

Soul
Matters

MELIÃ
HOTELS & RESORTS

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1. *Positioning*

Meliá Hotels & Resorts are international, family-oriented and trusted flagship hotels passionate about service and the well-being of their guests.

Spanish warmth and spontaneity are part of our Mediterranean roots and can be perceived across the Meliá experience.

We offer all our guests a unique experience because we know that true well-being depends on a wide array of factors, paying particular attention to the smallest details and providing personalised experiences for each of them.

2. Brand *Estructure*

Distinctive factors

Warm Spanish hospitality

Getting to know our customers and anticipating their needs is essential to building closer ties with them, ensuring their satisfaction, and exceeding their expectations.

Our guests' well-being comes first.

We make our customers feel like they are in a place where they belong with a holistic approach to well-being.

Turning the ordinary into the exceptional

Even the smallest detail counts when creating unique experiences that our customers will remember forever.

Elevating the customer experience

Hospitality is an attitude, which is why our passion for service enables us to create unique and memorable moments for each guest.

Meliá Phuket MaiKhao

Brand *purpose*

Meliá Hotels & Resorts are iconic international, trustworthy, and family-oriented hotels firmly committed to the service and well-being of our guests.

USP

A combination of Spanish warmth, friendliness and passion for service.

3. Our Customers



Families

There are many types of families, but they all have one thing in common: they value a service that fits their lifestyle. At Meliá Hotels & Resorts, we ensure that every family member feels comfortable and cared for.

Meliá guests know what they want. They have high expectations and expect them to be fulfilled in our hotels.

They are looking for warmth and friendliness, to feel cared for, to find their best version, and to enjoy every moment to the fullest.

Indeed, each person is different. At Meliá Hotels & Resorts, we focus on everything surrounding four types of customers to cater to their wishes and expectations.



Meliá Lovers

They return to Meliá repeatedly; they love the friendly feeling, the Spanish warmth and the fact that they are recognised and treated personally.

Experienced business travellers

Frequent guests driven by comfort and the desire for everything to be as expected; they tend to be guests of our most exclusive service: The Level.



Leisure travellers and couples

They want their stay to be exceptional in every aspect: value for money and personalisation are significant to them.

4. *Key* information

ROOMS 

39,837

COUNTRIES 

32

STAYS IN '023 

12,567,353

ROOMS
IN PIPELINE 

13,309

COUNTRIES
IN PIPELINE 

11

HOTELS
IN PIPELINE 

21

EUROPA: 56 HOTELS
AMERICA: 18 HOTELS
CUBA: 16 HOTELS
AFRICA: 5 HOTELS
ASIA: 30 HOTELS
TOTAL: 125 HOTELS

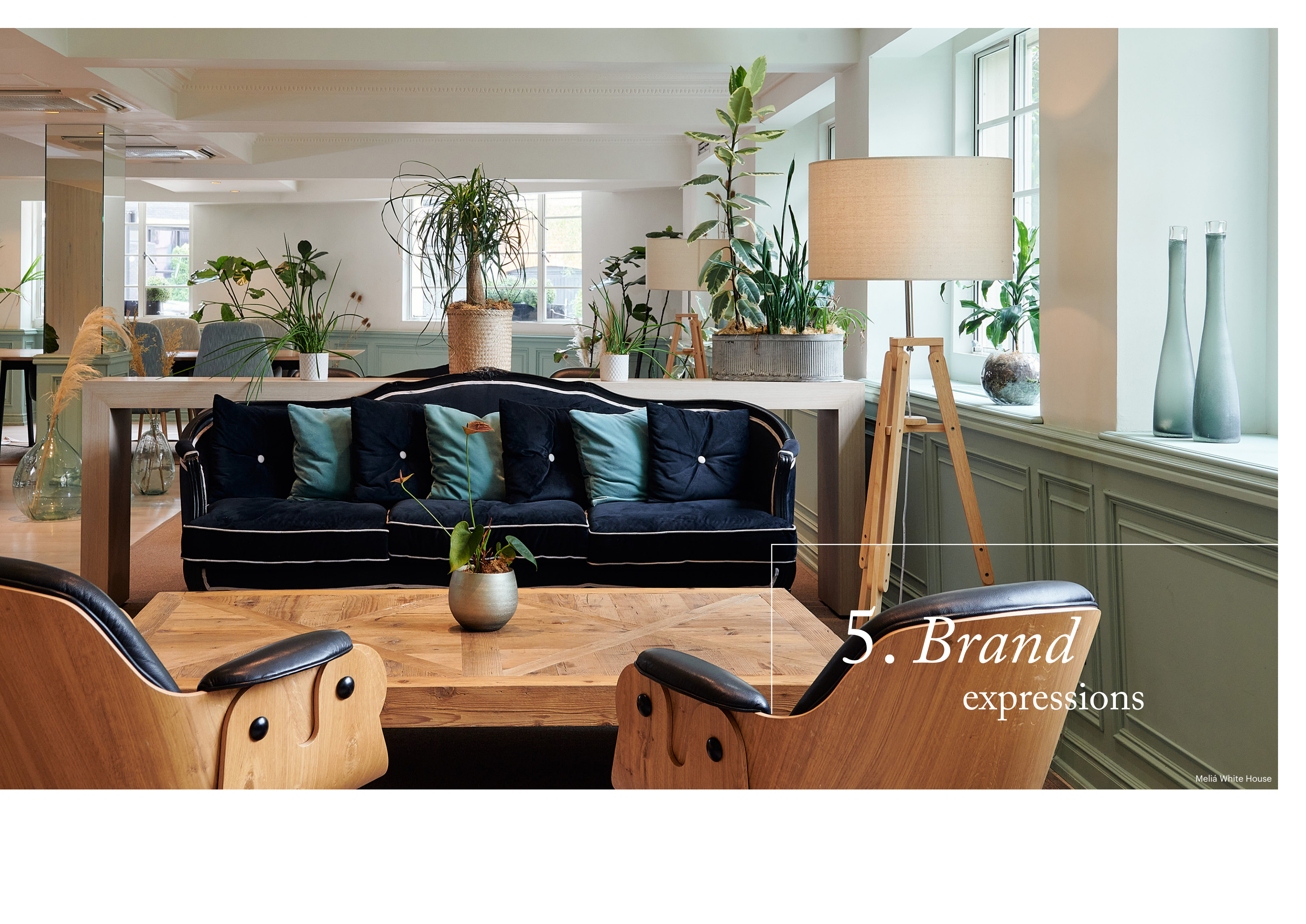


Segmentation by income



 **21 hotels in the pipeline:**

Albania, Cape Verde, China, Cuba, Italy, Montenegro, Portugal, Seychelles, Thailand and Vietnam.



5. *Brand*
expressions

Service *Culture*

We love to
make **people**
feel special

Our passion for service is felt everywhere, making our guests feel good as if they were part of a big family. Such is the commitment and sense of belonging of our team (Belonging) that this feeling reaches our guests and keeps them coming back.





In-room *Experience*

**Well-being permeates
every corner and detail**

All rooms are designed to experience total well-being. Rest tucked in organic cotton sheets, experience a shower rich in vitamin C, enjoy sustainable Rituals toiletries and local and healthy products in the minibar or pamper yourself with mindfulness materials; all this is possible at Meliá.



LEVEL

THE LEVEL

Enter **another world**

Enjoy utmost satisfaction and comfort with the most personalised service and exclusive products in privileged hotel areas. Exceptional service, superior rooms, private and unique spaces, lounge with food and beverage service throughout the day... At The Level, guests live a personalised and exclusive experience.

Love Stories

By Meliá

Celebrating an everlasting love

Nobody understands love like passionate people. Our team is fully committed to ensuring our guests remember their big day forever. A wedding on a white sandy beach in the Caribbean or a rooftop in a cosmopolitan city? Every couple writes their own story; we make every “I do” unforgettable.





Beauty and health rituals to **feel good inside and out**

The YHI Spa and Wellness programme promotes wellness by purifying the body, harmonising the mind and cultivating the soul.

Each therapy, treatment and personalised ritual is conceived to create an unforgettable experience using the finest products.



Dining Experiences



Art that nourishes life

At Meliá, we are at the forefront of gastronomy. We offer our guests signature, local and healthy culinary experiences.

A commitment to quality that can be enjoyed daily in our restaurants, lobby bars, Spanish signature restaurants, beach bars and clubs, rooftops or in your room, where we offer various international, local, organic and vegan options. All of them are made with exquisite quality products in a unique setting and with a warm and attentive service.





Power meetings

By Meliá

The place where **ideas are born**
and **businesses grow**

We offer everything our customers need to do business most innovatively: mindfulness sessions, relaxing breakout areas, creative coffee breaks and the latest trends in meeting spaces. All of this while being sustainable, with 100% recycled EcoTouch materials.



Meliá Madrid Serrano

Energy *for life* activities

There is no single way to achieve well-being.
There are at least four.

At Meliá, our activities cover the major areas of
wellness:

Gastronomy

Taste, feel, discover and learn
the secrets of haute cuisine in
our cooking workshops and
wine tastings.



Cultural

Our hotels' lobbies are open to all kinds
of events and cultural gatherings, along
with an exquisite selection of food and
beverages, selected for each occasion.

Physical and mental

Activities that stimulate the body and
soothe the mind, from the hotel room to
the spa.



Social

We partner with experts worldwide to
organise major events and conferences
where inspiration and knowledge
coexist with comfort and sophistication.



THE KIDSDOM

Willow, Holly and the tree of life

The adventure of **playing, learning and growing**

Playing is serious business. At Meliá, we take children's happiness very much into account when creating our children's area activities, where fun goes hand in hand with values such as respect, empathy and creativity. All this, conceived for the little ones, with charming surprises from check-in to the special in-room touches.



Additional 6. *Operational Models*



At Meliá, we have created three additional operational models to offer our guests a more personalised and satisfying stay.



Wellness inclusive®

A journey to your best self

Meticulously designed rooms to enhance rest and relaxation, therapeutic and restorative treatments, silent spaces that invite you to reflect and reconnect with your inner self, activities, workshops, retreats and the best gastronomy to delight the senses.

At Meliá Punta Cana Beach, a Wellness Inclusive Resort for adults, everything is designed to take guests on a unique and personalised path to total well-being. Coming soon to other hotels.



Adults only

Some pleasures are for adults only

Masajes en pareja, cenas románticas personalizadas, experiencias inolvidables en la piscina... Meliá permite desconectar y disfrutar de un ambiente relajado y tranquilo, para una desconexión total. Con instalaciones exclusivas para mayores de 18 años, experiencias superiores en las habitaciones y una gran variedad de talleres y actividades de ocio.



All inclusive

Everything so you don't have to worry about anything

Meliá offers the ultimate resort experience in fascinating destinations worldwide, where absolutely everything is designed for relaxation and fun. Meliá's all-inclusive hotels provide an extensive range of activities, from a gastronomic journey through an array of bars and restaurants to poolside and beachside concierge service. Furthermore, an exceptional food and beverage service is available to guests 24 hours a day.



Soul Matters



Contact us at development@melia.com
Find out more about us on www.meliahotelsinternational.com
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The Most Sustainable European Hotel Company
Listed as "Sustainability Yearbook Member" in 2024 (S&P Global)