

SOL

BY MELIÃ



Brand
Facts

let
Sol your
Shine





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1 Brand positioning

Sol by Meliá is an established family brand that offers a sensation of safety and trust with a very human touch, creating warm and welcoming environments for all travellers, including excellent facilities for children and rewarding experiences for adults.

Sol by Meliá takes care of the most important holidays: the ones you share with your loved ones. This is the place to have fun and create memories that will last a lifetime.





New Positioning & New Identity

Inspired
by summer colors
Modern design adults
& kids will love
New refreshed identity
for all SOL properties



Designed for families

FUN FOR EVERYONE

- 4 star hotels.
- Kids facilities.
- Rooms designed for families.
- Welcome arrival.
- Kids corner.
- 3 Pool areas for the whole family:
Fun, Relax & Splash!
- Day-to-night entertainment.
 - Katmandu Adventures: Mythical children's resort kamp experience.
 - Body & Sol: Grown-up entertainment:
 - Fitness: Group classes with Professional-grade Sports.
 - Balance: Wellness by the Sea.
 - Culture: Tasting, cooking lessons & local experiences.
 - Moonvibes night: Parties & Shows.



SOL CALAS DE MALLORCA



Designed for couples & group of friends

TURNING YOUR VIBE:
FROM ACTIVE TO CHILL

- 4 star hotels.
- Designed for adults.
- Consistently scored highly in ReviewPro (Our Customer's review system) & Tripadvisor.
- Beachfront properties or easy beach access.
- Peaceful Pool Scenes.
- Foodies & Cocktails.
- Body & Sol: Grown-up entertainment:
 - Fitness: Group classes with Professional-grade Sports.
 - Balance: Wellness by the Sea.
 - Culture: Tasting, cooking lessons & local experiences.
- Moonvibes night: Parties & Shows.
- Location near nightlife or amazing landscapes.
- Adults-focused excursions.

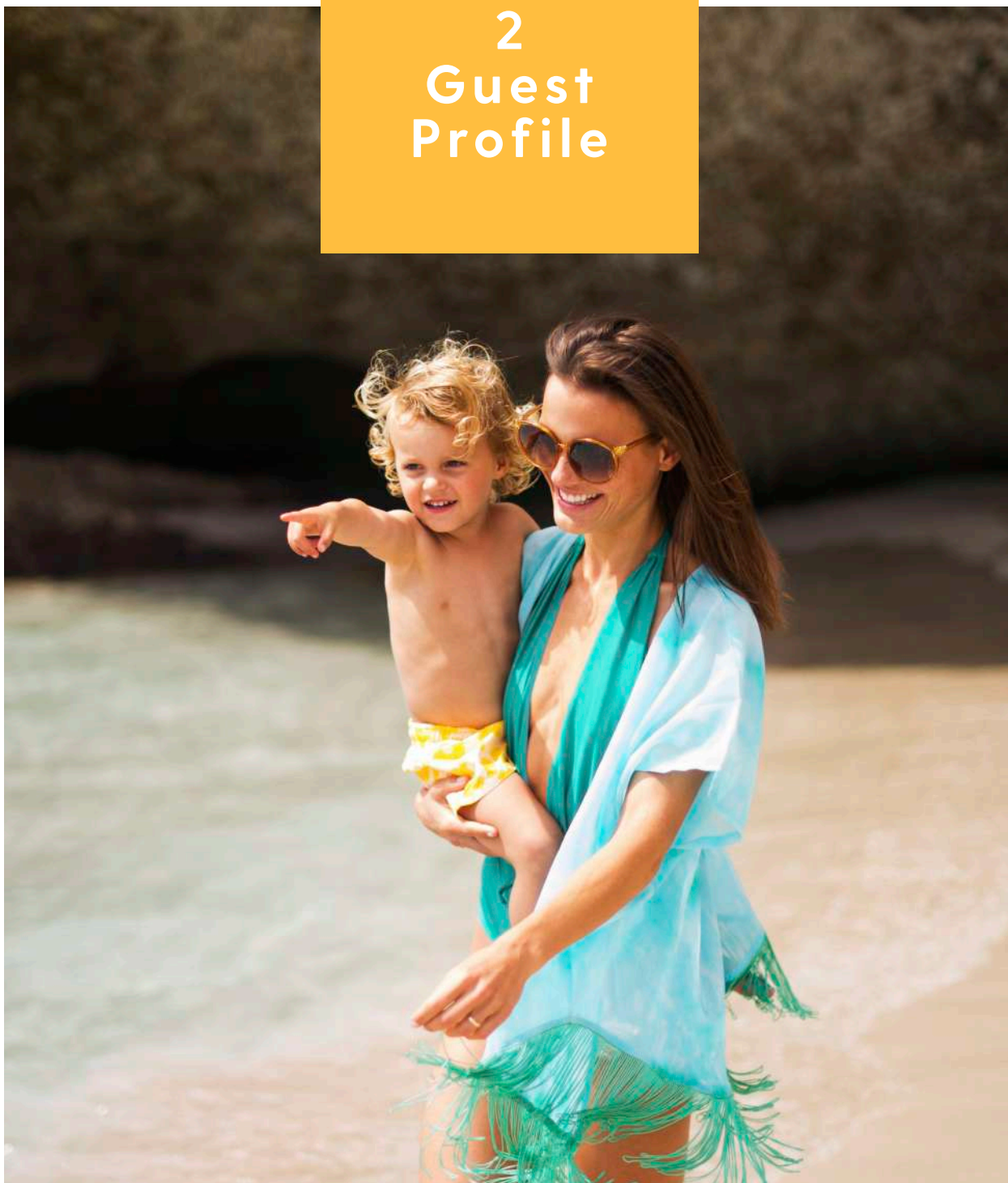
All inclusive

FOR FAMILIES, COUPLES OR GROUP OF FRIENDS

The best vacations for life, with all included. Sol by Meliá accompanies its customer at all stages of their life, maturing with them and satisfying all their needs, at any time and at any age.

- Everyone's welcome
- Day-to-night entertainment

2 Guest Profile



40%

NEW MODERN FAMILIES

Always on the go, multi-tasking modern families are generally more youthful and close to their kids, prioritising having fun as a family, especially when it comes to their annual holiday or city breaks.



30%

COUPLES & GROUPS OF FRIENDS

Looking for services more adapted to adults or designed for adults resorts. Being indulged, deep relaxation alongside nightlife are particularly the main drivers for this collective.

30%

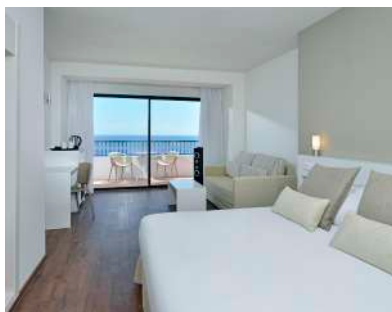
SOL LIFERS

Relatively experienced travellers who seek out fun and exciting multigenerational holidays that create long-term, unforgettable moments that can be enjoyed and shared by everyone.



72

HOTELS



21.381

ROOMS

8

COUNTRIES



490

PIPELINE ROOMS

2

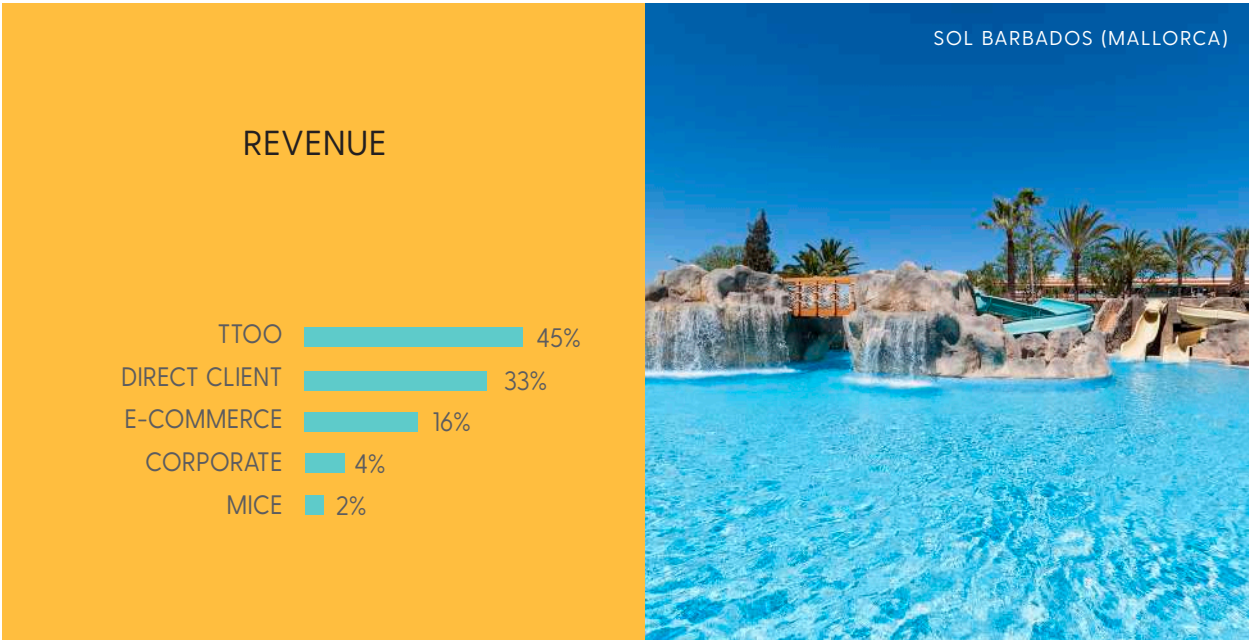
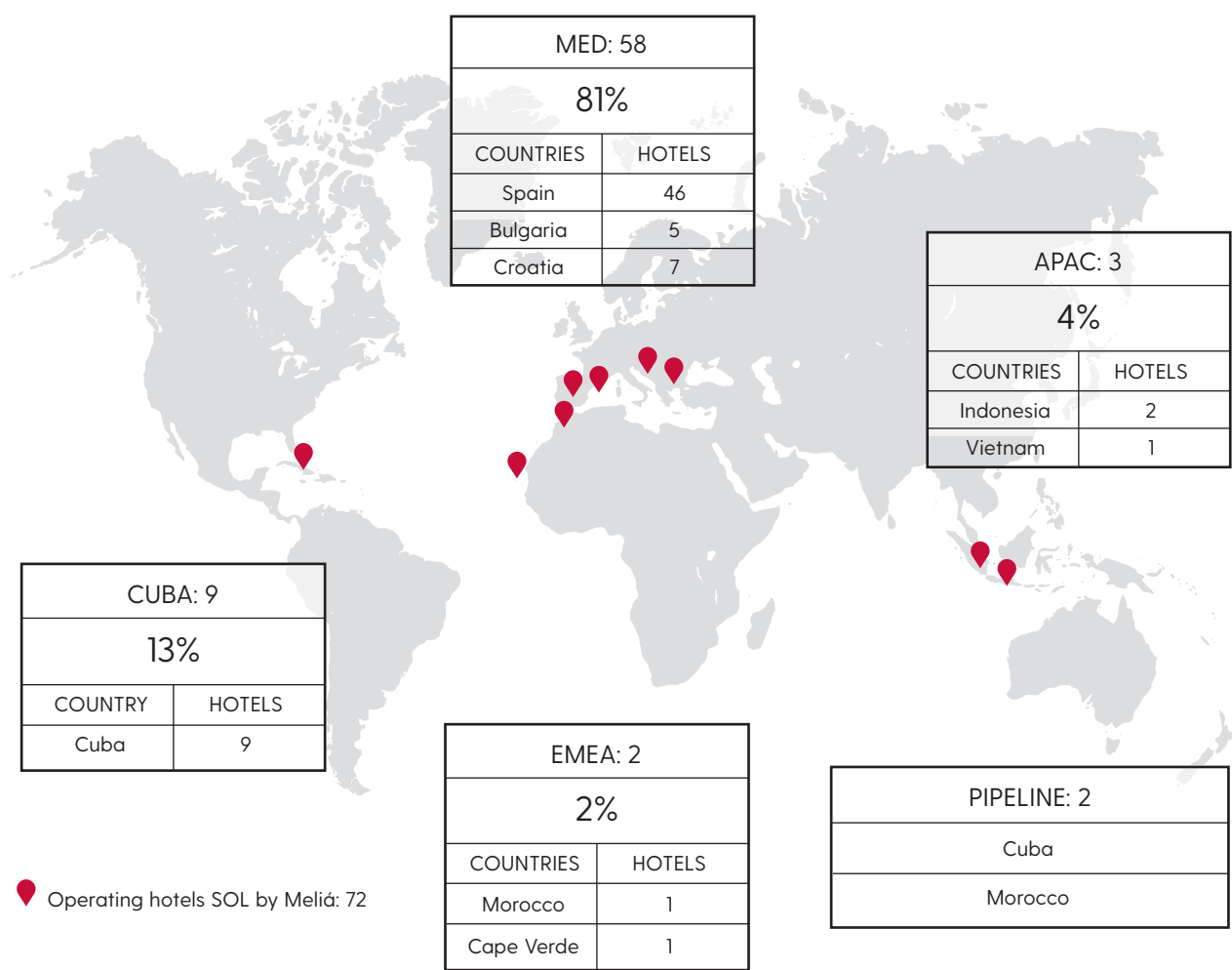
PIPELINE

3 Key brand information

BRAND OVERVIEW



BRAND OVERVIEW



DATA: NOVEMBER 2019

4 Brand USP



let
Sol your
Shine

DISTINGUISHING FACTORS

SOL
Community

Always
Enthusiastic

Celebratory
Moments

The Joy
of Discovery

Our vision delivered

Brand Expressions are especially planned programs to transmit our brand essence in all our hotels. They represent the delivery of our brand promise and unique selling proposition.



5 Brand Expressions

Sol Tribe

Sol welcoming

Sleeping by the sea

Pools: Splash & Relax!

Body & Sol:
Wellness for grown – ups

Katmandu Adventures™:
Mythic entertainment

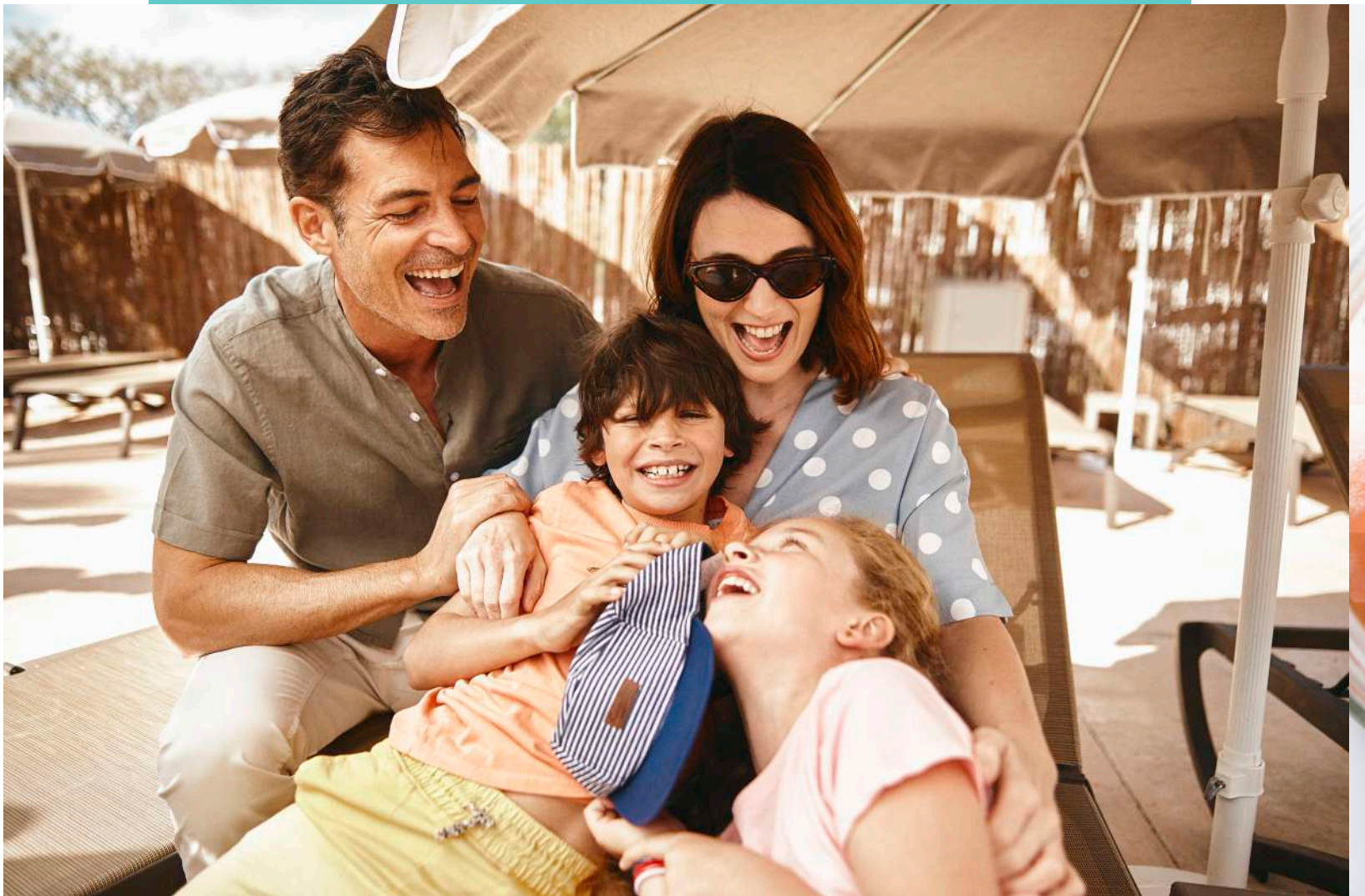
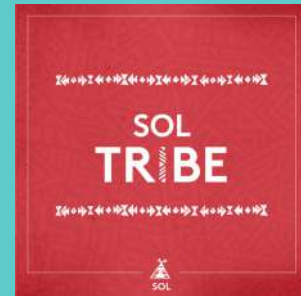
Moonvibes

Experiential food

Shining meetings

Sol Tribe

HUMAN CONNECTIONS ARE
THE STRONGEST CONNECTION



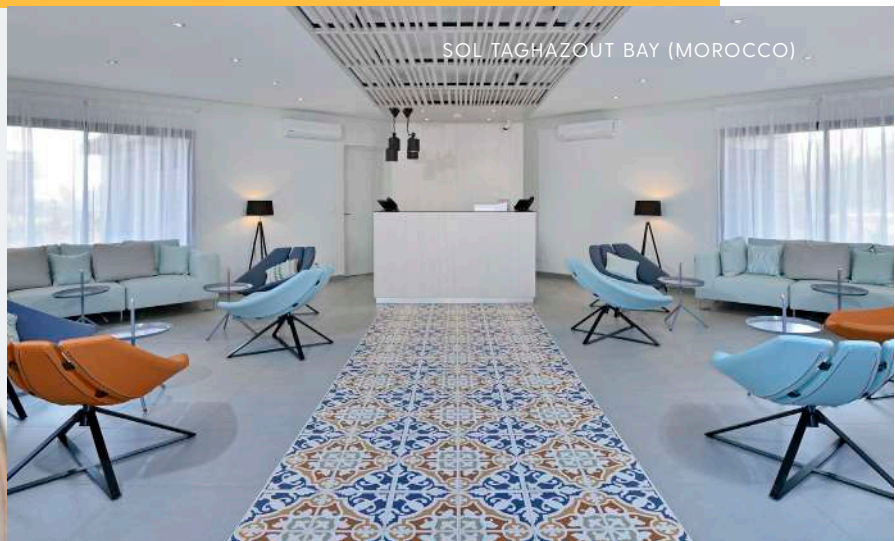
We are a community. We are a tribe. We are very proud to welcome our guests as part of our “SOL Tribe”. From the last 60 years, millions of guests have created unique moments with us, and we

have become part of their lifetime memories. Staying at SOL means becoming part of the family. And as a family, we grow together with our guests, from the dreamers to the SOL lifers.

Sol welcoming

WELCOMING, COLOURFUL
& HOMEY STYLE

- Modern & friendly style.
- Kids corner.
- Info weekly activities space.
- Welcome refreshments & candies.
- Gaming corner.
- Courtesy drinks station.
- Sustainable welcome amenities for children.
- Screens with information and promotions.
- Experiences menu.



A unique and memorable experience created by hospitality, kindness from the staff and the little details we offer to make a memorable first impression where guests will feel at home away from home.

A photograph of two young girls playing in a room. One girl is sitting on a patterned rug, reaching out towards a large yellow balloon. Another girl is sitting behind her, also reaching up towards a yellow balloon. The room is filled with several other balloons in shades of yellow, orange, and red. In the background, there is a white tent-like structure decorated with stars and dots. The overall atmosphere is bright and cheerful.

Sleeping by the sea

A HOME AWAY FROM HOME

Design rooms around both parents and kids in order to build suitable family environment within the rooms. Anticipating the smaller necessities that different guests will require throughout their stay and making the in-room entertainment more up-to-date and relevant to our target audience.

Up to 4 room categories:

1. Sol Room
2. Sol Xtra Room
3. Sol Family Room
4. Xtra Family Maxi Suite

Xtra Room

- Kettle and Nespresso coffee station.
- Compostable coffee capsules.
- Pool towels.
- Animal bathrobes for children.
- Bathrobe for adults.
- Dreammax mattress.

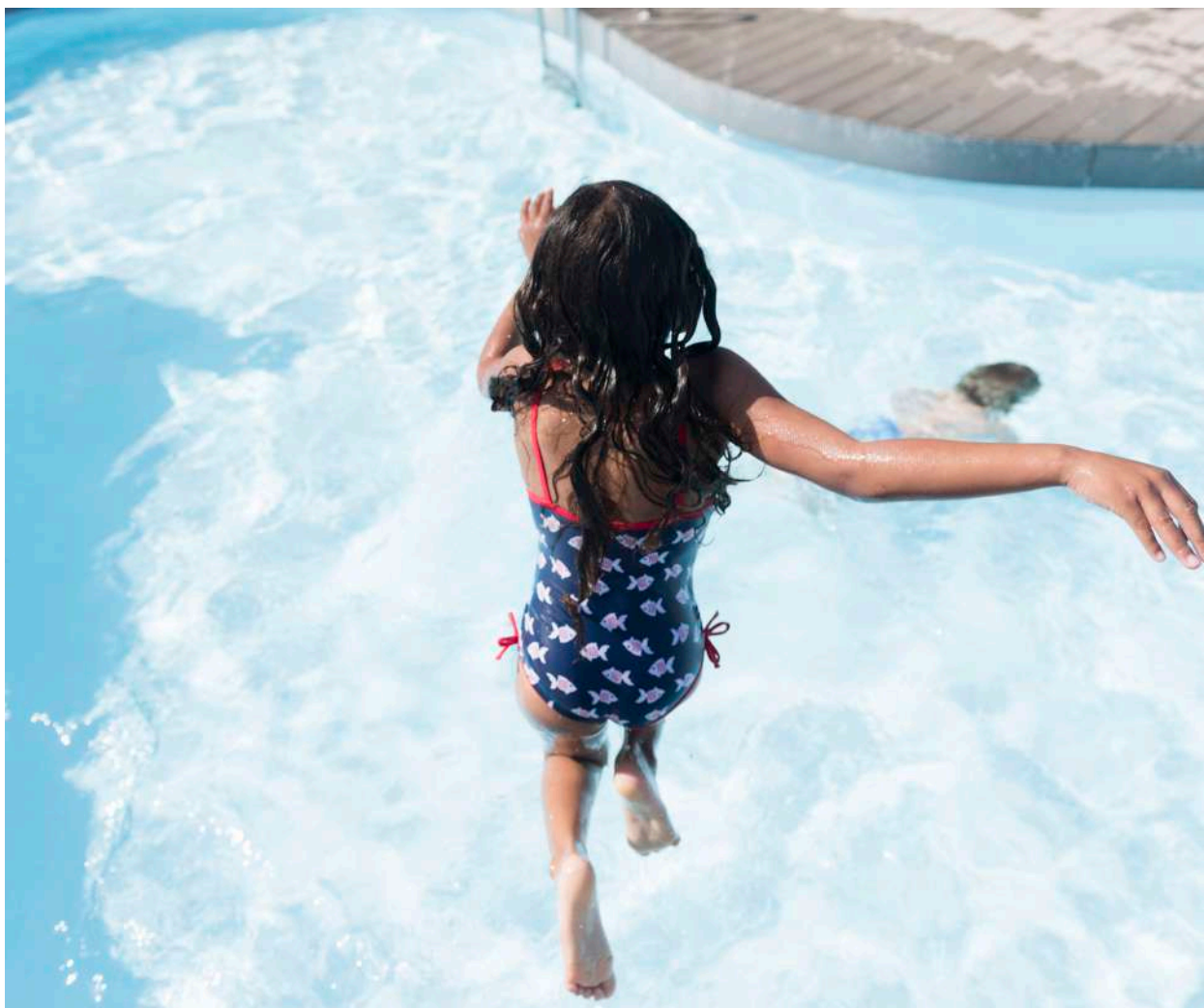
SOL MARBELLA ESTEPONA ATALAYA PARK

ORIGINAL BEDDING AREA: Furniture adapted for them!!! Beds for kids are no longer rolled beds or sofa beds. They will find a space in the room for them and the beds will be adapted for their size and height.

BASKETS FOR TOYS: Play time has come!!!! A basket full of toys will be placed in the room for them to enjoy before going to bed or maybe to enjoy a pyjamas' party with daddy and mum.

PRIVACY: These room types do not include any built separation. Parents will choose the level of privacy, from stands and connecting rooms to walls-free maxi suite.

FRESH & SUMMER TOUCHES:
Colourful décor is welcome!



The new Pool Experience for the new generation of SOL by Meliá resorts caters all family members with areas designed for relaxing or splashing time.



Pool Experience

SPLASH & RELAX

Pools are the epicenter of the SOL experience. The image of the pool represents holidays like nothing else can.

The place where you can dash, splash and let go. Three different areas catering the kids love for the water games, the need of family amusement and the desire for relaxation.

While of course you want the kids to have fun, you also want to factor in some R&R for yourself. After all, you don't want to come back from your holiday feeling like you need to take another one to recover.

3 different pool areas

ALL FAMILY FUN POOL



KID'S AREA



RELAX AREA





Let me Entertain you!

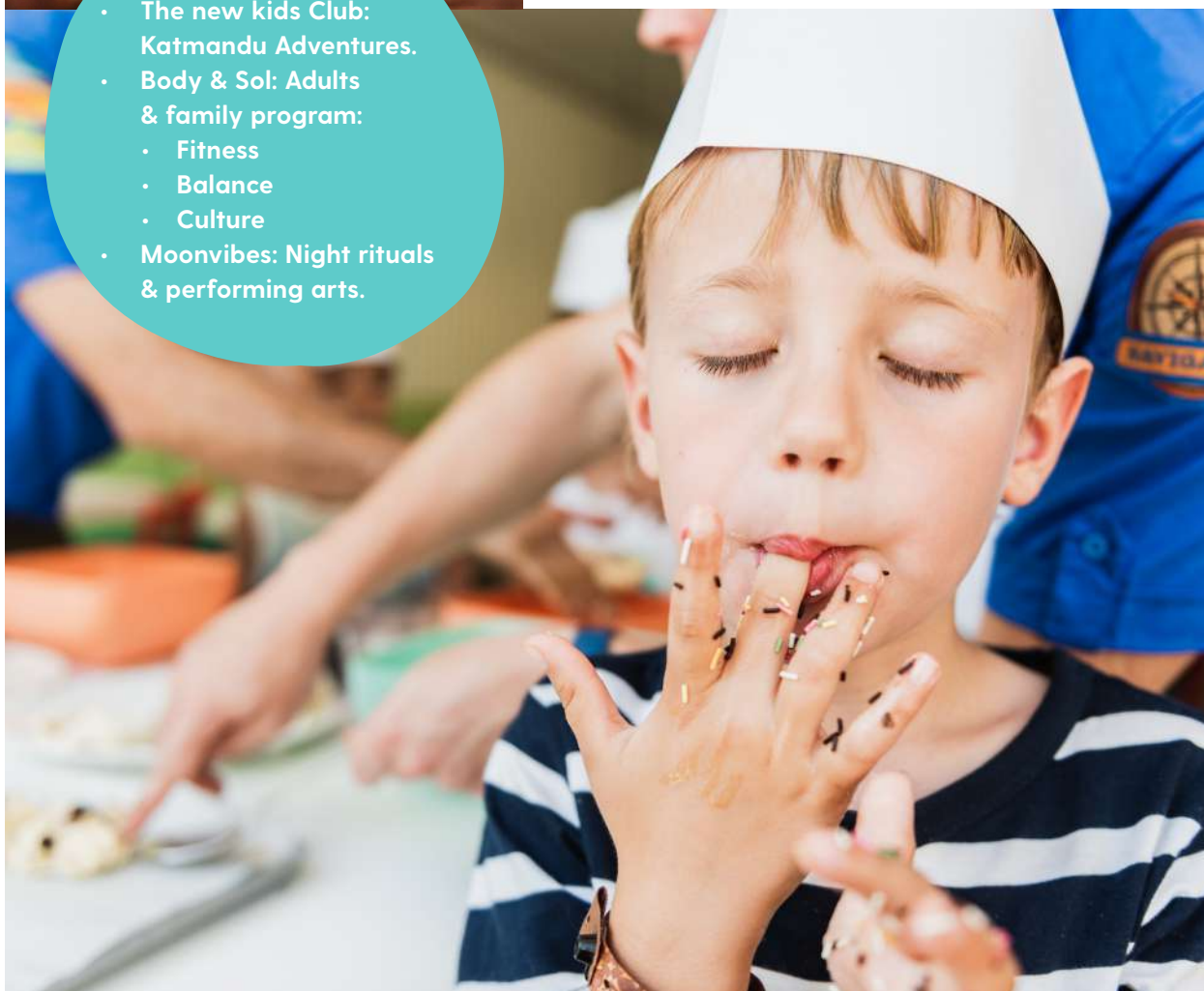
A NEW APPROACH FOR ENTERTAINMENT

Entertainment is the key aspect of a memorable guest stay experience. We ensure that all guests are provided with a variety of activities to choose from each day of their stay.

More than 30 different activities for different ages.

- For adults: Body & Sol
- For kids: Katmandu Adventures
- For families: Moonvibes

- The new kids Club: Katmandu Adventures.
- Body & Sol: Adults & family program:
 - Fitness
 - Balance
 - Culture
- Moonvibes: Night rituals & performing arts.





Katmandu Adventures

MYTHIC ENTERTAINMENT

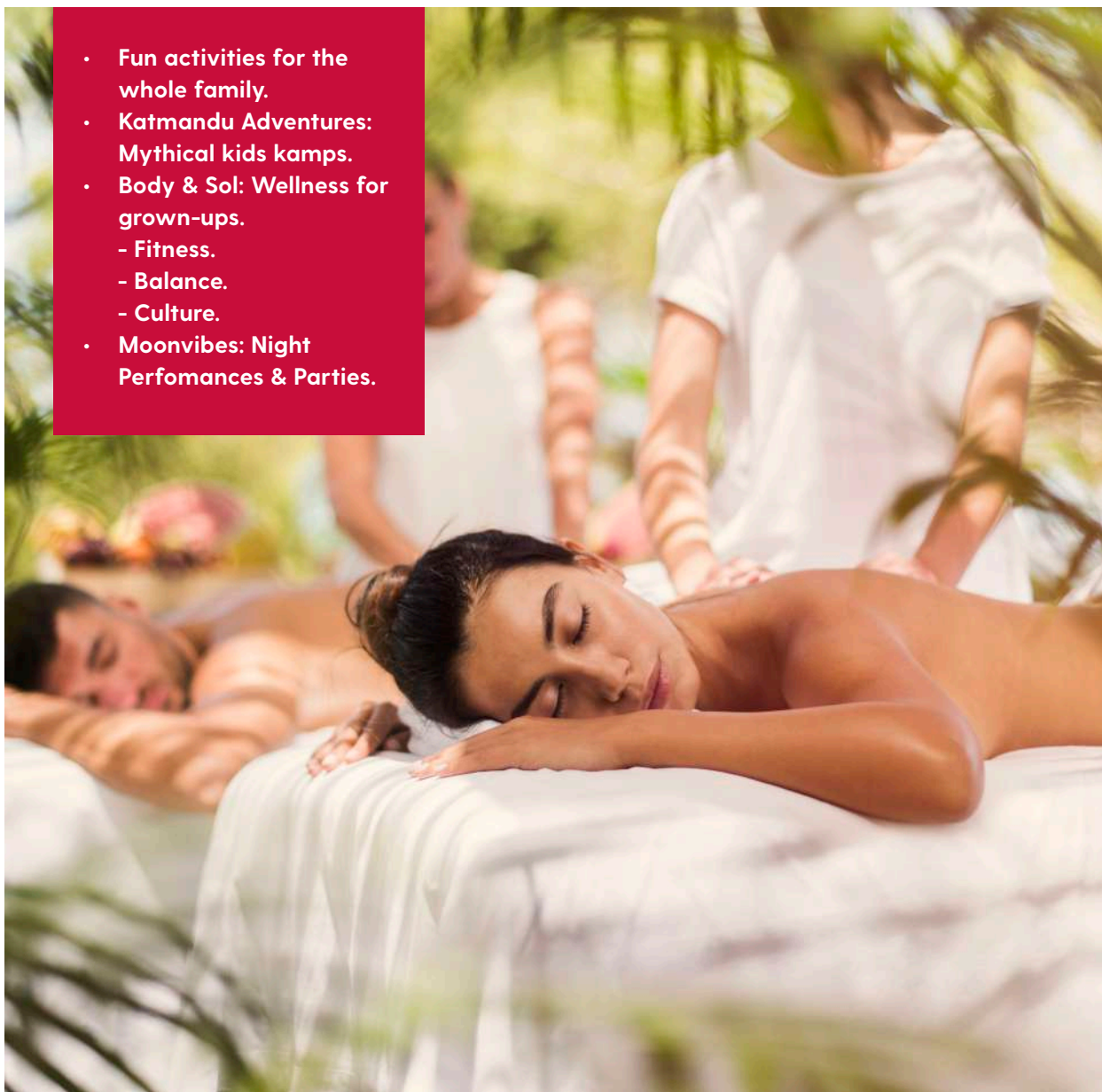
Katmandu Adventures is the SOL by Meliá brand entertainment program for kids. This program strives to satisfy and entertain our youngest guests, leaving free time for the parents to enjoy their holidays.

Entertainment is the key aspect of a memorable guest stay experience.

We ensure that all guests are provided with a variety of activities to choose from each day. More than 30 different activities for different ages.



- Fun activities for the whole family.
- Katmandu Adventures: Mythical kids kamps.
- Body & Sol: Wellness for grown-ups.
 - Fitness.
 - Balance.
 - Culture.
- Moonvibes: Night Performances & Parties.



Body & Sol

ENTERTAINMENT FOR GROWN-UPS!

Holiday experiences need a hint of adventure. They want opportunities to escape their regular life and take part in a pleasurable – even thrilling – activity.

Also is the place to learn new things or just lay back, relax and recharge their batteries. Fitness, Balance & Culture to satisfy the needs or relaxation, recreation and just celebrate live together with our loves ones.

The kids are welcome too!



Body & Sol
Fitness

BODY & SOL FITNESS

There is not reason to stop your workout routines on holidays. From the aquaspinning into Zumba class for teens, there is a full variety of possibilities with our professionals trainers.



Body & Sol
Balance

BODY & SOL BALANCE

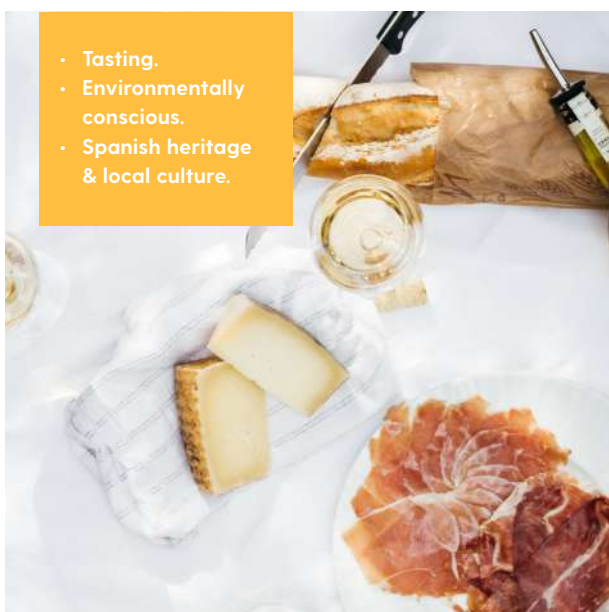
Connect with nature and during your holiday time remember to focus on yourself, leaving all worries and stress behind.



Body & Sol
Culture

BODY & SOL CULTURE

Creating new ways to integrate the local culture into the hotel, helping our guests to discover the locality recommending nearby activities and attractions.





Moonvibes

NIGHT RITUALS:
THE SHOW MUST GO ON

Katmandu Adventures presents:

The whisper in the shadows

A brand new stage play based on the Mythical Forest and the world of Katmandu. The production includes original sounds tracks, dialogues and choreographies to delight the family audience.

Life music and the possibility for our guest to show their talent!

- Katmadu Mythical Shows.
- Live music & DJ sessions.
- Summer parties both for adults & families.
- Mini disco & kids' nights.
- Open cinema.
- Shows for everyone.
- Themed parties.
- Spectacles.

Parties

**ROUGE
DE SOLEIL**

WAVES
AND
SOUNDS

SOL SETS
EDITION

ohana
SOUND

FLOWER
CHIC

Mediterranean
Party

SUMMER
EVENTS

EXPERIENTIAL FOOD

GOOD TASTE FOR FOOD



When it comes to gastronomy, the same old restaurants and menus aren't enough to convince the new families to dine at the hotel. They are looking for more flexible options, healthier selections, an intriguing story: Going to eat at a hotel restaurant should be an experience: variety, authentic food and healthy options are ruling today's desires.





“PAROLE”



the
KITCHEN

MILE'S
jazz bar



- Healthy options
- Buffet for adults and children
- Menus for babies
- Quality and variety
- Local gastronomy

SOL BEACH HOUSE IBIZA

4 PROPIETARY CONCEPTS:

- **VERBENA** – Non Stop All Day Dining.
- **PAPAGAYO** – Pool Club.
- **GINGER CAFFE** – Lobby Bar.
- **PAROLE** – Italian Trattoria a la carte.

SOL LIBRARY

- **THE FOOD FACTORY** – All Day Dining with an open kitchen.
- **THE KITCHEN** – Market food style All Day Dining.
- **THE SHACK** – A casual chic chiringuito.
- **SOL SETS** – Food & Drinks rooftop.
- **PITIUSA** – Amphitheatre for events.
- **MILE'S** – Jazz Bar.
- **ROOKIES** – Sports Bar.
- **STELLA / MASCALZONE** – Italian Trattoria.

Shining Meeting

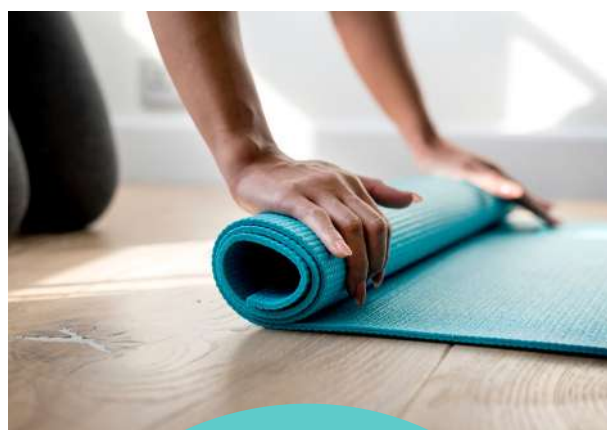
SHED STRESS THROUGH A YOGA LESSON

In SOL by Meliá meetings are meant to shine. The proximity of the sea provides a special light and atmosphere which will be part of your meeting.

Our meeting rooms are fully equipped to make meetings as comfortable as possible.

We are aware of decoration, light and color have a positive effect on creativity, so necessary in meetings. Therefore, we have designed the “shinning meeting rooms”, rooms located a few steps from the sea, where work will not be considered just work knowing that you can put your feet on the sand during your breaks.

We focus on a different seating standards, providing sofas or ottomans, not only to relax, but to create a more carefree invigorating mood. In our rooms, in addition to work, we celebrate your moments of Joy. Baby-showers, baptisms, birthdays or communions are some of the events that will take place in our resorts.



- Tasting & Workshops.
- Katmandu Characters for family events.
- Meetings by the sea.
- Clutter free set up.
- Healthy and funny coffee breaks.
- Outdoor activities to fresh up.
- Flexible furniture with different sets available.
- Natural light.



SOL KATMANDU PARK & RESORT

**Where mythical stories become
epic family holidays**

Being both theme park and sun-soaked resort, SOL Katmandu Park & Resort is where legendary memories are made, mythical characters come to life and imagination never ends.

Here, the atmosphere is firmly focused on play. The resort's unique theme is based on the Legend of Katmandu and with kid's eye-view continually explores new ways to inspire, engage and delight its child guests. All of this takes place in a value-

centric, trustworthy environment that fulfils every expectation of the parent.

Located in the heart of key beach destinations, SOL Katmandu Park & Resort enables the whole explore and unwind at their own pace.

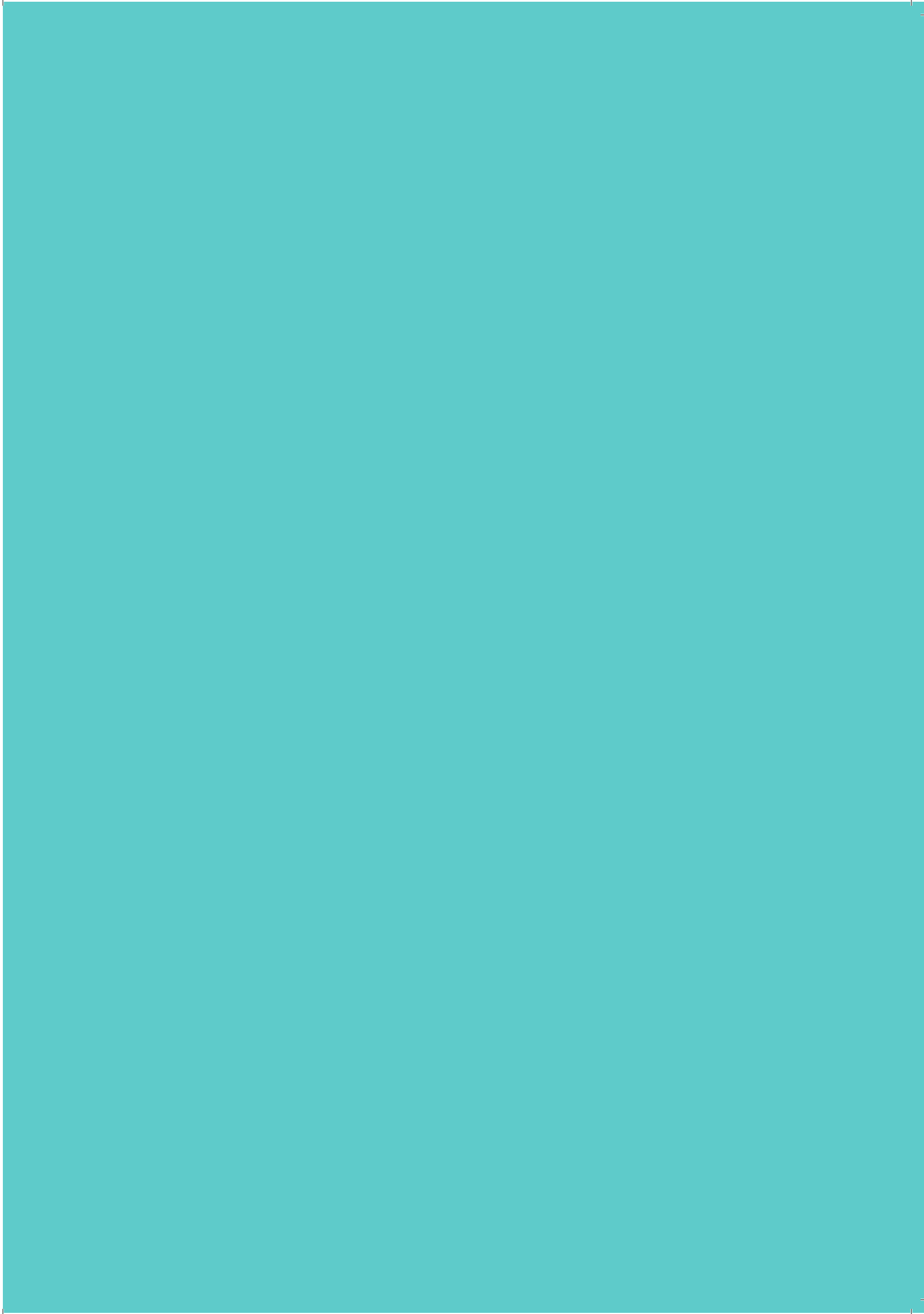
**Get ready to live your epic
family adventure in the sun**

**A proven model of success
which delivers:**

- A unique brand which combines a full service family resort with a theme park in a prime beach destination.
- Amazing attractions at Katmandu Park, Voted No. 2 Theme Park in Spain by Trip Advisor. Journey through exciting rides, epic 4D encounters and splash park fun.
- A fun-inclusive Freedom to Play experience: guests play FREE at Katmandu Park® every day of stay.
- Rooms Made for Holiday Adventures: Katmandu Family Rooms & Unique Themed Room based on the Legend Characters.
- Mythical entertainment: Kids Kamp Katmandu adventures where the kids delight in hours of supervised play throughout the resort.
- A variety of dining options including international themed buffet restaurant, lobby and pool bars, and park bars.
- Themed Merchandising: The possibility of taken memories home.







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SOL

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