



PARADISUS

BY MELIÀ

EMBRACE YOUR NATURE

Paradisus Resorts



OVERVIEW

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Luxury All-Inclusive Beachfront Resorts

Paradisus by Meliá is a breathtaking collection of nature's greatest sanctuaries - luxury resorts committed to the health and wellbeing of the vibrant surrounding and cultures, as well as its very special guests. As the Meliá Hotel International group's award-winning luxury all-inclusive brand, Paradisus' focus is to surprise, delight and satisfy every occasion and traveler - creating unforgettable experiences through impeccable service and a unique harnessing of each setting's distinct natural beauty.

THOUGHTFUL. SUSTAINABLE. NATURAL



01. Strategic Brand Purpose

We are here to create all-inclusive experiences that are transformative – broadening the horizons and touching the soul of the guest, with a combination of unobtrusive modernity and inspirational culture.



02. Brand Unique Selling Proposition

WHAT IT TAKES TO BE CONSIDERED

SENSITIVE TO PLACE
A NATURAL RETREAT
ENGINEERING TOGETHERNESS
QUIETLY MODERN

WHAT IT TAKES TO BE STAND OUT

AN
UNPRETENTIOUS
LUXURY ALL-INCLUSIVE
THAT IMMERSSES GUESTS
INTO AN AUTHENTIC AND
ENVIRONMENTALLY-CONSCIOUS
TASTE OF THEIR DESTINATION



Paradisus Cancún

03. Distinguishing Factors

We deliver an indulgent, ethical resort experience that offers guests the chance to reconnect with nature, in a luxurious and quietly modern setting. Through the prioritizing of eco-actions and following a program that positively impacts the local environment and culture, Paradisus is truly unique.

Sensitive to Place



Holistic inspiration from the destination's nature and culture

A Natural Retreat



Serenity in a luxury environment

Engineering Togetherness



Customized entertainment that connects generations

Quietly Modern



Technologically advanced service that is attentive, yet unobtrusive



04. Brand Expressions

Paradisus by 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.

UPGRADING THE PARADISUS EXPERIENCE

Paradisus’ additional services offer a non-exhaustive list of luxury possibilities, whether you are looking to upgrade a romantic getaway or make lifelong memories for the whole family.



Paradisus Los Cabos



ROYAL SERVICE BY PARADISUS

An elevated, indulgent and sophisticated experience. This exclusive, life-enriching adventure offers adult guests a space to indulge, relax and be pampered.

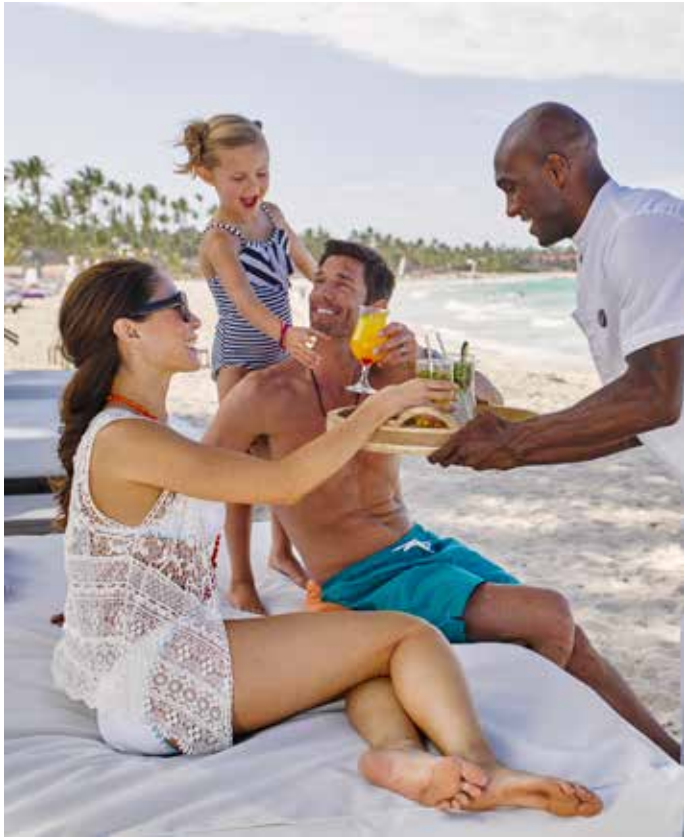
- Exclusive pool and beach area with valet
- Personal butler
- Assistance and priority reservations
- Oversized suites with luxury bath amenities and services
- Exclusive check-in/check-out capability



FAMILY CONCIERGE BY PARADISUS

The ideal, immersive vacation experience for the entire family with multi-generational entertainment that authentically reconnects and nourishes.

- Personal Family Concierge
- Assistance and priority reservations for activities and restaurants
- Exclusive pool with valet service
- Oversized suites with kid-sized luxury amenities
- In-room video games



THE RESERVE & THE GRAND RESERVE

Paradisus takes luxury resort experiences to new levels, all dictated by the desire to upgrade and enhance their stay - to pamper, reconnect, lavish and relax.



The Reserve at Paradisus Palma Real



The Grand Reserve at Paradisus Palma Real

 THE
RESERVE
AT PARADISUS BY MELIÁ

A resort within a resort, The Reserve offers residential style suites giving guests an intimate experience with the full amenities of a world class resort.

Discover The Reserve at:

- Paradisus Palma Real
Dominican Republic

 THE
GRAND RESERVE
AT PARADISUS BY MELIÁ
Palma Real • Dominican Republic

Combining luxury and sophistication, The Grand Reserve is a unique and elevated resort that radically transforms the way guests experience Paradisus in The Dominican Republic through an acute and highly curated definition of luxury and sophistication.

Discover The Grand Reserve at:

- Paradisus Palma Real
Dominican Republic



The Grand Reserve at Paradisus Palma Real

ORGANIC DESIGN

In a modern setting surrounded by nature. Paradisus’ design embraces an ethical philosophy inspired by each individual resort’s natural surroundings, using sustainable design while remaining acutely aware of reducing carbon footprints. As a place to dwell and luxuriate set in a relaxing environment harmonious with the local landscape, Paradisus offers a distinctly tranquil experience.

AUTHENTIC SUSTAINABLE CUISINE

Throughout each resort, locally-inspired food and beverage are served. Delectable dishes are crafted with the highest food quality standards and careful attention to detail. From enticing à la carte restaurants featuring creative menu concepts in designer spaces to bars and lounges with master mixologists, guests are encouraged to come together over ethical, delicious and locally-inspired cuisine.



Paradisus Los Cabos



ENTERTAINMENT FOR ALL

At the core of Paradisus’ offering for younger guests is an array of facilities to ensure memories that they will treasure for life. Through supervised kids areas, educational trips into the surrounding nature, water parks and family friendly services, kids are sure to have a one-off experience... all while still feeling connected to the world as they would at home.



LIFE ENRICHING EXPERIENCES

We encourage guests to seek out more from Paradisus through unparalleled immersive experiences. Diverse workshops that drive the point of sustainability, culture, art and adventure delivered by experienced professionals.



VOLUNTOURISM VACATIONS

Paradisus has introduced a brand-wide initiative to encourage one-day volunteer programs at each property which enrich and give back to the local community. These include safeguarding the local natural environment and participating in programs that will help develop the people within the local community.





SPA & WELLBEING

Paradisus takes a holistic approach to our guests' well-being. Authentic wellness activities and treatments are especially designed using local and age-old healing traditions from around the world. The wellness offering in each location is bespoke, with experts tailoring experiences to guests' individual needs, situated in a natural spa that brings the inside out, and the outside in.

DEDICATED SERVICE

By combining exceptional service with hospitality innovations, Paradisus ensures the guests' experience lasts a lifetime. Service is attentive but unobtrusive, ensuring that guests can relax and unwind while having their every need taken care of. Belonging begins here.





ROMANCE

BY PARADISUS

Every wish is catered for the big day. Whether the wedding is a grand affair or an intimate family gathering, Paradise’s customizable destination wedding packages ensure this life-changing event is finely catered to the happy couple’s distinct and particular needs and desires. With dedicated Romance Managers to assist with every facet of wedding details, personal wedding planners to plan and execute the event down to the smallest detail and even certified offerings for South Asian weddings, Paradise is the ideal location for the big day.



MEETINGS, CONFERENCES & EVENTS

Offering immersive experiences that turn into a new way to discover a destination, Paradisus meetings are inspiring and exclusive. With off-the-beaten-path “voluntourism”, wellness ‘in’ meetings, and multi-generational incentives, Paradisus offers specially-designed programs which are authentic life experiences. Top of the range interactive digital rooms, signature activities that promote team work, and zero-waste meeting design activities are all part of the Paradisus offering.



Paradisus Los Cabos

RESPONSIBLE RESORTS

We are dedicated to making sure Paradisus is sustainable, meaning our actions positively affect the local culture and environment in each destination. From apprenticeship schemes, to community and environmental commitments, everything we do is designed to give back.



05. Development Strategy

OUR FOCUS IS ON EXPERIENCE AND NATURE

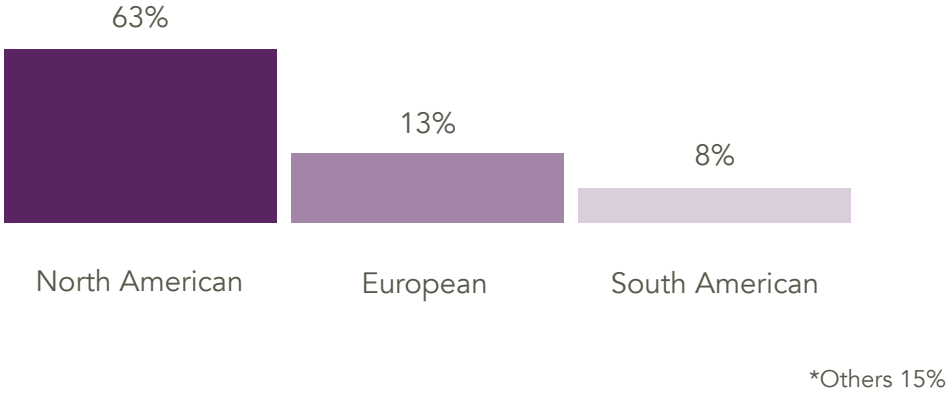
Cater to all and deliver the very best as a market leader.

Stir the soul with the continued evolution of food and drink options of the highest quality.

Capture the senses with unparalleled experiences and luxurious spa treatments.

Expand our positive practice by broadening our footprint in Asia.

06. Guest Profile



Gen D

Connected Kids

- Want to experience nature in a unique and mesmerizing way
- Want to build life-lasting memories
- Want to indulge in organized activities
- Want to have time with other kids and away from their parents

Gen Z

New Adults

- Want to focus on wellness during the day
- Want to socialize separately from their family at night
- Want to experience a different side to nature
- Want to create memories they can share

Gen Y

Tomorrow's Parents

- Want to connect to nature
- Want to wander and discover local culture
- Want to create memories in luxurious environments
- Want to be part of ethical surroundings

Gen X

Experienced Travelers

- Want to indulge in spa and wellness
- Want to balance family and personal time to create unforgettable memories
- Want to give back to the locality through voluntourism
- Want to switch off in quiet, tranquil environments connected to nature



07. Today & tomorrow

3
COUNTRIES

11
HOTELS

6,147
ROOMS

2,447,801
CUSTOMERS

CURRENT DESTINATIONS

MEXICO

- Paradisus Cancun
- Paradisus Playa del Carmen
- La Perla (Adults Only)
- La Esmeralda
- Paradisus Los Cabos

CUBA

- Paradisus Varadero
- Paradisus Princesa del Mar
- Paradisus Rio de Oro
- Paradisus Los Cayos

DOMINICAN REPUBLIC

- Paradisus Punta Cana
- Paradisus Palma Real
- The Reserve at Paradisus Palma Real
- The Grand Reserve at Paradisus Palma Real

IN DEVELOPMENT

MEXICO

- Playa Mujeres





08. Paradisus Around the World

DOMINICAN REPUBLIC

Paradisus’ Dominican Republic portfolio offers the guest a sanctuary style resort right on the beach, an exclusive winery, interactive adventure park and boutique concierge services.

- Paradisus Punta Cana
- Paradisus Palma Real
- The Reserve at Paradisus Palma Real
- The Grand Reserve at Paradisus Palma Real



The Grand Reserve at Paradisus Palma Real

MEXICO

Boasting seven resorts, including the adults-only La Perla, Mexico’s suite of Paradisus resorts includes luxury facilities such as a 9-hole golf course, a private bay, eco-friendly classes on the hotel’s conservation program and Michelin-starred chefs-fronted restaurants.

- Paradisus Cancun
- Paradisus Playa del Carmen
 - La Perla (Adults Only)
 - La Esmeralda
- Paradisus Los Cabos
- Paradisus Playa Mujeres Opening 2020



Paradisus Cancun



Paradisus Río de Oro

CUBA

Nestled in amongst some of Cuba’s most famous landscapes, Paradisus’ Cuban offerings include an adults only eco resort, idyllic natural surroundings, spa and scuba diving packages.

- Paradisus Varadero
- Paradisus Princesa del Mar
- Paradisus Río de Oro
- Paradisus Los Cayos



PARADISUS

BY MELIÁ

DOMINICAN REPUBLIC · MEXICO · CUBA

paradisus.com

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

Contact us at development@melia.com
Learn more about us at meliahotelsinternational.com

A Meliá Hotels International Brand