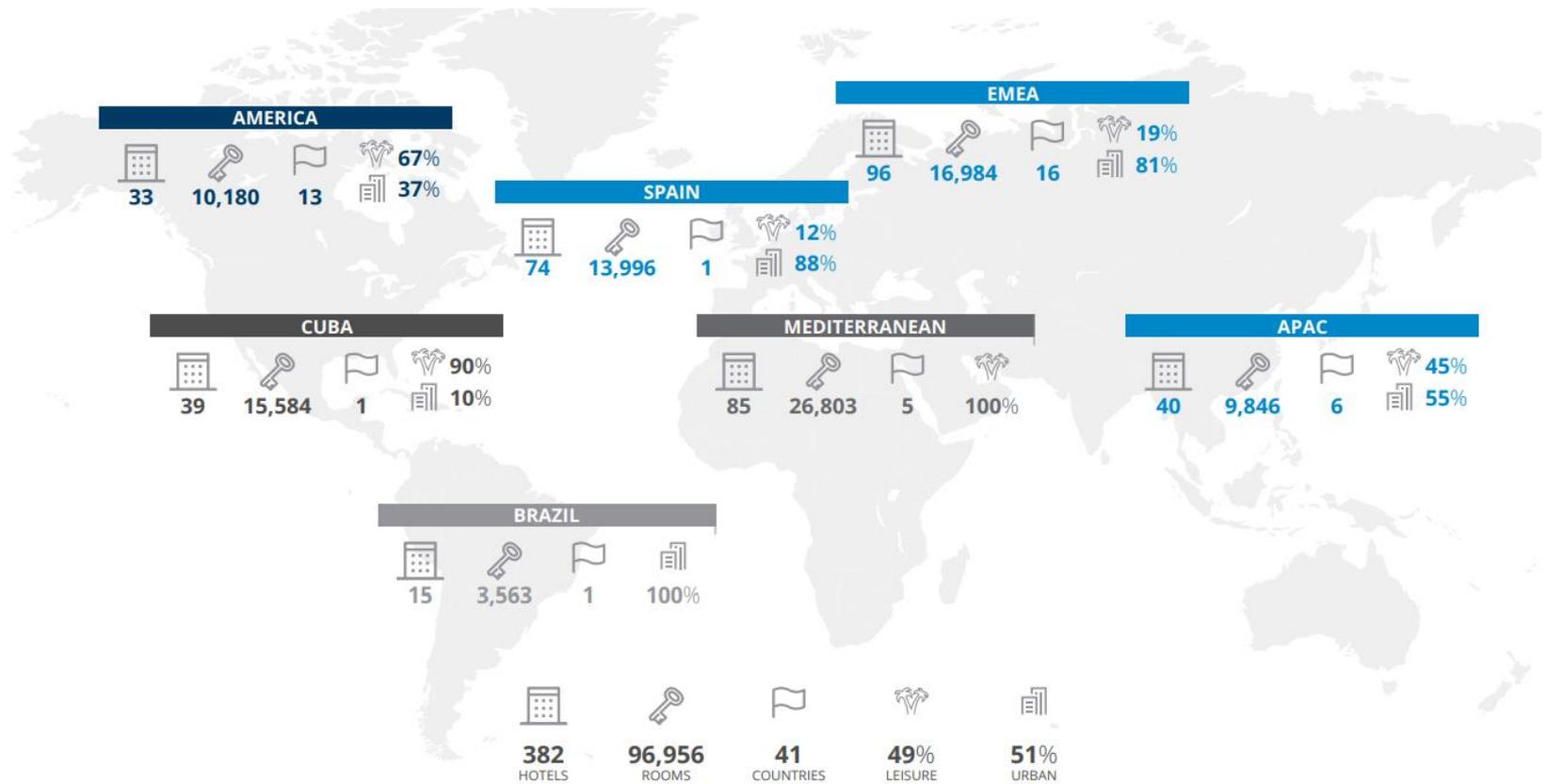
Pipeline

12%



Company profile

HOTEL PORTFOLIO



Company profile

BUSINESS PERFORMANCE | ANNUAL RESULTS 2017 vs 2016

NET PROFIT

128.7 M€
+27.8%

EBITDA
Ex capital gains

313.3 M€
+4.6%

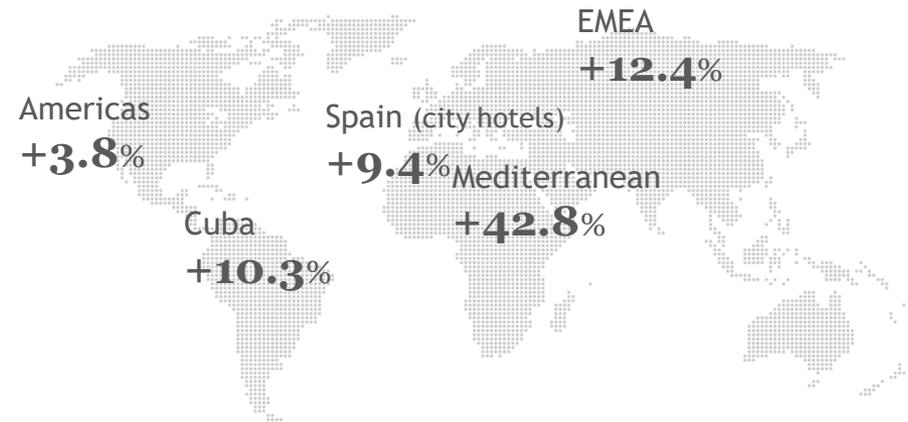
INCOMES

1,885.2 M€
+4.6%

REVPAR

84.9 €
+5.6%

REVPAR EVOLUTION by area



History



50's The start of a success story

1956: Gabriel Escarrer Juliá opens the Hotel Altair, his first hotel in Palma de Mallorca (Balearic Islands, Spain)

60's Growth in the Balearic Islands (Spain) and other holiday destinations in Spain

1965: Escarrer creates Hotels Mallorquines to group together different hotel assets

80's The Company enters the main Spanish cities and begins international growth

1984: with the purchase of the 32-hotel HOTASA chain, the Company moved into the city hotel industry and became the largest hotel group in Spain, as it still is today

1985: first international hotel opens in Bali (Indonesia)

1987: Escarrer acquires the Meliá hotel chain (22 four and five-star hotels), which becomes the main Company brand and brings a name change to Sol Meliá

90's The Company grows in Latin America and the Caribbean and is joined by the second generation of the Escarrer family, driving a process of renewal and greater professionalism in hotel management

1994: creation of the first loyalty programme in the Spanish hotel industry (currently MeliáRewards)

1995: creation of the Paradisus Resorts brand specializing in luxury

1996: the Company becomes the first hotel chain in Europe to go public

1997: launch of melia.com



History

00's The Company opens new markets and defines its current portfolio of brands

2000: acquires TRYP Hotels and becomes the third largest hotel company in Europe

2004: drives two new lines of business: the Vacation Club (Club Meliá) and real estate asset management division

2006: birth of ME by Meliá and, a year later, acquires the German Inside brand of urban hotels

10's New stage of growth and leadership to consolidate its management strengths

2010: signature of a global alliance with the Wyndham Hotel Group giving rise to TRYP by Wyndham

2011: renewal of the corporate brand, becoming Meliá Hotels International. The Asia Pacific division is created, with the Company doubling its presence in the region since then

2012: Meliá drives the Calvià Beach project to convert the mature destination of Magaluf (Mallorca)

2016: Meliá celebrates six decades of history by returning to the Ibx 35 Stock Index and promoting a new strategic plan to drive the company's digital transformation and consolidate its management strengths.



Hotel brands

GRAN MELIÁ
HOTELS & RESORTS

Brand positioning

Gran Meliá evokes the essence of Spanish culture: simple pleasures, connection with the earth, respect for things well done and a discreet elegance perceived in every corner. This philosophy is materialized in each of the elements that shape the Gran Meliá experience. From the extraordinary architecture of the hotels and the quality of the cuisine evoking local flavours, to the warm and respectful nature of the service. Even the smallest detail is deeply rooted in the Spanish style.

Distinguishing factors

Spanish passion & gravitas
A sense of personal space
Refined lifestyle details
At the forefront of luxury

Brand expressions

Architecture at its Finest
Refined Spanish Service Culture
Red Level
Luxurious Rooms & Suites
Spa & Wellness by Clarins
Signature Dining
Exceptional Experiences
Gala Events & Weddings



Hotel brands



ME

BY MELIÁ

Brand positioning

ME by Meliá is a collection of hotels in which culture, lifestyle and The ME People community come together to create an inimitable personality. 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.

Distinguishing factors

The insider friends
Just for you
Daring and surprising
Scene leaders

Brand expressions

The Aura of ME
Service Culture
Cultural Program
Art & Design
ME+

Social & Gastronomic Epicentre
LEGS - Launches, Events, Gatherings and Socials

Hotel brands



PARADISUS

BY MELIÁ



Brand positioning

Located at some of the most famous or emerging tourist locations in the world, Paradise resorts transport their guests to a paradise that reflects the natural beauty of their destination.

Aware of its responsibility to nature, Paradise by Meliá is strongly committed to the environment surrounding its resorts, and integrates into it in a balanced manner. The narrative of being in harmony with the destination is reflected in all elements of Paradise. From the locally inspired cuisine to the organic products in its rooms.

Brand expressions

Family Concierge
Royal Service
Romance by Paradise
Organic Eco-Chic Design
Multigenerational Experiences
Corporate Responsibility
Wellness
Local & Sustainable Gastronomy

Hotel brands

MELIÀ
HOTELS & RESORTS

Brand positioning

At Melià 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.

Distinguishing factors

Warm Spanish Hospitality
Wellbeing Focus
Thoughtful, Added-Value Extras
New Hospitality Experiences

Brand expressions

Service Culture
Room Experience
The Level
Power Meetings
Kids Programme
Yhi Spa & Wellness
Energy for Life Activities
Gastronomic Experiences
Romance by Melià



Hotel brands

INNSIDE

BY MELIÁ

Brand positioning

The select boutique hotels of INNSIDE by Meliá emanate character and personality with a design conceived for and adapted to the lifestyle of work trippers. At INNSIDE, the boundaries between work and leisure disappear. Its innovative services and impressive spaces produce unique surprises, offering excellent value for money. In an European design setting, its spaces open up to communication, creativity and the unexpected, encouraging business interactions and facilitating social experiences with little details that will satisfy all kinds of professionals.

Distinguishing factors

Social Openness
Knowing You
Generous Surprises
Defining Bleisure

Brand expressions

Service Culture
Urban Lifestyle Hotels
Open Living Lounge
Super Room Experience
Pick Mix Match
Free Refreshing Refreshments
Big Idea Space
Your fit time. InFit



Hotel brands



Brand positioning

Through its extensive portfolio of brands, Sol by Meliá offers modern resorts at beach destinations. Characterized by its quality service and a welcoming environment, Sol by Meliá reinterprets the vacation experience for each guest, adapting to their age and lifestyle, and always maintaining an affordable price. Its more than 65 resorts, located at the beachfront of the best tourist destinations in the Mediterranean, Canary Islands, Cabo Verde, Caribbean and Southeast Asia, create unique and memorable experiences for all those who visit them.

Distinguishing factors

Inclusive Sol community
Always enthusiastic
Simple surprises
Evolving customer needs

Brand expressions

Prime Holiday Locations
Competitive Rates & Deals
Consistent Quality of Standards
Strong Spirit, Identity & Narrative
Diverse & Distinctive Brand Portfolio
High Quality F&B
On-Site Activities & Entertainment



Hotel brands



CIRCLE

BY MELIÁ

Brand positioning

The Circle experience is a unique, innovative and dynamic new concept in timeshare vacations from Meliá Hotels International. Circle by Meliá focuses on all its members to offer exceptional service and a high-end luxury experience. We are elegant, comfortable and exclusive. At Circle you enter a world of Infinite Holidays to enjoy La Reserve II Resort in Punta Cana, Dominican Republic, designed to suit the exquisite tastes of our partners.

Distinguishing factors

Lifelong relationships
Most valued members
Beyond expectations
Constant refinement

Brand expressions

Bespoke service
A new level of personalization
Transparency on every approach
In-room technology
Infinite butler

Loyalty

MELIÁ
REWARDS

The **MeliáRewards loyalty programme** has more than **9 million members** worldwide and is one of the main drivers of revenue for Meliá Hotels International, with an average revenue per stay 13% above that of non-members.

9.3M
MEMBERS

Under the slogan "**Collect Emotions**", MeliáRewards aims to create a more emotional bond with guests to increase their **satisfaction** and encourage **repetition**. MeliáRewards is a flexible programme that allows members to redeem points by combining **points and cash** and adjusting the amounts of either for their reservations. This system is an industry first and a competitive advantage, as it allows members to redeem points from day one of their membership. MeliáRewards also has a broad portfolio of partners from different industries around the world with which MeliáRewards members can transfer and redeem points.

45
PARTNERS

+13%
INCOMES
2017 vs 2016

MeliáRewards members can enjoy programme benefits in all of the Company's hotels: a surprise birthday gift, free breakfast for travelling companion, free Wi-Fi, discount coupons, priority check-in, etc., in addition to other benefits depending on the membership level. The programme is divided into four different levels depending on stay frequency and duration or accumulated points or spending:

- ✓ MeliáRewards: from registration
- ✓ MeliáRewards Silver: 2 stays/5 nights/10,000 points
- ✓ MeliáRewards Gold: 15 stays/30 nights/60,000 points
- ✓ MeliáRewards Platinum: +30 stays/+50 nights/+150,000 points)



Professional customers

MeliáPRO is the umbrella brand for all **B2B segments**: corporate travellers, Meetings & Events, travel agencies and tour operators. For this, the Company has launched the web www.meliapro.com, which allows users to manage and control their professional activity in a flexible manner.

For **corporate travellers**, Melia Hotels International offers maximum flexibility and up to 20% discount in a wide range of hotels in the most important cities in the world. The new website allows customers easy access to specialist hotels and all of the choices for hosting events and meetings.

For **event organizers**, MeliaPro offers a simple system for reviewing the best hotels for each different type of event and the specific programmes offered by each brand in the MICE segment. MeliáPro also allows them to submit RFPs, better control costs and create websites for each event so that attendees can make bookings directly online.

Travel agents can make bookings for their clients through MeliaPro and get instant commissions and a best rate guarantee. MeliáPro has already registered more than 100,000 travel agents and increased sales by more than 15% so far this year.

Finally, **tour operators and DMCs** (Destination Management Companies) can also quickly and easily make bookings in their contracted hotels with real-time room availability.

MELIÁPRO



Corporate Responsibility

Corporate Responsibility strategy is a backbone of the business. Beyond its hotel business, Meliá Hotels International aims to add value, contribute to the reduction of social differences and the preservation of the environment. That is why the Company assumes, strengthens and constantly renews its commitments to society from the perspectives of ethics, respect for the environment, support for human rights, and transparency.

These commitments include:

Global Code of Ethics for Tourism

In 2011 Meliá announced its ongoing commitment to respect, promote and implement the values of sustainable development and responsible tourism driven by this Code.

Global Compact

An international initiative proposed by the United Nations to promote corporate citizenship. Meliá has subscribed to the principles of the Global Compact since 2008, and renews its commitment every two years

The Code / ECPAT

It is the Code of Conduct for the Protection of Children and Adolescents from Sexual Exploitation in the travel industry. Meliá signed up and accepted the challenge of helping to eradicate commercial sexual exploitation in 2007. As a result of its progress and commitments, the Company has been a TOP member since 2014.

FTSE4Good

In 2008, Meliá became the first company in the travel industry to be invited to join, and since then it is subject to a semi-annual renewal process with Bolsas y Mercados Españoles (NME) and the FTSE Group (FTSE) which also allows the constant identification of opportunities for improvement. This index recognizes the policies and management practices developed by companies from the environmental, social and ethical perspective, and its main objective is to encourage Spanish companies to adopt international CSR standards.



Responsabilidad corporativa

In addition to these public commitments, in 2014 Meliá defined its own global CSR model, aligned with United Nations' Sustainable Development Goals, in order to generate shared value and benefits in the destinations in which it is an active player.

The Corporate Responsibility strategy is based on four pillars: environment, employability, childhood and reputation

Code of Ethics

Environment Policy

Suppliers' Code of Ethics

Responsible investment criteria

Map of Environmental Risks

ENVIRONMENT

We aim to lead the fight against climate change in the hotel industry

Responsible use of natural resources

Innovation

Measure & control

6

CLEAN WATER AND SANITATION



7

AFFORDABLE AND CLEAN ENERGY



11

SUSTAINABLE CITIES AND COMMUNITIES



12

RESPONSIBLE CONSUMPTION AND PRODUCTION



13

CLIMATE ACTION



EMPLOYABILITY

We share knowledge, improving employability, boosting talent and generating opportunities

Talent management

Professional development

Community impact

4

QUALITY EDUCATION



5

GENDER EQUALITY



8

DECENT WORK AND ECONOMIC GROWTH



17

PARTNERSHIPS FOR THE GOALS



CHILDHOOD

We protect vulnerable children and their rights wherever we are present

Child protection

Human Rights

Education & Development

10

REDUCED INEQUALITIES



17

PARTNERSHIPS FOR THE GOALS



Iconic hotels



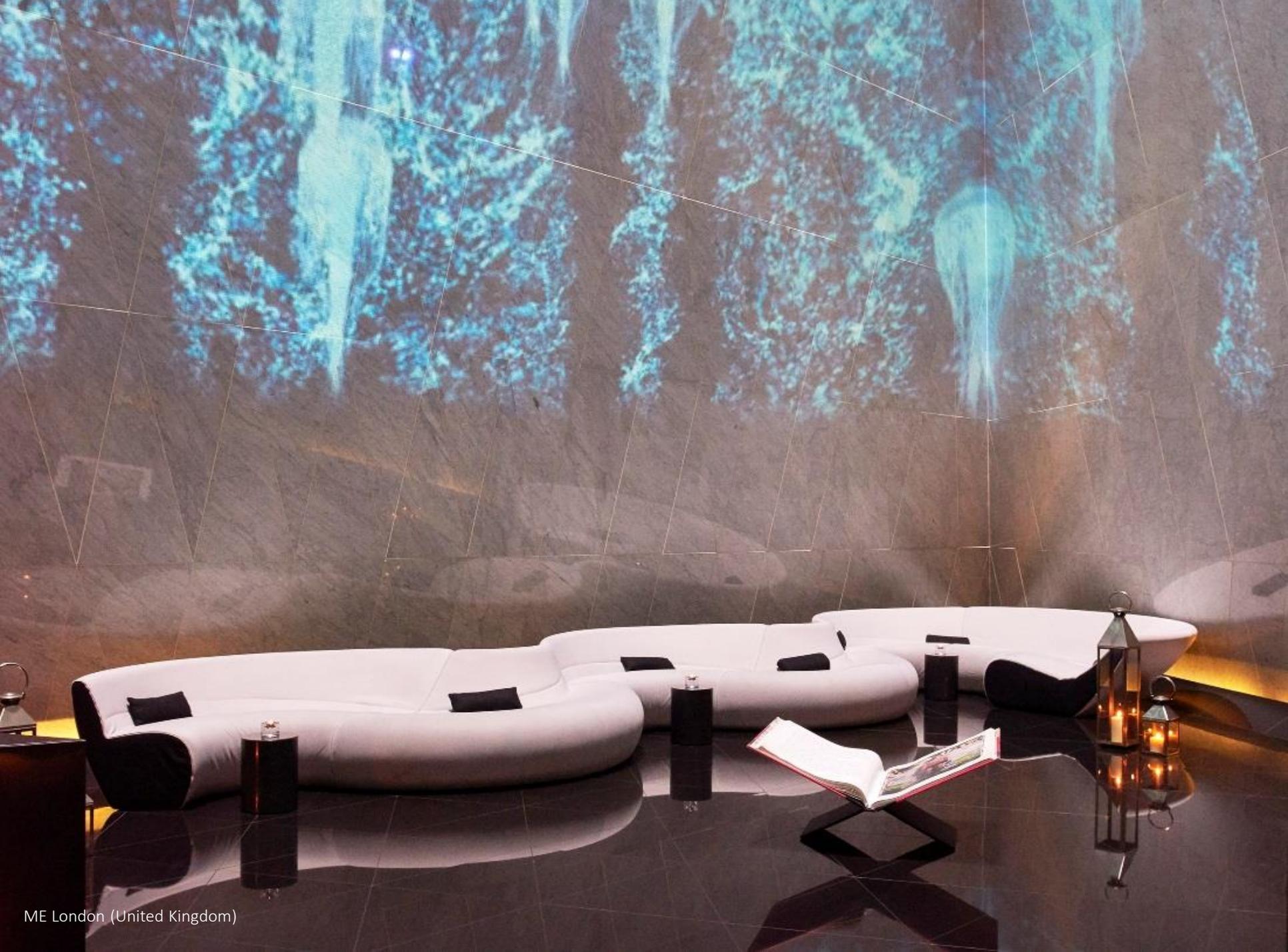
Gran Meliá Rome Villa Agrippina (Roma, Italy)

Gran Meliá Palacio de Isora (Tenerife, Spain)















Meliá Vienna (Austria)







FOOD FOR
THOUGHT

EXPLORE
YOUR CREATIVITY
#INNEWYORK

BE AWESOME TODAY

Date to
Dream





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MELIÄ HOTELS INTERNATIONAL

GRAN MELIÄ
HOTELS & RESORTS

ME
BY MELIÄ


PARADISUS
BY MELIÄ

MELIÄ
HOTELS & RESORTS

INNSIDE
BY MELIÄ

TRYP
HOTELS


Sol
by Meliä


CIRCLE
BY MELIÄ

MELIÄ
REWARDS