

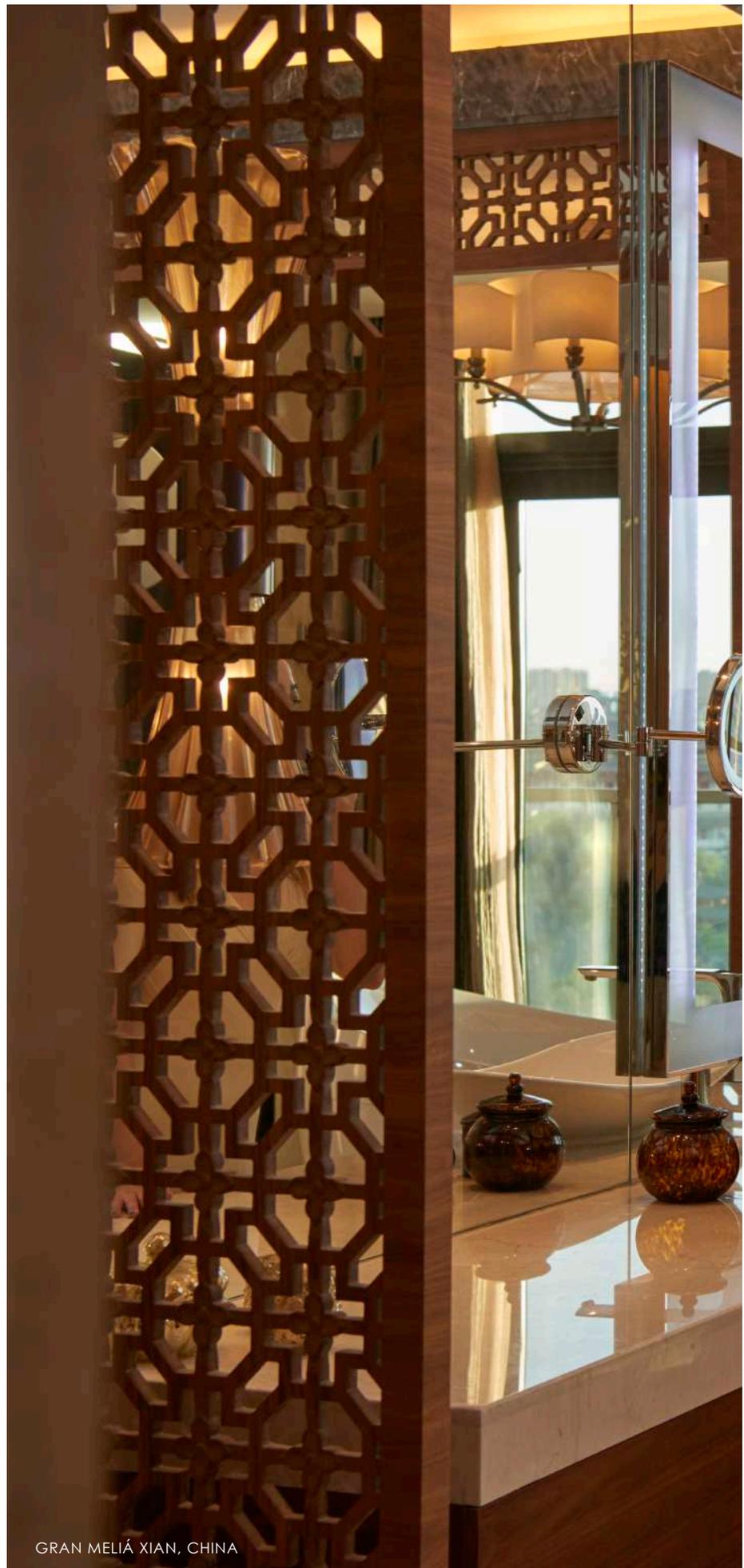


GRAN MELIÁ
HOTELS & RESORTS

A life well lived

CONTENTS

1. STRATEGIC BRAND PURPOSE
p.04
 2. BRAND UNIQUE SELLING PROPOSITION
p.06
 3. DISTINGUISHING FACTORS
p.07
 4. BRAND EXPRESSIONS
p.08
 5. BRAND DEVELOPMENT STRATEGY
p.25
 6. GUEST PROFILE
p.26
 7. KEY BRAND INFORMATION
p.28
 8. GRAN MELIÁ AROUND THE WORLD
p.30
-



GRAN MELIÁ XIAN, CHINA



A life well lived

Founded by Gabriel Escarrer Juliá in 1956 in Palma de Mallorca (Spain), Meliá Hotels International is one of the largest hotel chains in the world and an absolute leader in the leisure and business market in Spain. Gran Meliá Hotels & Resorts, the most distinguished of all the Meliá Hotels International brands, represents the best of the Spanish luxury concept.

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.

01

Strategic Brand Purpose

A dedication to a life well lived brought to life through the delivery of intuitive personal service, the fine execution of exceptional experiences, and a modern expression of Spanish luxurious culture.

Gran Meliá takes residence at a collection of the world's most dramatically beautiful luxury landmarks.



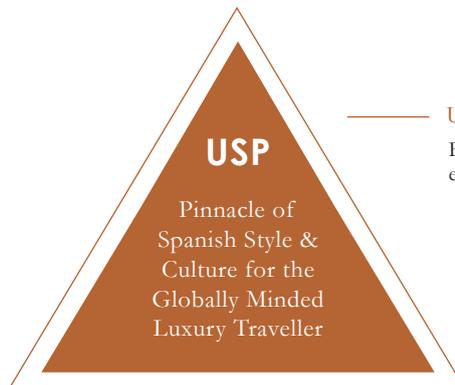
PALACIO DE LOS DUQUES, MADRID





GRAN MELIÁ XIAN, CHINA

02 Brand Unique Selling Proposition



UNIQUE

Brand owned assets that no one else can lay claim to.

COMPETITIVE

The quality control considerations that a five star luxury brand needs in order to compete to an international standard.

DISTINGUISHING FACTORS

SPANISH
PASSION & GRAVITAS

A SENSE OF
PERSONAL SPACE

THE FOREFRONT OF
LUXURY

REFINED
LIFESTYLE DETAILS

03

Distinguishing Factors

SPANISH PASSION & GRAVITAS

- Linked to Spanish culture.
- Balance of old and new.
- Spanish and European influence.

A SENSE OF PERSONAL SPACE

- Ubiquitous service that is attentive yet unobtrusive.
- Investment in personal relationships with guests and anticipation of their optimum experience.

THE FOREFRONT OF LUXURY

- A globally renowned brand with a reputation for continuous refinement and innovation creating impeccable experiences.

REFINED LIFESTYLE DETAILS

- Dedicated to creating cultural enrichment.
- A networked brand with direct connections to the destination.



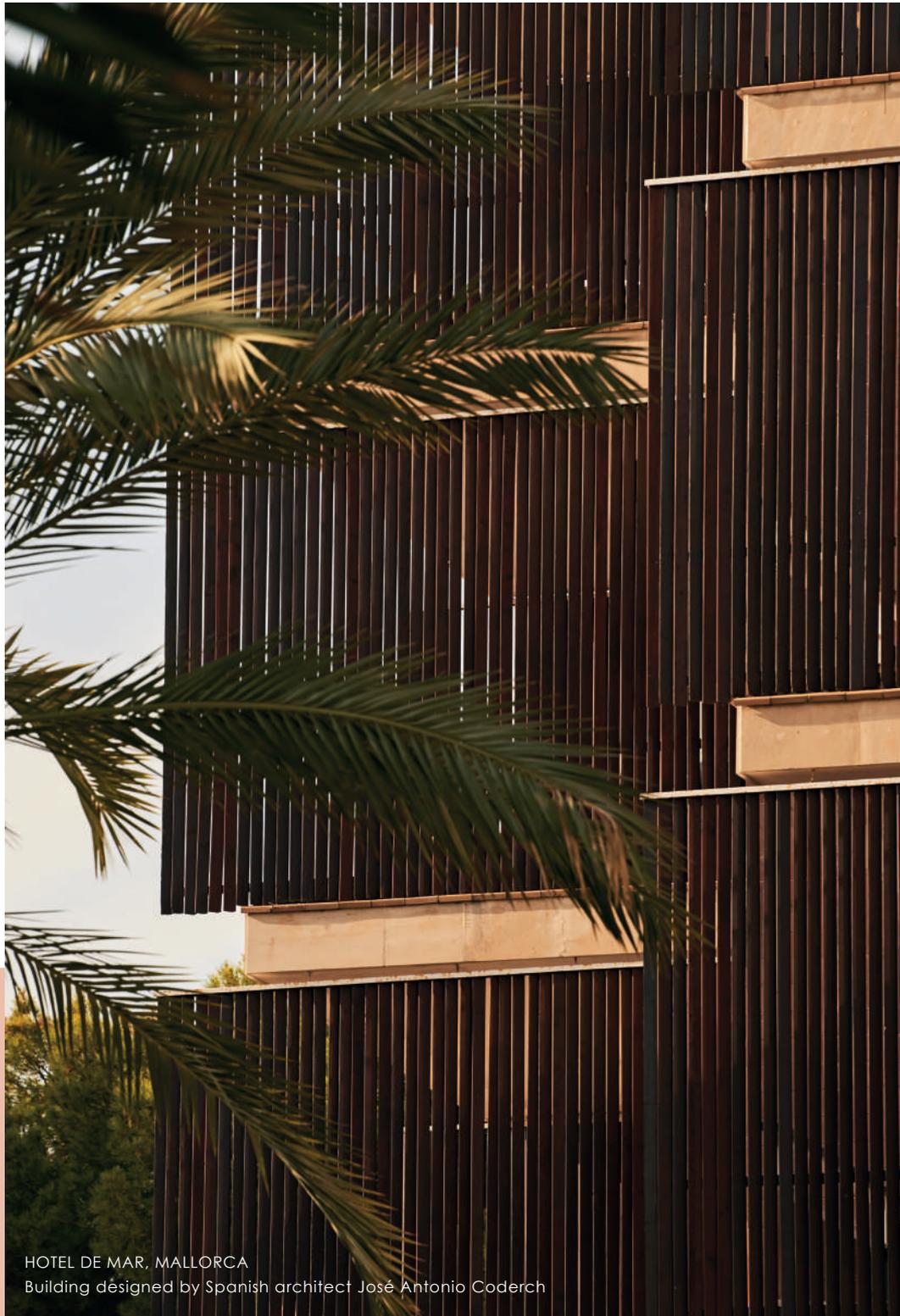
HOTEL DE MAR, MAJORCA



HOTEL COLÓN, SEVILLE

04

Brand Expressions



HOTEL DE MAR, MALLORCA
Building designed by Spanish architect José Antonio Coderch

Gran Meliá distinguishing factors translate into specific programs, behaviours and the service culture – these are the practical, guest-facing expressions of the brand. Is what we call the delivery aspect of the promise and our unique selling proposition that we find at the hotel and at experience level.

Architecture at its finest



OUR PROPERTIES

All Gran Meliá Hotels are in buildings of architectural importance, from modernist structures to grand neoclassical palaces. Whichever exceptional property you choose, a blend of history, luxury and avant-garde can be found inside and out.

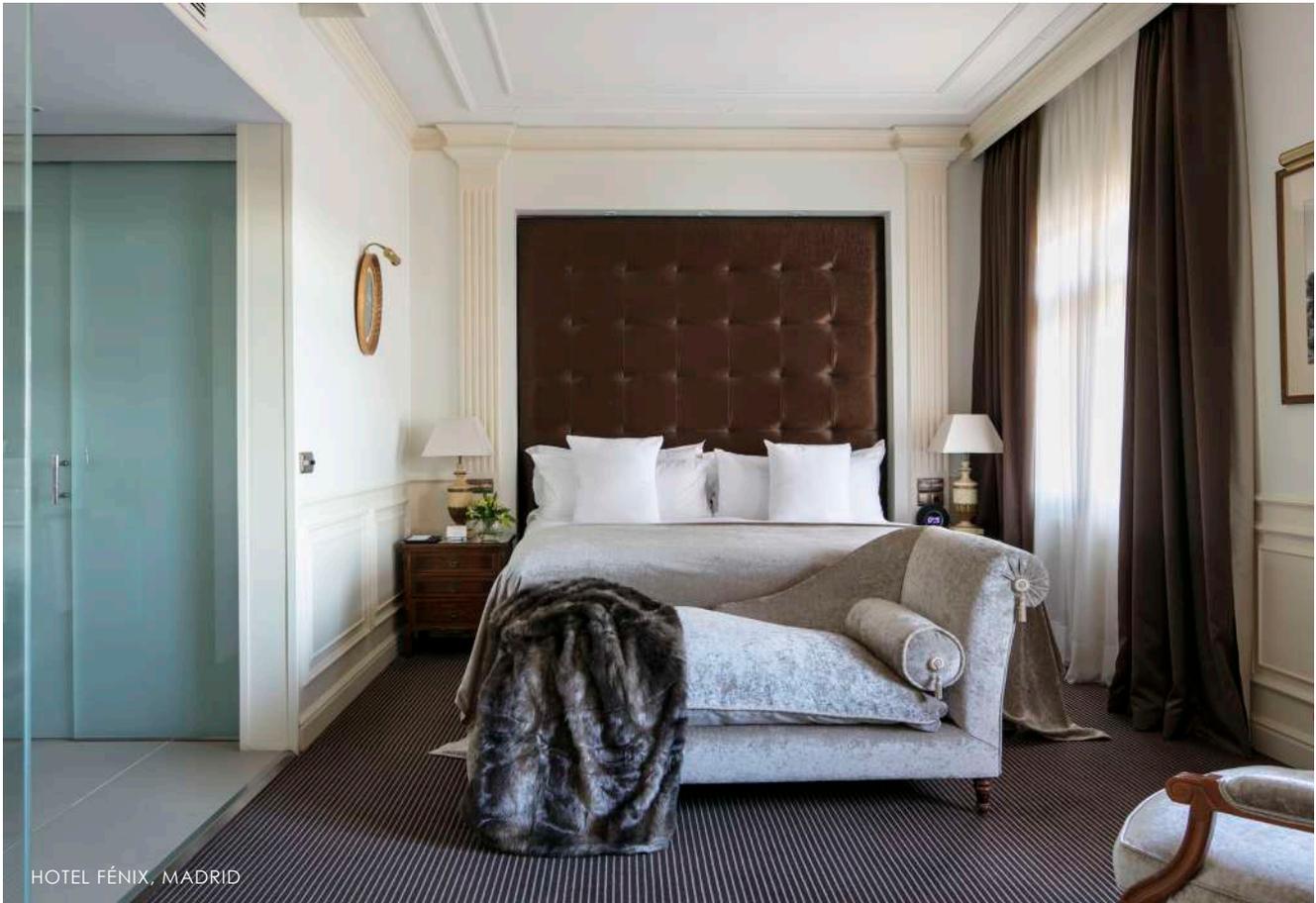


HOTEL DON PEPE, MARBELLA

Luxury Credentials

Our most highlighted properties are underpinned by the most relevant consortiums of the luxury hospitality: Leading Hotels of the World, Virtuoso and Finest Hotels & Resorts.

These credentials endorse Gran Meliá's expertise through strict standards which ensure the perfect experience that the luxury traveler expects.



HOTEL FÉNIX, MADRID

Exceptional Experiences

Fly over scenic landscapes. Explore the beauty of nature at sea. Delve into culture like never before with a private visit or event.

These experiences, inspired by Spanish flair, local culture, art and cuisine, invite you to step out of your hotel and discover an exceptional side to your destination.

Gran Meliá has created a unique collection of memorable experiences for travellers seeking to explore the essence of their surroundings. Treasure them forever.





Exclusive access to private art galleries in Rome with VILLA AGRIPPINA

BRAVOS

#CuratedByBravos

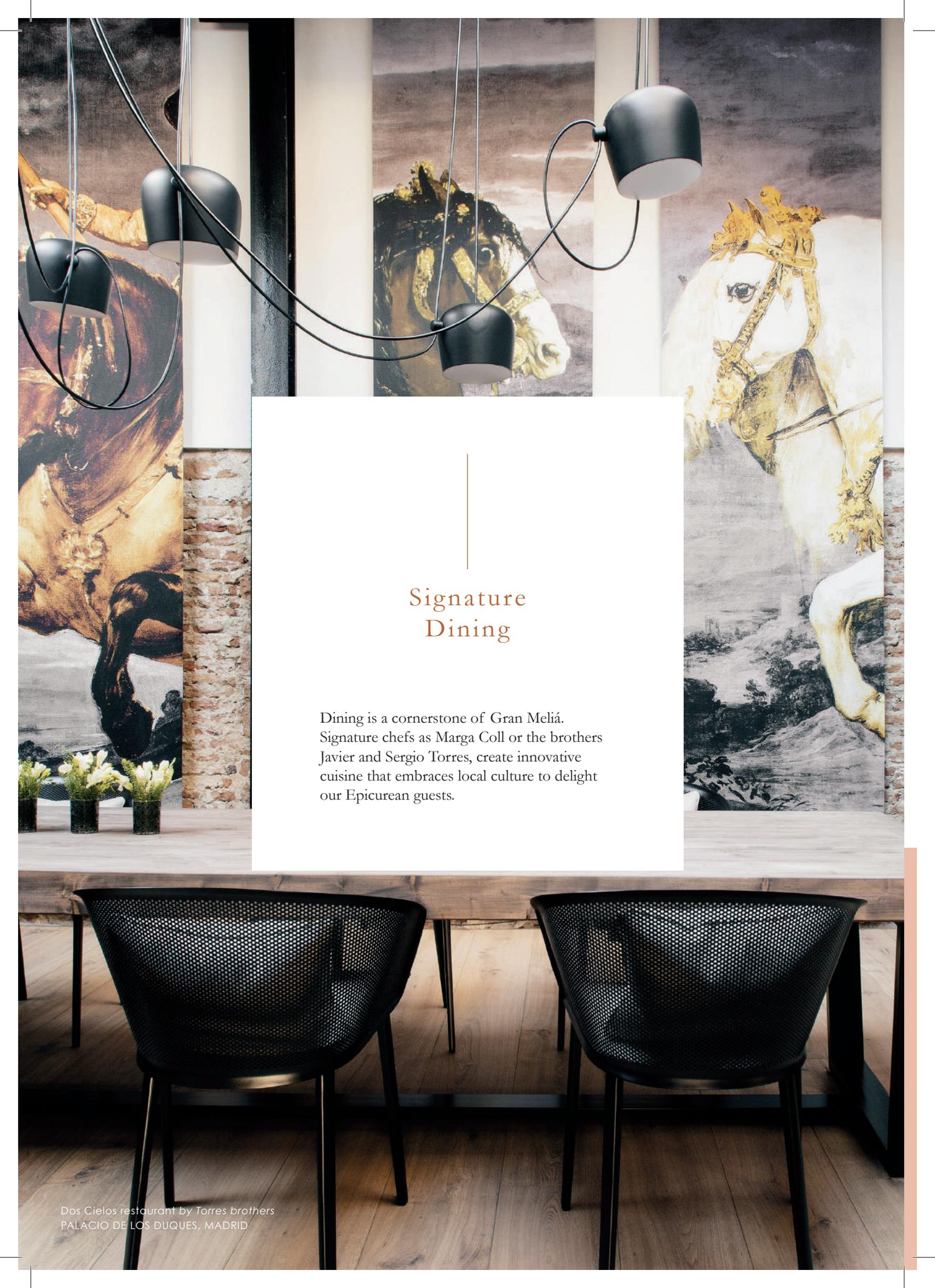
BRAVOS is a concept with a multi-faceted meaning. On the one hand, it represents praise of talent; on the other, it captures Spanish passion and character. The curators bring this concept to life and embody the essence of our culture: quality, creativity and authenticity. Chefs, designers and artists from every intellectual discipline bring their creativity to the Gran Meliá experience, piquing the cultural curiosity of guests.





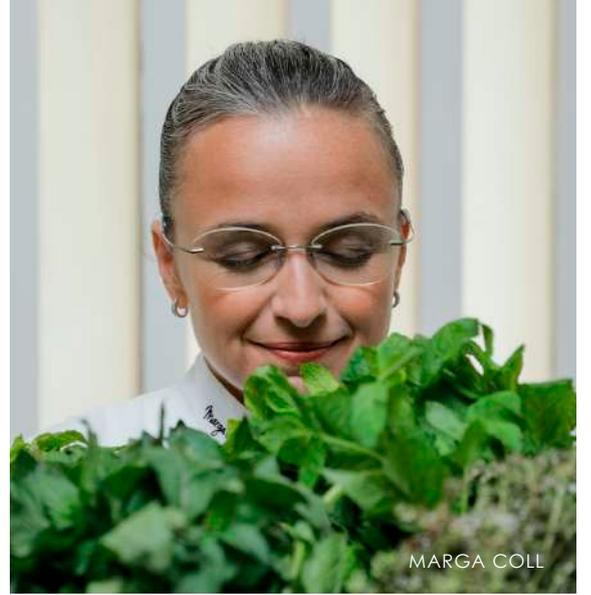
BRAVOS BOOK SELECTION.
 Selected bites of the Spanish Culture.

Spanish history, literature, gastronomy, and art coexist in a unique anthology. Discover everything that cannot be found in official guides, through the lens of expert connoisseurs of our culture.

The image shows the interior of the Dos Cielos restaurant. The walls are covered in large, vertical panels of equestrian paintings, likely by Goya, depicting horses in various poses and settings. The lighting is modern, with several black, dome-shaped pendant lights suspended from the ceiling by thin wires. In the foreground, two black, perforated metal chairs are positioned at a wooden table. The floor is made of light-colored wood. The overall atmosphere is sophisticated and artistic.

Signature Dining

Dining is a cornerstone of Gran Meliá. Signature chefs as Marga Coll or the brothers Javier and Sergio Torres, create innovative cuisine that embraces local culture to delight our Epicurean guests.



MARGA COLL

bardot.
FOOD & COCKTAILS BY THE POOL

DRY
by JAVIER DE LAS MUELAS

Arrels
by Marga Coll

Burladero
TAPAS Y TINTOS

AMARO
LOBBY BAR & LOUNGE

IKATZA

OSSIMORO
DINING

DOS CIELOS
MADRID
By Hermanos Torres

WINERY • GRILL
ERRE
& URRECHU



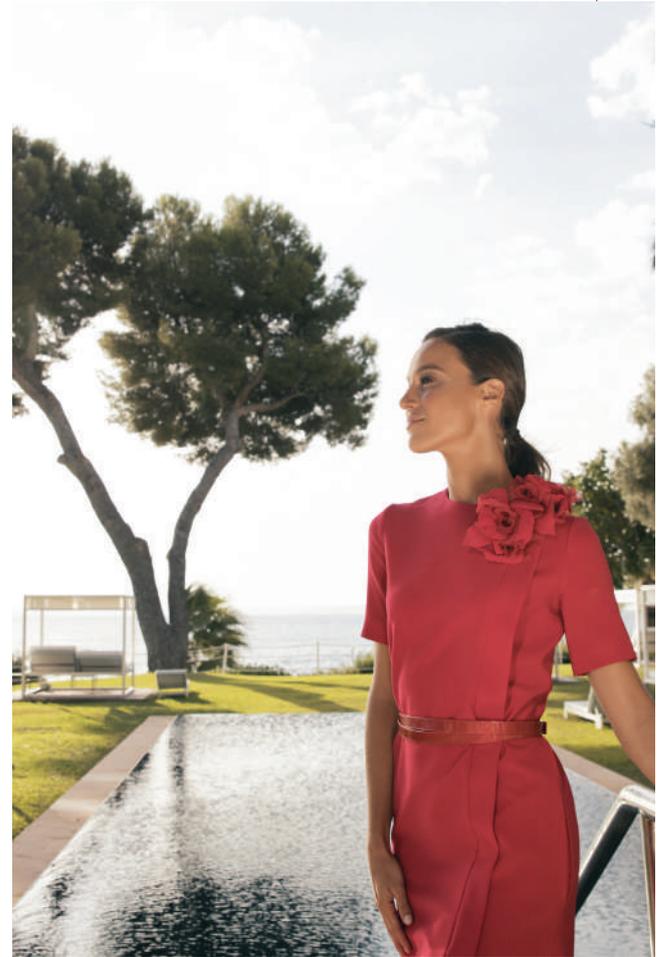
TORRES BROTHERS

Refined Spanish Service Culture

As the supervisor of all service rituals leads the Sense of Arrival Ceremony with confidence, grace style and discreet Spanish sophistication at all times.



RedLevel



REDLEVEL TAILOR-MADE TO EXCEED YOUR EXPECTATIONS

The most special rooms, access to RedLevel's private space and a service tailored to your tastes and preferences. An experience that goes beyond your time and space, adapting our services and facilities to your rhythm and pace, so everything is tailor-made to exceed your expectations.

Luxurious Rooms & Suites

The in-room experience across all Gran Meliá hotels is designed to enhance each individual guest's stay and further refine their tastes. Rooms are a place not only for rest and relaxation, but

also for anticipation, an impeccably designed and luxurious space for guests to indulge in the art of getting ready. All rooms include the magnificent Clarins® amenities.



PALACIO DE LOS DUQUES, MADRID

Spa & Wellness by CLARINS

Gran Meliá features the world-renowned Spa My Blend by Clarins® for unforgettable beauty and wellbeing. From ultra-luxury relaxation areas, hydrotherapy, aromatherapy, saunas and treatment rooms to personal training and hairdressing services, it is the ultimate in pampering for the mind, body and spirit.



Travelling Culture

We bet on the future travellers generations. A family program that rescues the classic travel mysticism, aiming to educate and motivate the kids within the pleasure of discovering what a new country offers, based on the essence of luxury and adapted to childhood.

The kids will receive special amenities, such as the Gran Meliá passport and logbook. And at the Red Carriage (mini club) and The Wind Rose (pool for kids), they will enjoy specific areas for them that guarantee an exclusive journey in every stage of development, to all those travellers who are ready to travel with no limits.



Gala Events & Weddings

Luxury celebrations are the core of Meetings & Events packages at Gran Meliá.

A programme highly focused on spectacular events inspired by the excellence of Spanish service and the storytelling of each destination that will delight our guests at any type of luxury event.



PALACIO DE LOS DUQUES, MADRID





GRAN MELIÁ SANCTI PETRI, CÁDIZ

05

Development Strategy

Gran Meliá's development strategy focuses on overcoming the challenges and barriers of being part of a crowded international luxury hotel market.

The brand's main aim is to ensure regional dominance in the main Spanish urban locations and resorts. The second focus is to expand into strategic tourist destinations and emerging markets throughout Europe, Asia and Latin America.

Another brand approach is to develop by promoting the Leisure Real Estate Concept.



GRAN MELIÁ PALACIO DE ISORA, TENERIFE





06 Guest Profile

EXPERTS TRAVELLERS

As frequent travellers, luxury is an intrinsic part of their lives. They seek tailored high-end services to give them a personalised experience. They value the preferential treatment reserved for our most exclusive guests. They are educated, stylish and demanding. They always choose the best locations with a premium service that understands and anticipates their needs and wants. When they travel, their priority is to feel unique.

HIGH-END FAMILIES

School holidays are the best time for them to travel as a family. They equate luxury with comfort, convenience and a relaxing atmosphere. They seek practical solutions exuding an elegant, classic style in an exclusive setting where their children can feel at home and join in fun and exciting activities. Their main wish is for them all to remember the holiday as an unforgettable experience.

UP & COMER

Despite frequent business trips, they still manage to take time for themselves. They seek pleasurable experiences that can help them unwind. They appreciate design, value exclusive locations and feel drawn to places where the atmosphere is exclusive, upmarket and cosmopolitan. Their hedonistic personality demands exceptional service that meets their expectations.

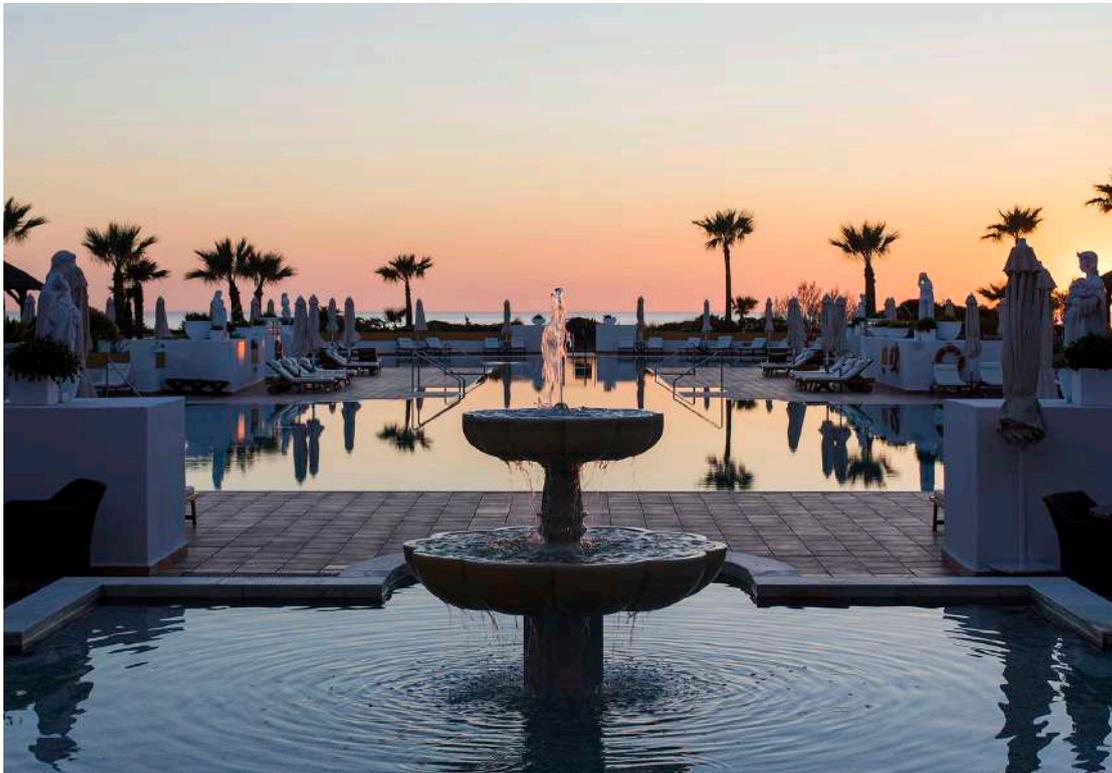


VILLA AGRIPPINA, ROME

07

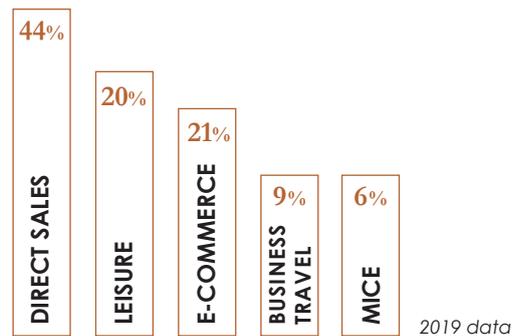
Key Brand Information

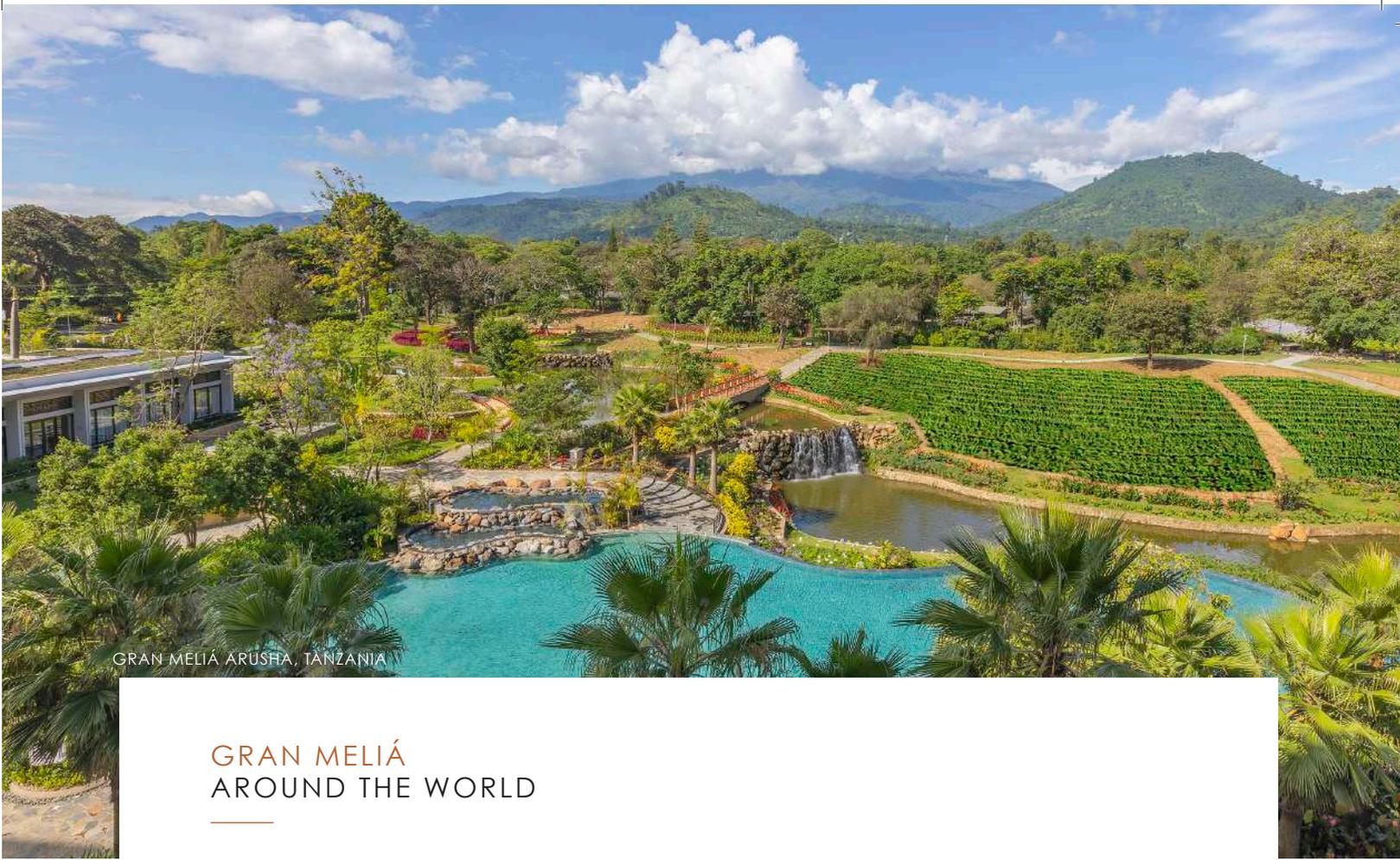
	 13 HOTELS	 3,052 ROOMS	 6 COUNTRIES	 1,216,537 CUSTOMERS
Pipeline:	6	1566		



GRAN MELIÁ SANCTI PETRI, CÁDIZ

REVENUE SEGMENTATION





GRAN MELIÁ ARUSHA, TANZANIA

GRAN MELIÁ AROUND THE WORLD



GRAN MELIÁ DESTINATIONS

SPAIN
Mallorca
Seville
Marbella
Madrid
Tenerife
Cádiz

Rome - ITALY
Xian - CHINA
Jakarta - INDONESIA
Iguazú - ARGENTINA
Arusha - TANZANIA

PIPELINE

Vietnam - VIETNAM
Zhengzhou - CHINA
Chengdu - CHINA
Ubud/Bali - INDONESIA
Milan - ITALY

08
Gran Meliá
Around the World

EUROPE



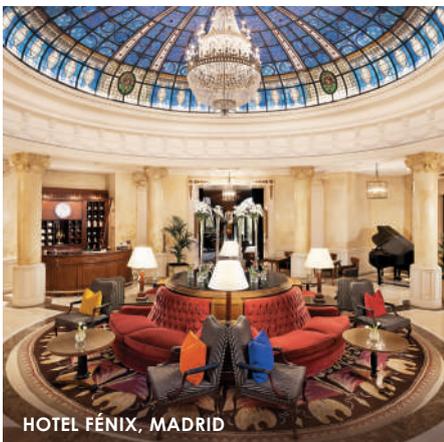
HOTEL COLÓN, SEVILLE



HOTEL DE MAR, MALLORCA



HOTEL DON PEPE, MARBELLA



HOTEL FÉNIX, MADRID



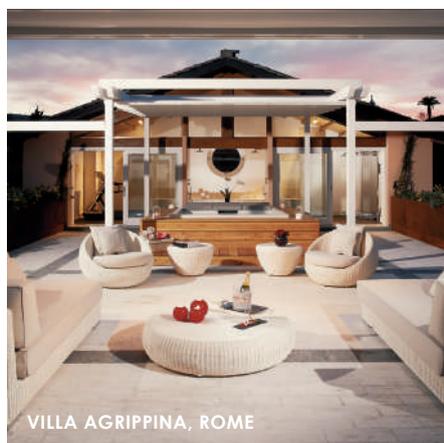
GRAN MELIÁ SANCTI PETRI, CÁDIZ



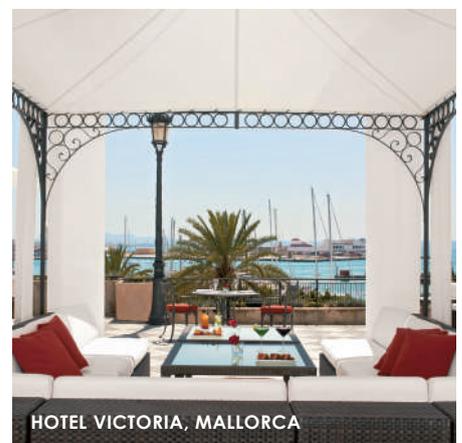
GRAN MELIÁ PALACIO DE ISORA, TENERIFE



PALACIO DE LOS DUQUES, MADRID



VILLA AGRIPPINA, ROME



HOTEL VICTORIA, MALLORCA



GRAN MELIÁ XIAN, CHINA



GRAN MELIÁ IGUAZÚ, ARGENTINA

AMERICA
AFRICA
& ASIA



GRAN MELIÁ ARUSHA, TANZANIA



GRAN MELIÁ JAKARTA, INDONESIA

FUTURE OPENINGS



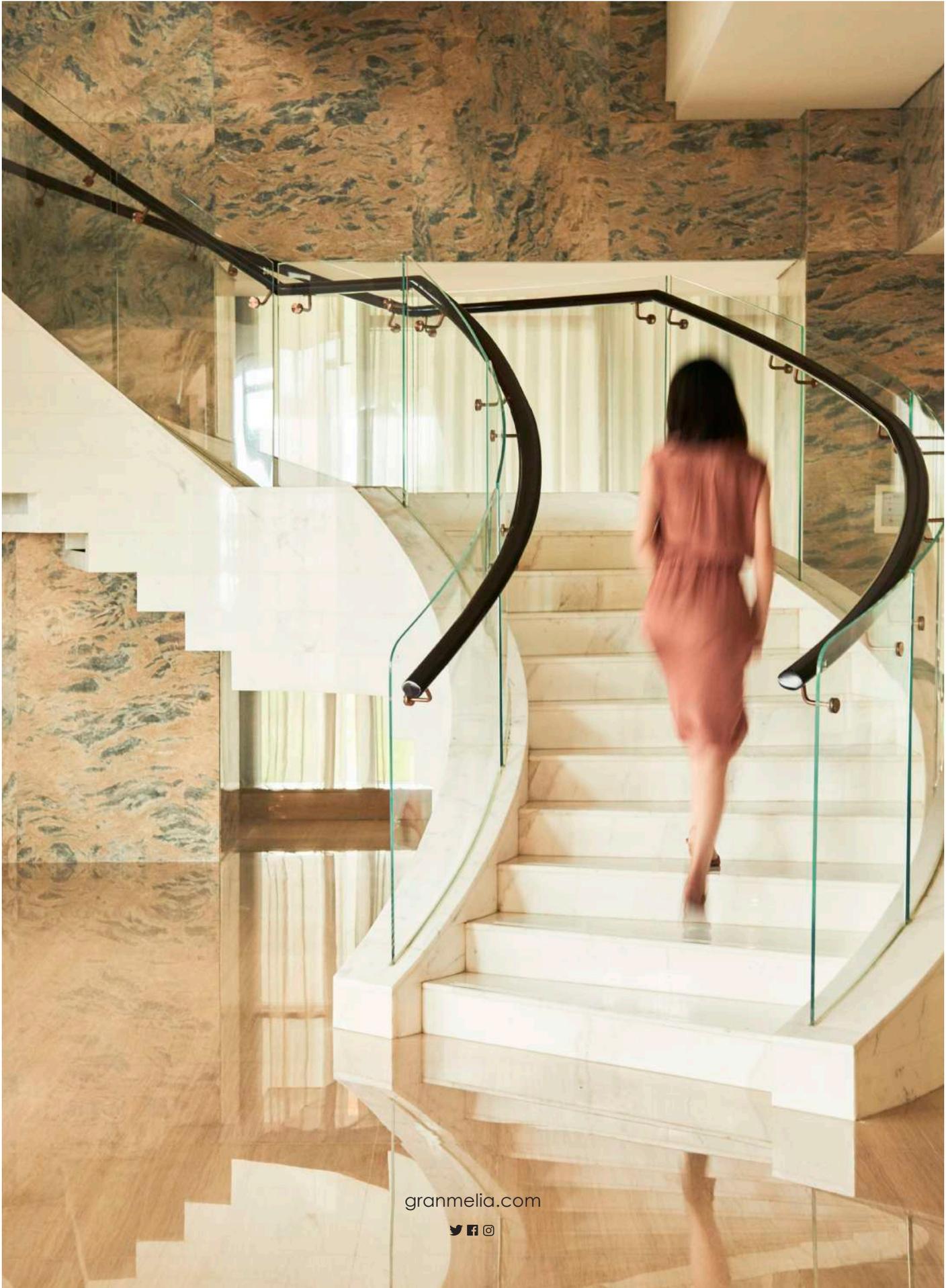
GRAN MELIÁ ZHENGZHOU, CHINA



GRAN MELIÁ CHENGDU, CHINA



GRAN MELIÁ UBUD, INDONESIA



granmelia.com



Contact us at development@melia.com
Discover more about us at www.meli-hotelsinternational.com

MELIÄREWARDS

Melia Hotels International, the most sustainable hotel company in the world according to the 2019 Corporate Sustainability Assessment (CSA) by SAM