

Barceló

HOTEL GROUP



2020
PRESS KIT

Barceló Hotel Group, the hotel division of the Barceló Group

Founded:

Mallorca (Spain), 1931

Corporate headquarters:

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World's Leading Hotel Management Company



2018 sales (*): €4.383,4 million

EBITDA 2018 (*): € 348 million

(*) Figures for the Barceló Group, the group's parent company.

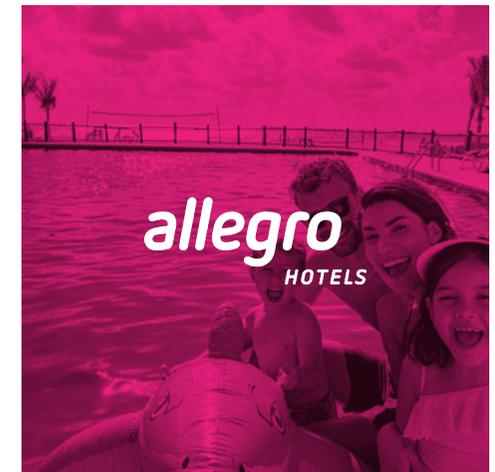
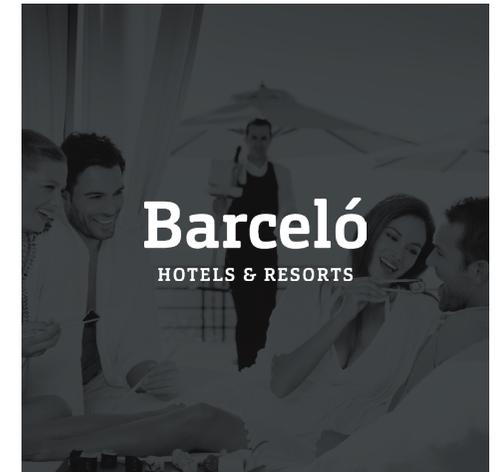


4 BRANDS ONE PURPOSE

After purchasing the Occidental chain and inheriting a number of internationally renowned brands (Occidental, Allegro and Royal Hideaway), in June 2016 the Barceló Hotel Group announced the launch of a new multi-brand strategy that will be strongly guided by the group's internationalization. With the new standards, the company will diversify its hotel portfolio to offer improved and more specific services to every customer, in line with their needs.

Barceló
HOTEL GROUP

BRANDS





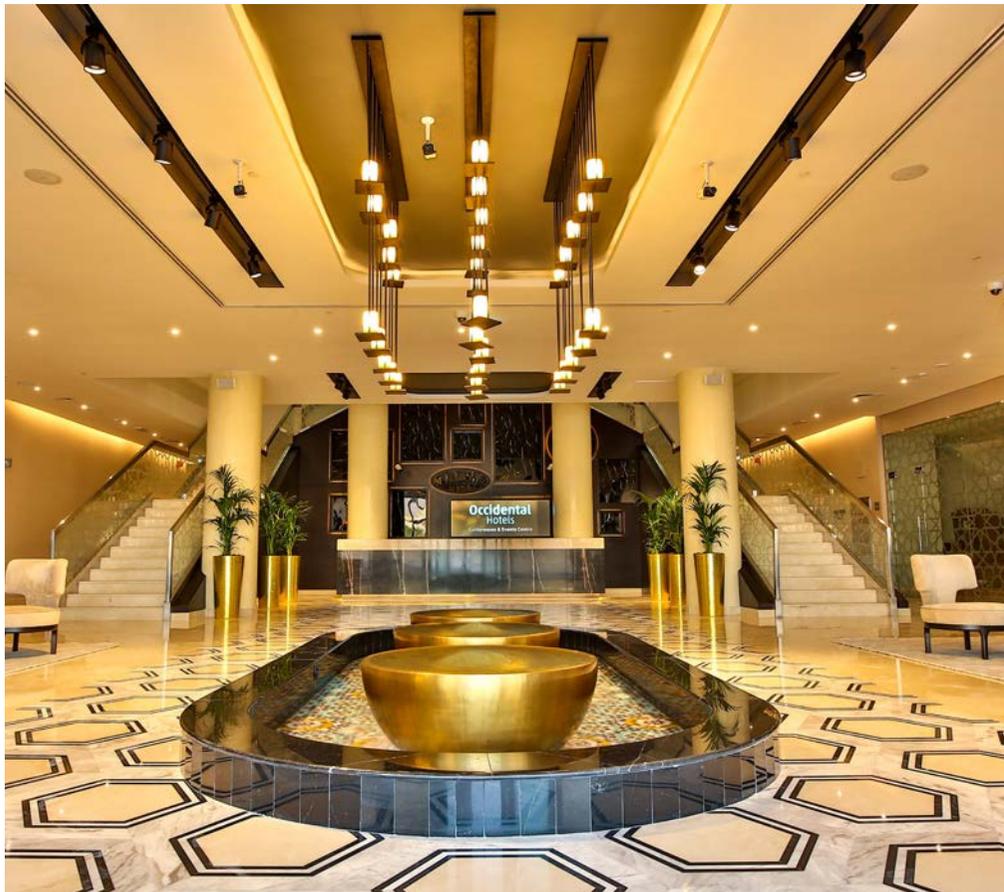
LUXURY

'Royal Hideaway Luxury Hotels & Resorts' is the brand chosen to market the establishments positioned in the luxury segment and at special locations. These destination hotels focus on experiential luxury. As unique and exclusive establishments, they are linked to art and culture, and the brand values are associated with authenticity, small details and discretion.



UPPER UPSCALE

'**Barceló Hotels & Resorts**' is the group's most representative brand that also has the strongest presence. It has been created to define a type of hotel that provides guests with original and exciting concepts that allow them to feel exclusive while basking in unique experiences. These leisure and city hotels and resorts focus on innovation and creativity, and their brand values highlight aspects such as friendliness and the local culture.



UPSCALE

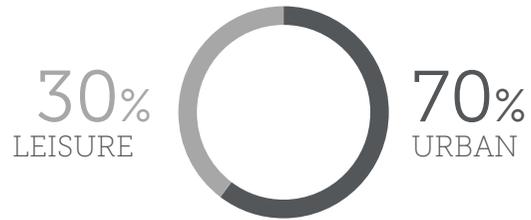
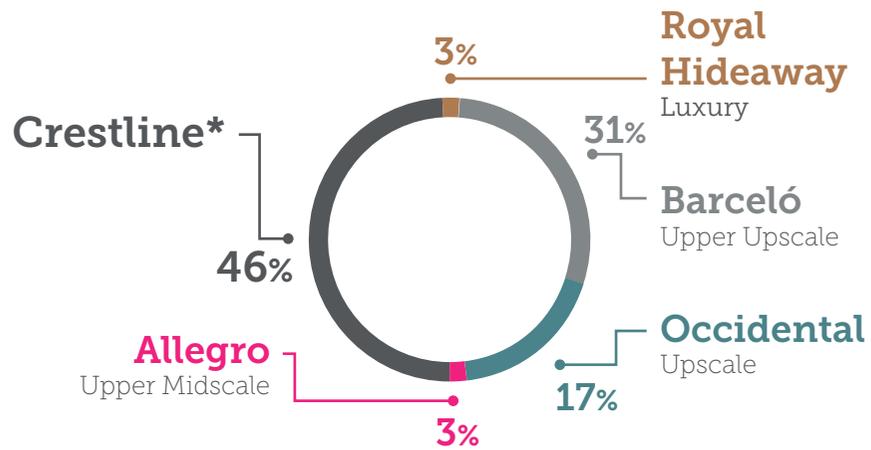
The 'easyliving hotels' slogan of **'Occidental Hotels & Resorts'** shows the brand's commitment to simplicity in its efforts to provide guests with an experience in which everything has been designed for their serenity and comfort. These practical, technological and functional establishments stand out for their excellent quality-price relationship.



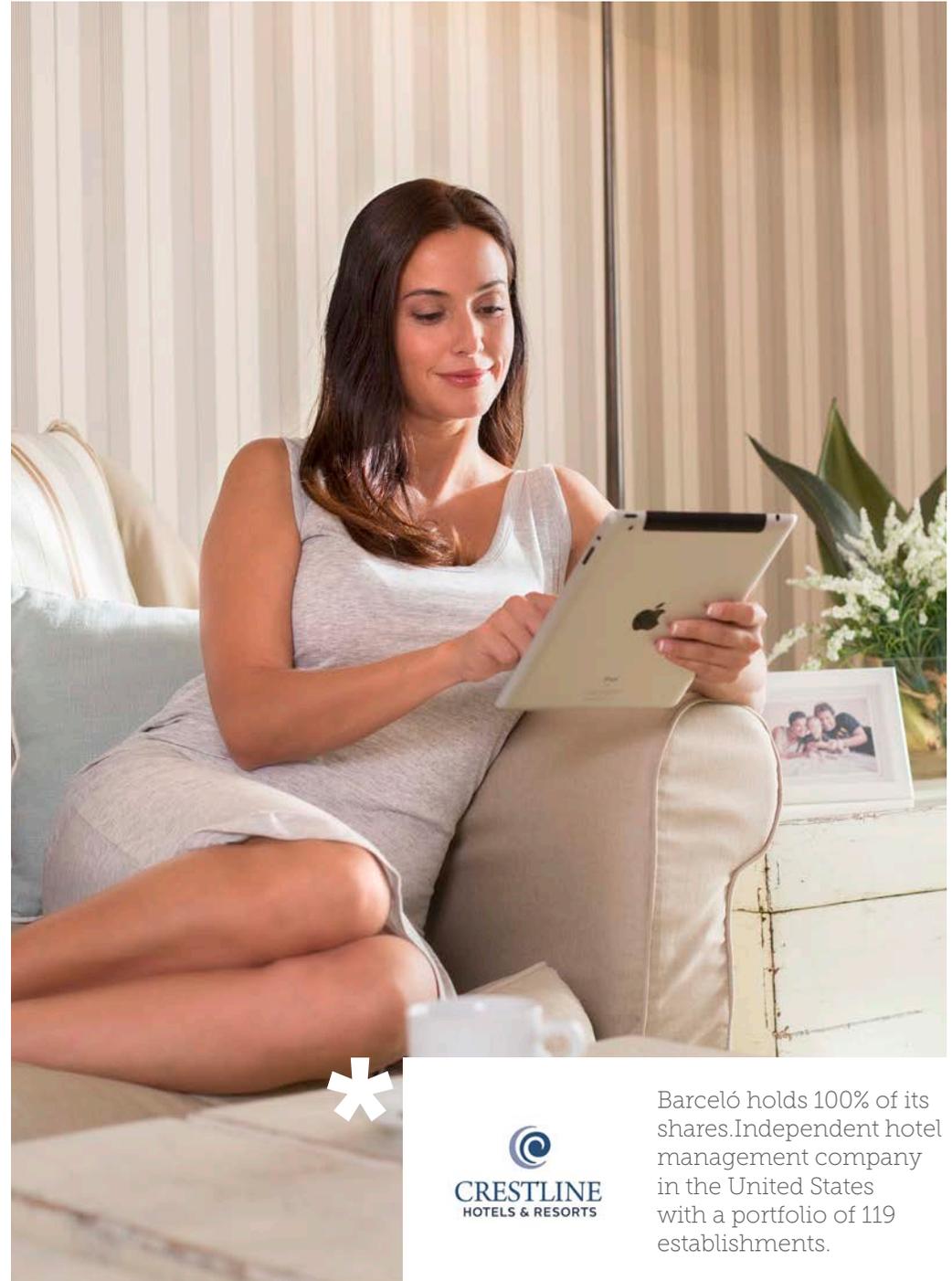
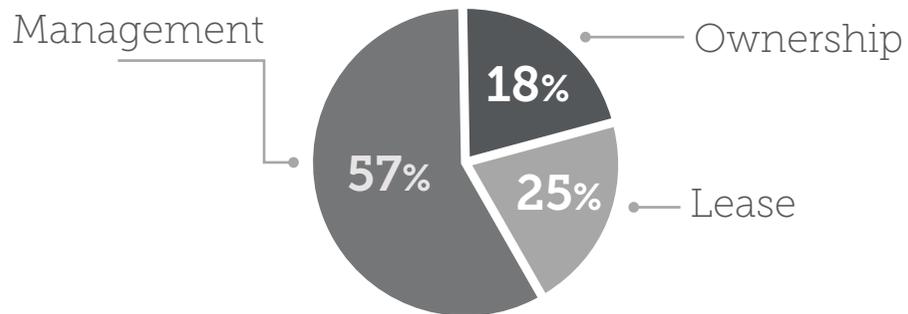
UPPER MIDSCALE

'Allegro Hotels' is the group's brand of leisure and city hotels and resorts focused on active tourism. They are located at unique destinations and target families, young guests and groups of friends who want to enjoy happy experiences at lively yet practical establishments that offer an array of entertainment alternatives.

SEGMENTATION



TYPES OF CONTRACTS



Barceló holds 100% of its shares. Independent hotel management company in the United States with a portfolio of 119 establishments.

GEOGRAPHIC DISTRIBUTION

2nd
largest chain
in Spain

31st
largest
in the world



251
HOTELS



57.493
ROOMS

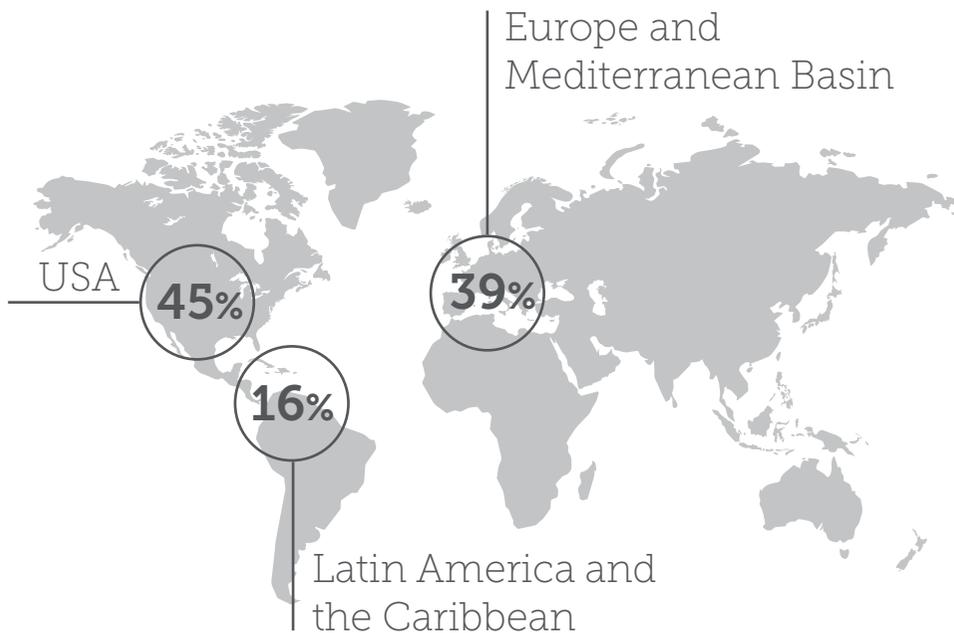


22
COUNTRIES



33.378
2018 AVERAGE WORKFORCE

GEOGRAPHIC DISTRIBUTION



Europe, Mediterranean Basin and the United Arab Emirates

Germany	1
Bulgaria	1
Egypt	2
Spain	65
Portugal	2
Greece	1
Hungry	1
Italy	4
Czech Republic	4
Turkey	2
Tunisia	6
Morocco	6
United Arab Emirates	4
SUBTOTAL	99

Central and South America

Aruba	1
Costa Rica	4
Cuba	3
Guatemala	1
El Salvador	1
Mexico	22
Nicaragua	1
Dominican Republic	6
SUBTOTAL	39

United States of America

United States	113
SUBTOTAL	113

TOTAL

251

MORE THAN 85 YEARS OF HISTORY

BARCELÓ HOTEL GROUP

Since its founding in Mallorca (Spain) in 1931, the Barceló Group, through its hotel and travel division, has evolved from a family-owned transportation company to one of the most important tourism groups in Spain and all over the world. Three generations of the Barceló family and a workforce of more than 25,000 employees have made this possible.

1931



FOUNDING

The Autocares Barceló transportation company was founded by Simón Barceló in Felanitx (Mallorca, Spain).

1954



ENTERING THE TOURISM SEGMENT

In 1954, the company decided to enter the travel agency segment, resulting in the creation of Barceló Viajes that same year.

1962



EARLY DAYS IN THE HOTEL INDUSTRY

Years later, the hotel division was created when the chain's first hotel, located in Mallorca, was opened in 1962. This era ended in 1965 with the development of a new hotel style: the Barceló Pueblo Palma, designed like other "Pueblo" hotels, primarily for families and featuring a wide array of services at affordable prices.

1968



NATIONAL EXPANSION

By the end of the 1960s, the chain expanded to the rest of the Balearic Islands with the construction of the Barceló Pueblo Ibiza hotel and the purchase of the Barceló Hamilton hotel in Menorca. In 1970, the company made its way to the Iberian Peninsula with the inauguration of the Barceló Pueblo Benidorm hotel.

1981



INTERNATIONAL EXPANSION

In 1981, Barceló Viajes purchased the tour operator Turavia, which marked the first step towards the group's internationalisation. As far as the hotel division, the initiative to expand abroad began in 1985 with the inauguration of the first hotel in the Caribbean (Barceló Bávaro Beach Resort, Punta Cana, Dominican Republic), which made the Barceló Hotel Group the first Spanish hotel company to establish operations in the region. Five years later, the chain entered Costa Rica, where it acquired the Barceló San José Palacio Spa & Casino hotel, followed by the Playa Tambor resort two years later.

1992

ENTERING THE NORTH AMERICAN MARKET

The chain marked a major milestone in 1992 when it entered the United States hotel market by purchasing an establishment in Washington DC followed by another one in Orlando. As a result, the Barceló Hotel Group became the first Spanish hotel company to establish a presence in the United States.

1993



EUROPEAN GROWTH

The focus shifted to Europe in 1993, when the Mallorcan group purchased Barceló Praha, its first hotel in a European capital.

1995



FIRST STEPS IN SPAIN'S URBAN HOTEL SEGMENT

Although the Barceló Hotel Group is now a chain of urban and leisure hotels, 30 years passed since its creation as a sun & beach hotel chain before it opened its first city hotel in Spain with the Barceló Sants (Barcelona), one of the company's flagship establishments.

1996

BARCELÓ VIAJES CONTINUES TO GROW...

In 1996, Barceló Viajes took over the Spain operations of the British tour operator First Choice Holidays. In 2000, Barceló Viajes was incorporated into this British travel group and became its majority shareholder. However, two years later, the Mallorcan group exercised its right of first refusal and regained ownership of Barceló Viajes.

2001



FIRST MAJOR MILESTONE: 100 HOTELS

In 2001, coinciding with the group's 70th anniversary, the Barceló Hotel Group reached a total of 100 hotels to position the chain as one of the biggest hotel groups in our country. That same year, the group inaugurated several hotels in Spain and continued its expansion efforts in several South American nations. It also opened the Barceló Bávaro Convention Centre at Bávaro Beach (Dominican Republic), the country's most modern convention centre and one of the most important in all of Latin America and the Caribbean.

1997



...AND SO DOES THE BARCELÓ HOTEL GROUP

The company opened a hotel in Venezuela in 1997, followed by the 1999 inauguration of three hotels in Mexico: the Barceló Maya Beach Resort along with two hotels on the Pacific coast: one in Ixtapa and the other in Huatulco. The chain's expansion continued with several new hotels in Turkey's Bodrum region as well as two establishments that it opened in Ecuador and Uruguay in 2000.

2002



A FOCUS ON THE MEDITERRANEAN BASIN

In 2002, the Barceló Hotel Group decided to shift its efforts to the Mediterranean Basin and focus on tourism in North Africa by signing franchise contracts in Malta, Tunisia and Morocco.

FIRST SPANISH HOTEL COMPANY IN THE UNITED STATES

In 2002, Barceló purchased Crestline Capital, a North American hotel management company that operates almost 7,000 rooms in 12 states across the USA. This resulted in the creation of the Barceló Crestline Hotels & Resorts subsidiary to significantly boost Barceló's presence in the United States where it now operated 48 hotels and six convention centres.

2003



THE ONLINE BUSINESS BEGINS

The Barceló Hotel Group launched its first website, www.barcelo.com, and created a new Reservations Centre called BarceloRes. The chain delved into the world of social media in 2012, which is when it created official profiles in the leading platforms. In 2014, it earned the TNSFanpageSpain award for the Best Facebook Page in the "Tourism, Travel and Hotels" category.

2005



HONOURING 75 YEARS OF HISTORY

Coinciding with the Barceló Group's 75th anniversary, the company purchased the Barceló Formentor hotel, one of the most emblematic establishments in Mallorca and all of the Mediterranean. It also received some of the most prestigious awards for its long history, including the Gold Medal from the Balearic Islands Community to the brothers Gabriel and Sebastián Barceló Oliver, Honorary Co-Chairmen of the Barceló Group. In addition to this recognition, the company also received the Tourism Merit Plaque and the 2006 Best Manager Award from the consulting firm AT Kearney to the two co-chairmen. A year later, it received the Prince Felipe Business Excellence Award in the Large Corporation Business Competitiveness category.

2006

THE SUCCESS OF THE STRATEGIC PLAN

In 2005, the chain approved a five-year strategic plan (2005-2010) that targeted the group's growth and the ambitious goal of reaching 200 hotels. During the years of the real estate bubble, a number of developers wanted their housing developments to include hotels that would be managed by chains such as the Barceló Hotel Group. This partnership between hotel companies and real estate developers made it possible for the portfolio to grow quickly. In the case of Barceló, it is worth highlighting the agreement signed with FADESA aimed at reaching 5,000 rooms in a period of five to seven years, with Spain and the Mediterranean Basin as the main target. With this agreement, a number of hotels were opened in Isla Cristina, Fuerteventura, Coruña, Madrid, Marbella and Casablanca (Morocco), amongst other cities.

After this era, the chain opened an average of 20 hotels each year, reaching as many as 40 in 2007 thanks to an agreement signed with Paramount Hotels to open 20 establishments in the United Kingdom.

2009

THE PASSING OF AN ICON

In May 2009, Sebastián Barceló Oliver, Honorary Co-Chairman of the Barceló Group, passed away.

2011



RENOVATION REPLACES EXPANSION

As of 2010, when the crisis began, the company slowed down its expansion efforts and when contracts ended, it decided to eliminate certain establishments that were not profitable. The chain's balance sheet remained healthy thanks to its strict management policies, so it took advantage of low occupancy levels at certain hotels to carry out renovations. The idea was that by the time the crisis came to an end, these establishments would be completely renovated and ready to offer top-quality products. During a seven-year period, the chain invested €1 billion to renovate some of its most emblematic hotels such as the Barceló Bávaro Grand Resort (Dominican Republic), the Barceló Maya Beach Resort (Mexico), the Barceló Sants (Barcelona), the Barceló Castillo Beach Resort (Fuerteventura), the Barceló Hamilton Menorca and the Barceló Montecastillo Golf (Cádiz), to name a few.

2007



ENTERING THE TOP 30 GLOBAL RANKING

After being ranked as one of the top 30 hotel chains in the world in 2006, the American magazine *V* placed the Barceló Hotel Group in the 28th position for number of rooms in 2007. The Mallorcan group continued to grow and a year later it moved into the 24th position.

2014

UNITED STATES, IN A LEAGUE OF ITS OWN

In 2014, the Barceló Hotel Group decided to sell part of Barceló Crestline, its subsidiary in the United States, but maintaining 40% of its shares. After the sale, although the chain maintained an interest in North America (with 74 hotels under management), the company decided to divide the communication between them. From that point on, the company stated in its communications that it owned 95 hotels in 16 countries and that it had another 74, indirectly, in the United States.

2015



THE END OF THE CRISIS? NEW EXPANSION EFFORTS

Following several years of less expansion—although several major hotels were added in Italy, Germany, Greece and the Czech Republic—, the chain kicked off 2015 by announcing six new projects, which is something that had not occurred since the start of the crisis. Two hotels in the heart of Madrid, one on the Ensanche in Barcelona, its first five-star hotel in Tenerife, and two hotels in Algeria seemed to confirm a market recovery that would once again drive the chain towards growth.

AND THE MODEL SHOWS SIGNS OF CHANGE

By the end of 2014, Barceló had reached the highest number of owned hotel rooms in its entire history, with 38% of the total. In February 2015, an agreement was signed with Hispania Activos Inmobiliarios to create BAY, the Spanish hotel industry's first real estate investment trust focused on the leisure segment, of which our country is a global leader. This transaction, which involved the sale of 11 hotels and the option of acquiring another 5, made it possible for the Barceló Hotel Group to lower the number of hotels it owned whilst maintaining them in its portfolio as leases, and to become a shareholder of this promising real estate investment trust with 24% of the shares.

The chain also reached an agreement with the shareholders of Occidental Hoteles Management to purchase all the capital held by the company, which has more than 4,000 rooms in 13 hotels located in Mexico (6 hotels and 2,054 rooms), the Dominican Republic (2 hotels and 1,130 rooms), Costa Rica (2 hotels and 459 rooms), Aruba (1 hotel and 368 rooms), Colombia (1 hotel and 164 rooms) and Haiti (1 hotel and 128 rooms).

2016



REACHING THE HEART OF MADRID AND NEW BRANDS

The chain opened Barceló Emperatriz, a five-star hotel designed through a pioneer co-creation process in which future guests were able to decide on a range of aspects such as the services and certain decorative elements via the project's website and its social media profiles. The company also consolidated its position in Prague by opening its fourth hotel in the Czech capital and the first five-star establishment in Prague. Additionally, it opened two new destinations—Panama and El Salvador—and added more hotels in Spain, Turkey and Mexico.

After acquiring Occidental and inheriting a number of renowned industry brands, the group decided to launch a new multi-brand strategy under the umbrella of the new Barceló Hotel Group banner. The new brands were: Royal Hideaway Luxury Hotels & Resorts (Luxury), Barceló Hotels & Resorts (Upper Upscale), Occidental Hotels & Resorts (Upscale) and Allegro Hotels (Upper Midscale).

2017



THE BARCELÓ GROUP REACQUIRES 100% OF CRESTLINE SHARES

The Barceló Group reached an agreement with AR Global to buy the latter's 60% stake in the North American hotel management company Crestline Hotels & Resorts. Combined with the 40% it already held, this acquisition meant that Barceló would now own all the capital stock of the US management company, one of the country's biggest independent operators. The chain also purchased the Barceló México Reforma, its first hotel in the Mexican capital and one of the most emblematic urban hotels along Paseo de la Reforma. It features 500 rooms in addition to 26 meeting rooms for up to 800 people, along with many other services. By the end of the year, the company had achieved a major goal: to establish a presence in the United Arab Emirates and to begin its Middle East expansion.

2019



BEST HOTEL MANAGEMENT COMPANY IN THE WORLD

Barceló Hotel Group, chosen in the World Travel Awards 2019 as the “Best hotel management company in the world”, closes the year with 12 new openings, of which the inauguration of the Barceló Maya Riviera, a spectacular adults-only hotel of 850 rooms, whose clients can freely access all the services and facilities of the Barceló Maya Grand Resort, the complex with more leisure and entertainment offer in the Riviera Maya (Mexico). In addition, the group creates the Barceló Caravel joint venture with UFI Group, with the aim of making it the leading management company of the Tunisian hotel sector, and signs agreements to be implemented in Poland, Slovenia, Sri Lanka and the Maldives, among other destinations.

Barceló

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