

MELIÀ HOTELS
INTERNATIONAL

Leisure at heart, business in mind



2025

**Company
profile**

Global positioning

- The most sustainable hotel Company in Europe, S&P Global Sustainability Yearbook Member 2025
- World's Most Sustainable Companies 2024, TIME magazine
- Top Employer Large Enterprise, Top Employer Institute 2025
- Top 30 more value Brands, Kantar BrandZ 2025
- Most Trustworthy Companies 2024, Newsweek

Key facts



(Source: Hotels Mag. Without Consortias)



Our global presence

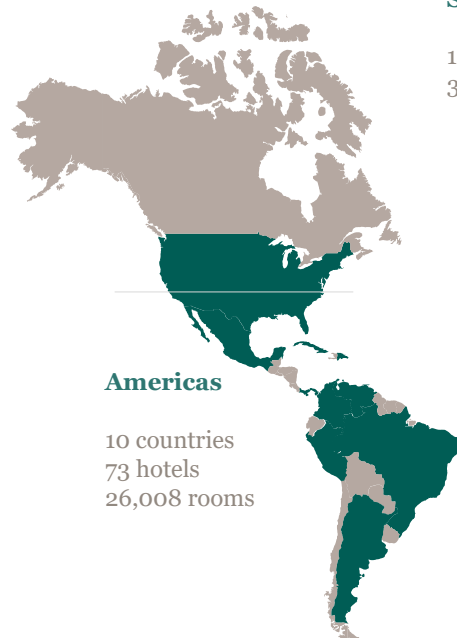
Portfolio

362 hotels
93,982 rooms

Owned 11%
Leased 23%
Managed 46%
Franchised 19%
Resort 52%
City 48%

Pipeline

69 hotels
12,471 rooms

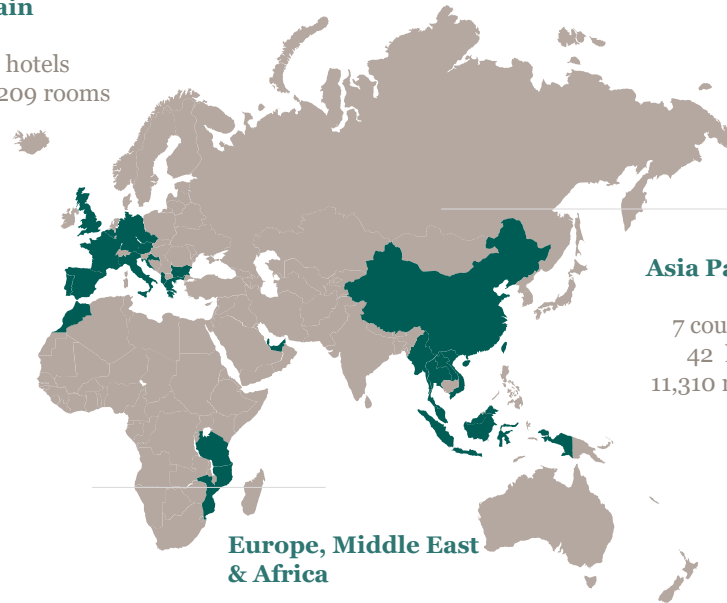


Americas

10 countries
73 hotels
26,008 rooms

Spain

144 hotels
36,209 rooms



Europe, Middle East & Africa

17 countries
103 hotels
20,455 rooms

Asia Pacific

7 countries
42 hotels
11,310 rooms



Our history at a glance

1950's

Gabriel Escarrer opens his first hotel in Palma: the Altair Hotel (1956)

1960's

Growth in the Balearic Islands

1970's

Growth in other resort destinations in Spain

1980's

Acquisition of the hotel chain HOTASA (1984), becoming the largest hotel group in Spain. The first international hotel is open (Meliá Bali, 1985). Acquisition of the Meliá hotel chain (1987) and the company changes its name to Sol Meliá

1990's

Growth in America. Birth of the luxury brand Paradisus (1995). The Company becomes the first European group to be quoted on the stock exchange (1996). The melia.com booking website is launched (1997)

2000's

The vacation club is launched (2004). Birth of the luxury brand ME by Meliá (2006) and acquisition of the German Brand INNSiDE (2007). SAVE is born, the company's first environmental management project (2007)

2010's

The company becomes Meliá Hotels International (2011). The Project Meliá Digital is launched (2014). Meliá is named, for the first time, the Most Sustainable Hotel Company in the world by the investment agency SAM (now S&P Global) in 2019

2020's

Birth of The Meliá Collection and Affiliated by Meliá (2021). Zel brand is born in collaboration with Rafa Nadal (2022). In 2024, Gabriel Escarrer assumes the sole presidency, continuing his father's legacy.

Brands Architecture

**9 brands,
one unique personality**

Our hotel brands reflect the company's growth strategy focused on the premium and luxury segments.



MELIÀ
REWARDS

LUXURY

15%

GRAN MELIÀ
HOTELS & RESORTS

The MELIÀ
COLLECTION

ME
BY MELIÀ

PARADISUS
BY MELIÀ

PREMIUM

49%

MELIÀ
HOTELS & RESORTS

ZEL

INNSIDE
BY MELIÀ

ESSENTIAL

36%

SOL
BY MELIÀ

AFFILIATED
BY MELIÀ

Luxury brands

GRAN MELIÁ
HOTELS & RESORTS

A LIFE WELL LIVED

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.

Portfolio

18 hotels
4,202 rooms
7 countries

Pipeline

5 hotels
1,028 rooms
4 countries



Luxury brands



From left to right: Torre Melina Gran Meliá (Barcelona, Spain), Gran Meliá Villa Le Blanc (Menorca, Spain), Gran Meliá Iguazú (Argentina), Villa Le Corail (Vietnam)

Luxury brands

The MELIÁ COLLECTION

HANDPICKED HOTELS WITH CHARM

The Meliá Collection unlocks a new definition of experiential luxury travel through a collection of singular hotels that shine with an artistic and cultural legacy, embodying an independent spirit and always respecting the hotel's unique narrative.

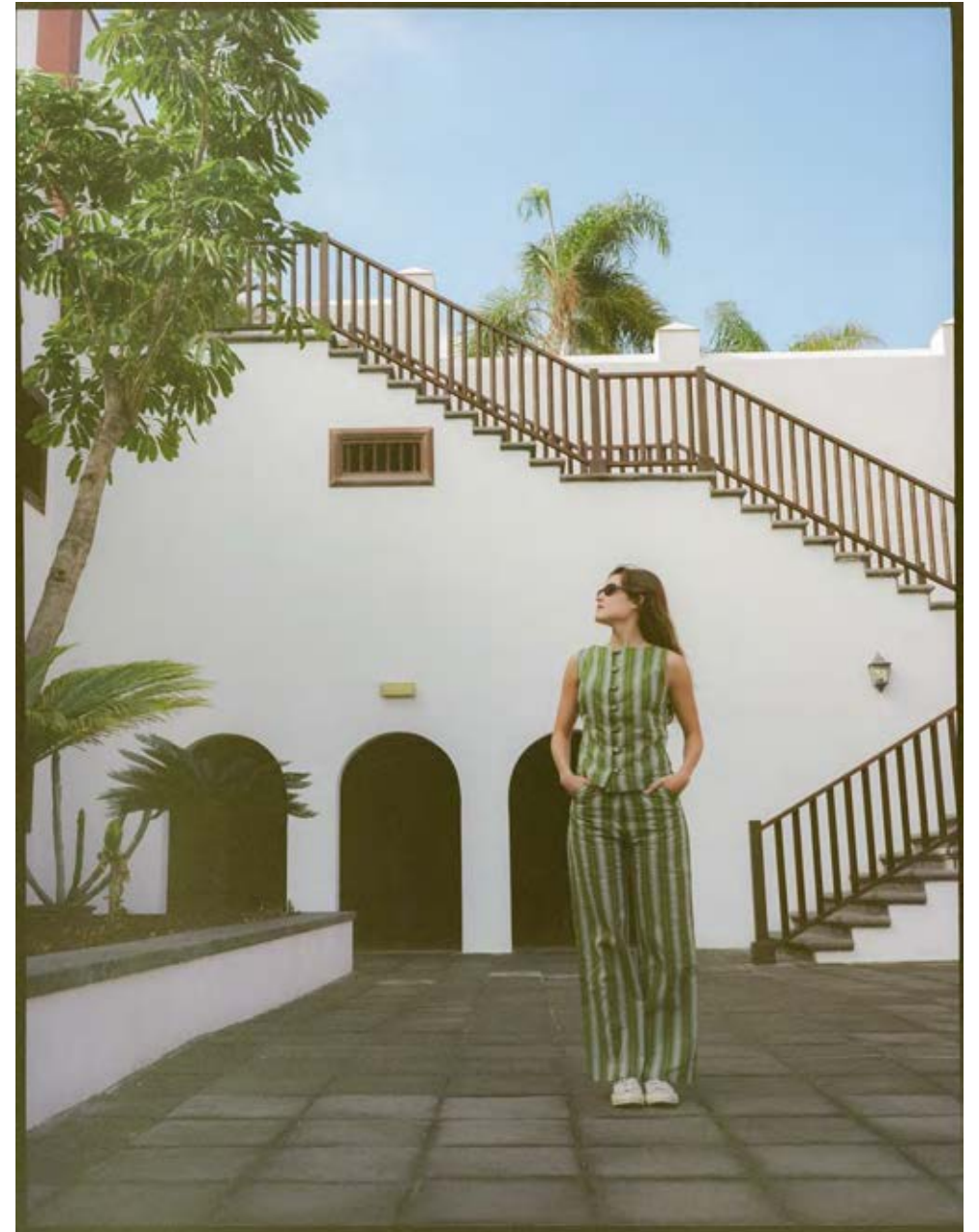
From the residence of a dynasty of Parisian Marquis to a hotel with sustainable architecture in the heart of one of the most beautiful National Parks in Africa. Each hotel in the collection is unique, an experience in itself, an invitation to live unforgettable stories.

Portfolio

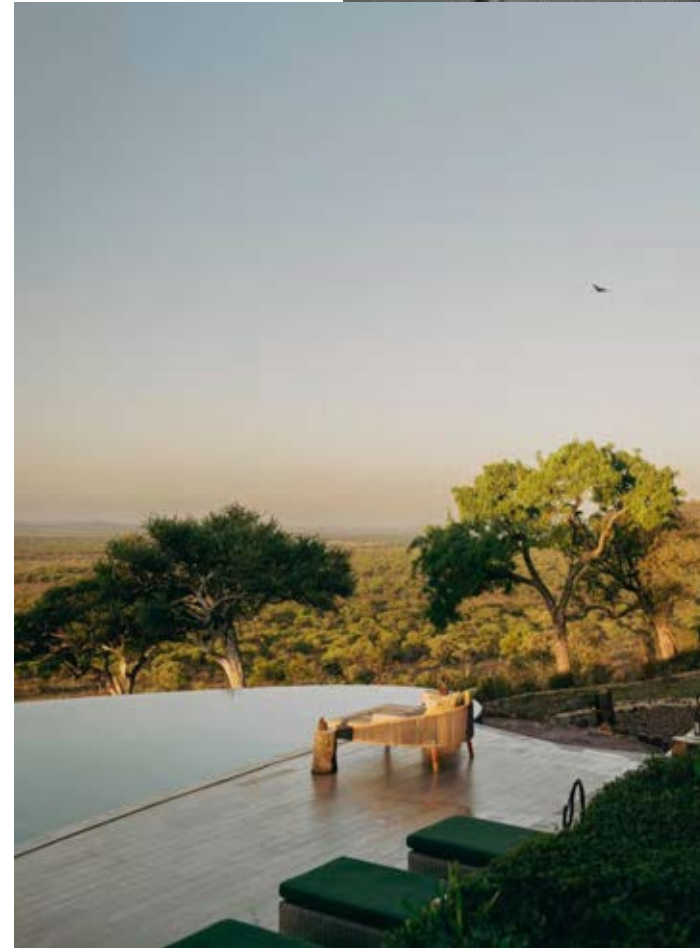
11 hotels
723 rooms
6 countries

Pipeline

10 hotels
838 rooms
6 countries



Luxury brands



From left to right: London Kensington hotel (UK), Casa de las Artes (Madrid), Serengeti Lodge hotel (Tanzania)

Luxury brands

ME

BY MELIÁ

HOTELS WITH EXPRESSION

ME by Meliá is a collection of design hotels to discover contemporary culture through the lens of their bold, charismatic personality. The brand brings destination, design and service together to deliver personal, enriching experiences for the stylish modern traveller. A stay at one of our hotels is more than just a vacation or a visit, it's an immersion in architecture, design, gastronomy and art that few can match.

Embedded within each hotel's ecosystem is a community of artists, influencers, creatives and technologies that raise the hotel to a must-see, and must-stay, destination for those who yearn for inspiration and energy.

Portfolio

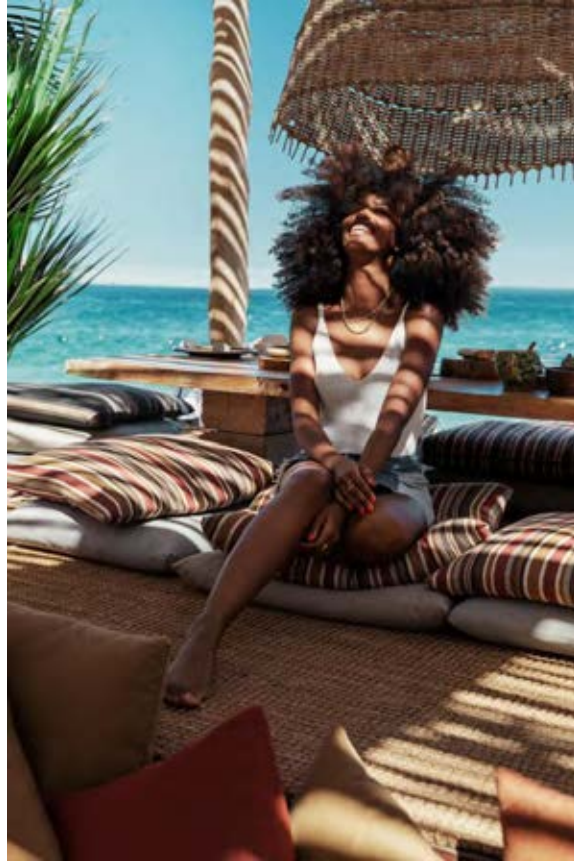
10 hotels
1,706 rooms
6 countries

Pipeline

7 hotels
1,066 rooms
5 countries



Luxury brands



From left to right: ME Barcelona (Spain), ME Cabo (Los Cabos, Mexico), ME Sitges (Spain), ME London (UK)

Luxury brands



PARADISUS

BY MELIÁ

EMBRACE YOUR NATURE

Paradisus by Meliá is luxury, intimacy and authenticity, offering a sense of belonging and connection with oneself and the surrounding destination.

Our Destination Inclusive® concept redefines the experience of each of our resorts through outstanding service and flawless personalized attention, guests can enjoy local entertainment and food & beverages to immerse themselves in the authentic culture of the region. We believe that creating a seamless interaction between luxury, local culture, and nature is key to a unique experience particular to every guest.

Portfolio

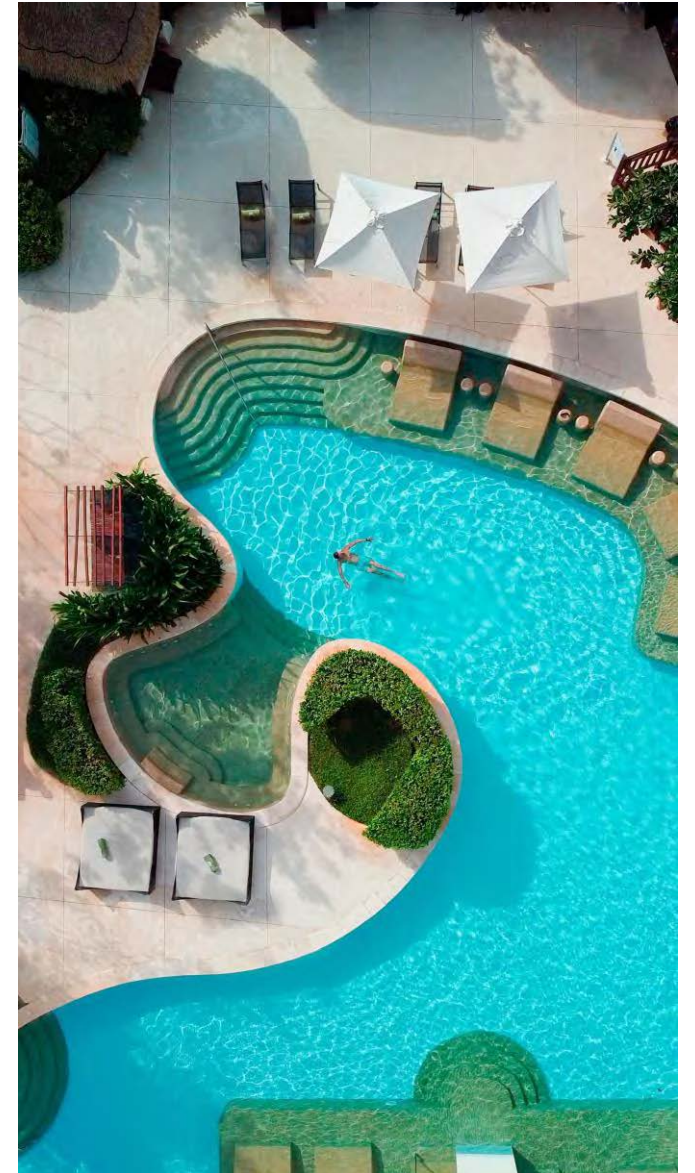
14 hotels
7,201 rooms
4 countries

Pipeline

1 hotel
698 room
1 country



Luxury brands



From left to right: Paradisus Playa del Carmen (Mexico), Paradisus Gran Canaria (Spain), Paradisus Cancún (Mexico)

Premium brands

MELIÁ

HOTELS & RESORTS

SOUL MATTERS

Meliá Hotels & Resorts are international, family-run flagship hotels that stand out for our genuine Spanish hospitality and great passion for service.

Our warmth and spontaneity are part of our Mediterranean roots, and are always present in the Meliá experience, where our focus on wellness covers all the needs of our guests and makes them feel especially cared for and welcome.

Portfolio

127 hotels
40,549 rooms
30 countries

Pipeline

19 hotels
5,327 rooms
9 countries



Premium brands



From left to right: Meliá Frankfurt City (Germany), Meliá Durres (Albania), Meliá Ibiza (Spain), Meliá Phuket Mai Khao (Thailand)

Premium brands

ZEL

BORN IN THE MED

ZEL is the new lifestyle brand created together with Rafa Nadal. A collection of hotels inspired by the welcoming homes, outdoor culture and spontaneous lifestyle of the Mediterranean. A new hotel concept with a refreshing aesthetic based on the energy and family values of the Mediterranean.

ZEL presents an architecture based on open and dynamic spaces, with an organic and revitalizing aesthetic, inviting you to feel the warmth of a Mediterranean House. The Mediterranean patio is the centre of the experience, from sunset to sunrise, enjoy an exceptional and festive atmosphere without interruption.

Portfolio

3 hotel
569 rooms
2 countries

Pipeline

2 hotel
325 rooms
2 countries



Premium brands



From left to right: ZEL Mallorca (Spain) y Zel Punta Cana (Dominican Republic)



Premium brands

INNSiDE

BY MELIÁ

STAY CURIOUS

INNSiDE by Meliá is a collection of unique urban and beach hotels designed for those with curious minds and fluid lives. Always true to their destination, we give guests the freedom to connect or disconnect among an independent community of like-minded travellers.

INNSiDE provides guests with all the everyday essentials and extra-special details to make their stay all the more unique. From in-room comforts to the inspiring Big Idea Space, Open Living Lounges, and fitness studios, we allow guests to feel more-than-at-home. Sustainability is also packed into all the little details: every room is equipped with paper and plastic-free collateral and complimentary organic cosmetics.

Portfolio

47 hotels
8,648 rooms
17 countries

Pipeline

9 hotels
1,295 rooms
7 countries



Premium brands



From left to right: INNSiDE Apolo Barcelona (Spain), INNSiDE Madrid Gran Vía (Spain), INNSiDE New York Nomad (US), INNSiDE Bangkok Sukhumvit (Thailand), INNSiDE Amsterdam (Netherlands)

Essential brands

SOL

BY MELIÁ

EVERYTHING UNDER THE SOL

Sol by Meliá is an established modern family brand that offers all types of travelers an inclusive, safe, and unique holiday experience in the best beach destinations around the world.

With their excellent children's facilities, all-day food, practical amenities, and around-the-clock endless fun, Sol is an oasis where All Tribes are Welcome. Each hotel adapts to the needs and likings of every Tribe with its Everything Under the Sol philosophy, with activities ranging from water activities to Body&Sol wellness.

Portfolio

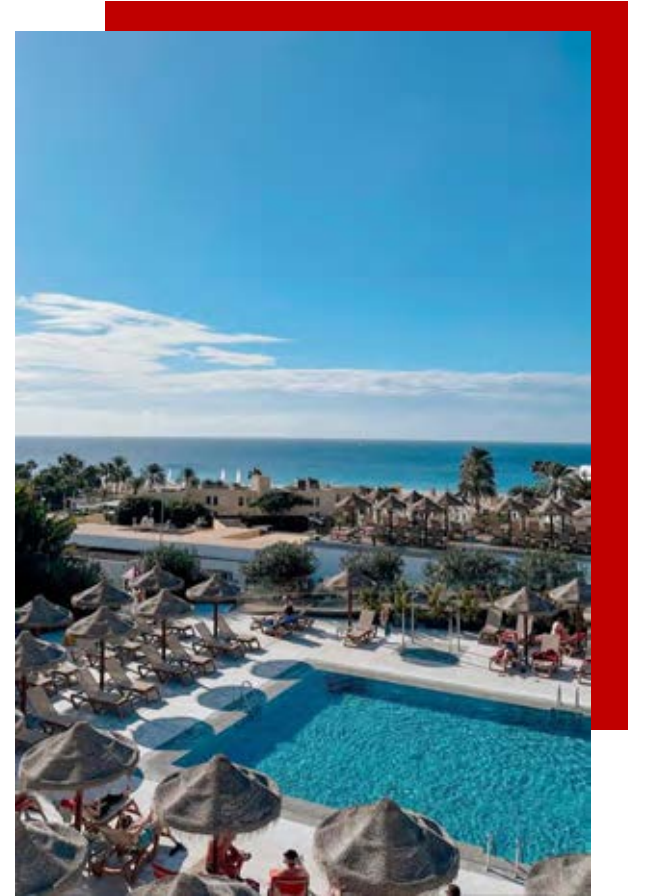
52 hotels
15,932 rooms
8 countries

Pipeline

3 hotels
1,007 rooms
2 countries



Essential brands



From left to right: Sol Barbados (Majorca, Spain), Sol Phu Quoc (Vietnam), Sol Fuerteventura (Spain)

Essential brands

AFFILIATED

BY MELIÁ

A portfolio of independent midscale and upscale hotels chosen by Meliá for their consistency and authentic connection to all things local.

Affiliation does not mean belonging to a new brand, it means being part of a new strategic alliance with a renowned international company and having access to its expertise, with a focus on commercialization and distribution.

Portfolio*

75 hotels
12,634 rooms
14 countries

Pipeline

13 hotels
887 rooms
4 countries

*Including unbranded hotels



Essential brands



From left to right: Barcelona Condal Mar hotel, Affiliated by Meliá (Spain), Paris Opera hotel, Affiliated by Meliá (France), Blue Sea Beach hotel, Affiliated by Meliá (Greece)

MeliáRewards

Our Loyalty Program

MeliáRewards is a global loyalty program, perfectly integrated in all Meliá's ecosystem, is a demand generator and convertor, based on three key attributes, focused on what our customers want:

- Customer Centric** → Personalization, we satisfy their needs.
- Accessible Redemption** → New Ways to earn & redeem
- Emotional Connector** → Based on our brands & Excellent hotel service

The Main Goal is that Our Customers keep on coming back

The power of **MeliáRewards** is to drive long-term growth and profitability for those belonging to one of the world's leading hospitality groups



MELIÁ
REWARDS

MeliáRewards

Our Loyalty Program

Main strengths of our loyalty program

Access to valuable customer data and insights:

17.3 Million

more than 14 million MeliáRewards cardholders worldwide

257

countries
79% international members

Increased revenue, customer loyalty and repeat business

85%

of the total sales of direct channels

66%

Had a MeliáRewards card prior their booking

Flexible redemption system to boost income & other revenues

24%

of MeliáRewards sales have a point component

x5

Platinum members spend 5 times than white members per year

Technology at the heart & Partnerships Opportunities

115

partners and 1500 redemption options

LOIAL / MeliáSwitch / APIS / Meliarewards.com / MeliáRewards shopping, Social Media channels

Full ecosystem easy to merge with

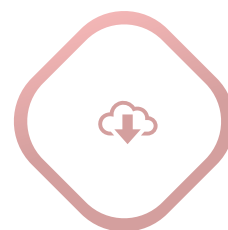
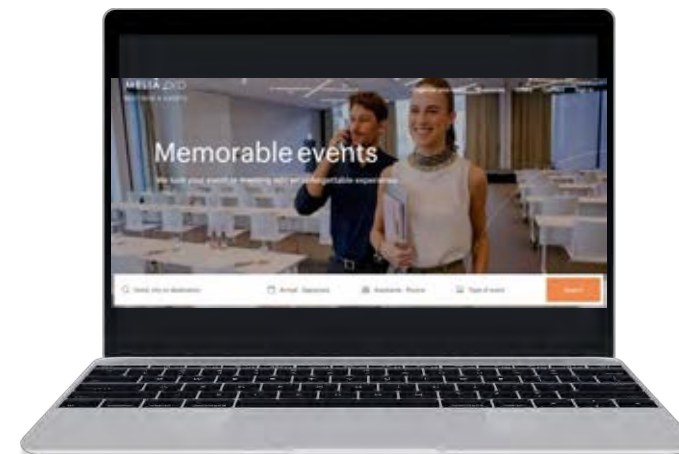


B2B

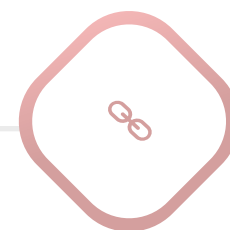
MELIÁ PRO

One Portal, Different Targets

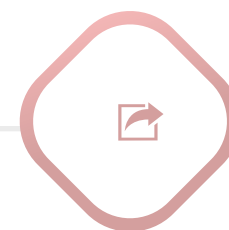
Exceptional B2B portal with special conditions and benefits to our partners and connecting to all Meliá Hotels International portfolio worldwide.



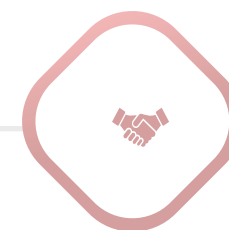
Meliá Pro
Agents



Meliá
Corporate



Meliá Pro
Meetings



Meliá Pro
Leisure

TOTAL

129 M € (2024)

B2B

MELIÁ PRO

One Portal, Different Targets

+63,000

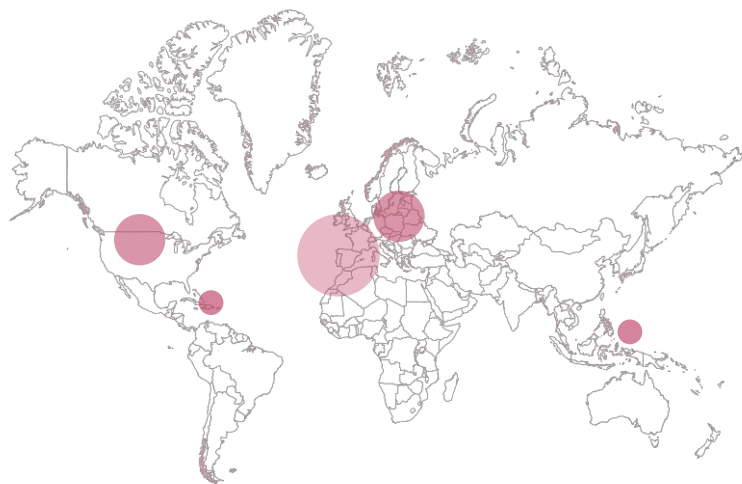
Agencies

+491,000

Companies

129M€

Revenue



Global agencies and companies **distribution:**

EUROPA 79 %

AMERICA 18%

APAC 3%

MELIÁ pro
GOING FOR MORE

Our Sustainability Commitment

Our environmental, social and governance strategy, aligned with the United Nations' Sustainable Development Goals, is designed to support sustainable tourism and generates benefits for the destinations where we operate.

Good for
Our Planet
Our People &
The Community
Governance

MELIÀ HOTELS INTERNATIONAL

Most Sustainable Hotel Company in Europe
S&P Global Sustainability Yearbook Member in 2025

#TravelForGood



Travel *for*
GOOD



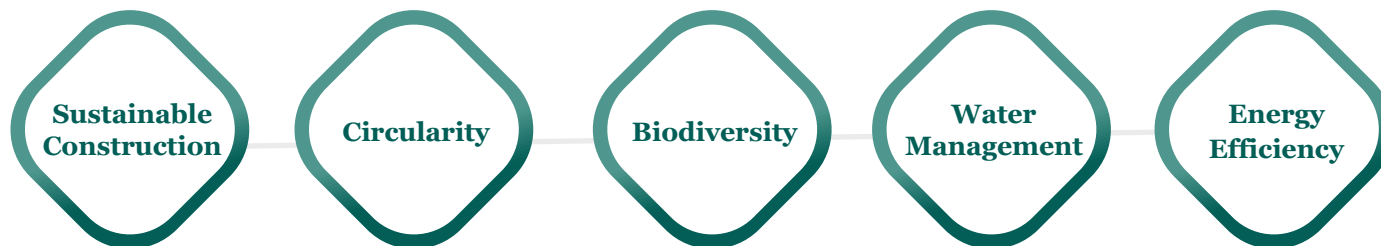
Good for the Planet

We are committed to promote a responsible tourism that is more respectful of the natural environment. **The Paris Agreement** laid the foundations for the global response to climate change, and Meliá Hotels International aims to be play an active role in the solution

PROOF POINTS & INITIATIVES

- **87% Portfolio certified in Sustainable Tourism**
- CDP Climate Change **B**
- **100% hotels integrated in SAVE**
- **84% hotels using removable energy**
- **Road to Net Zero: Measurement & Compensation program for Meetings & Events**
- **77,000 kg. of waste avoided trough recycling programs**
- **44,000 turtles free in Welcome to Life, Caribbean Program.**

HOW WE DO IT ?



Good for the People

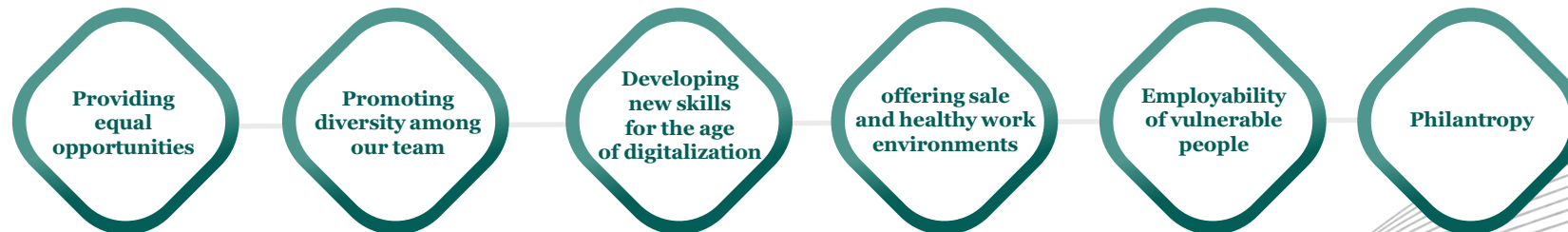
We are committed to developing our teams' talent, fostering diversity, and creating positive value in the communities we serve. A responsible hotel model must drive economic and social growth, reduce inequality, and promote well-being and progress



PROOF POINTS

- **Top Employer company in 10 countries, representing 90% of the workforce**
- **87.3% internal engagement index**
- **45.6% women in junior management positions**
- **50% women on the Board of Directors**
- **4.3€M investment in training**
- **Over 269,000 training hours**
- **84.7% local procurement**
- **Local social action initiatives focused on the community**
- **Offering local cultural experiences**

HOW WE DO IT ?



Governance for Good

As a family-owned company, we have a long-term view and commitment to our business vision based on our corporate values and Code of Ethics, both of which we have bolstered with the creation of a solid management structure and regulatory body based on principles of transparency and the best practices in corporate governance.

PROOF POINTS

- **98% Compliance with recommendations of the Good Governance Code of the Spanish CNMV**
- **60% independent board members**
- **100 points in Transparency and Reporting (S&P Global 2025)**

HOW WE DO IT ?



Business performance

- Listed on Spanish Stock Exchange since 1996
- Member of FTSE4Good Ibex since 2008
- Market cap (2024): 1.520 M€
- Assets valuation (2024): 5.285 M€

Creating value for stakeholders
(social cash flow)

2,000 M€

Annual results 2024

2,012.8 M€

(+4.4%)

Consolidated
revenues

162 M€

(+24,6%)

Net profit

533.6 M€

(+9,7%)

Ebitda
(ex capital gains)

59

GLOBAL NPS

85 €

(+10,7%)

RevPAR

140.9 €

(+7,8%)

Average Rate

>1,000 M€

melia.com
revenues



Gabriel Escarrer

Chairman & CEO

Gabriel Escarrer Jaume is part of the second generation of the founding family of Meliá Hotels International. After graduating from Wharton School, he worked for three years at the investment bank Salomon Brothers in New York, during which time he participated in the successful IPO of Meliá Hotels International. Upon joining the company, he led a strong push for growth and diversification of the business model, strengthening Meliá's competitive position and financial stability in an increasingly complex business environment for the international travel industry.

Since being appointed Vice Chairman and CEO of the Group in 2009, Escarrer has driven an unprecedented cultural and strategic transformation, with a strong focus on expansion, innovation, sustainability, and talent and people management. In 2016, after the company's founder stepped down from executive duties, he assumed the dual role of Executive Vice Chairman and CEO, committing to leading an intense transformation that has positioned the company at the forefront of the sector in terms of digitalization. His leadership was key in financial consolidation and the evolution of the business model, which allowed Meliá Hotels International to be better prepared to face the 2008

financial crisis, as well as the major disruption caused by the COVID-19 pandemic in 2020 across the entire tourism industry.

In 2023, Escarrer Jaume was appointed Executive Chairman while also maintaining his position as CEO. Since 2024, following the passing of his father, he has assumed the presidency of the group, continuing the family legacy.

Escarrer is the most reputable tourism leader in Spain, according to MERCO in 2024, as well as one of the 100 most influential CEOs in Spain, according to Forbes magazine. In 2019, he was appointed president of Exceltur, the Alliance for Excellence in Spanish Tourism, providing strong leadership in the recovery of the country's tourism industry after it was severely impacted by the pandemic. A firm advocate of the values on which the family business was built, under his leadership, Meliá Hotels International remains the most sustainable hotel company in Europe and among the most sustainable in the world. It is a member of the S&P Global Sustainability Yearbook and is also recognized as a Top Employer in the main countries where the company operates.





MELIÁ HOTELS INTERNATIONAL

Follow us!



Discover more about us at: www.meliahotelsinternational.com

melia.com

Source: Annual Report 2024 from Meliá Hotels International

Melia Hotels International, the most sustainable hotel Company in Europe according to the S&P Global Sustainability Yearbook 2025