

# Barceló

G R O U P

## BARCELÓ GROUP IN FIGURES

### 2023 ANNUAL REPORT



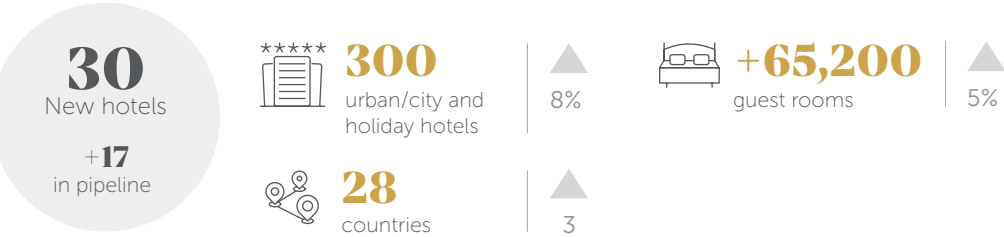
# International presence

We are a family business that operates at all levels of the value chain in the hotel and travel sector.

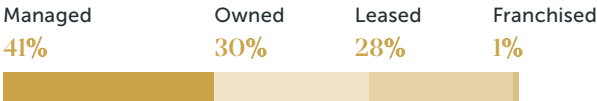
## Barceló

HOTEL GROUP

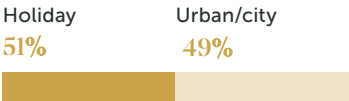
We establish ourselves as the second-largest Spanish hotel chain in terms of the number of rooms.



### BUSINESS MODEL



### SEGMENTS



### BRANDS

**ROYAL HIDEAWAY**  
LUXURY HOTELS & RESORTS

**Barceló**  
HOTELS & RESORTS

**Occidental**  
HOTELS & RESORTS

**allegro**  
HOTELS

Barceló is the only Spanish brand in the Top 10 ranking for the strongest hotel brands in the world.



World's Leading Hotel Management Company at the 2023 World Travel Awards.



At Ávoris, we address every level of the value chain for every traveler, from when they dream of it until they reach their destination.



**Halcón viajes**

**BCD** travel

**iberobus**

**B**travel

**iberojet**

**Special** tours

**CATAI**

**welcome** incoming services

**BCO** Congresos

# We work to improve

With everyone’s help, we have achieved results in 2023 that allow us to face the future with optimism.

€6,700.9 M

Sales turnover



17%

€193.9 M

Profit after tax (with IFRS 16)



14%

€533.7 M

Ebitda (with IFRS 16)



26%

€57.0 M

Net financial debt



72%

€102.6

ADR



6%



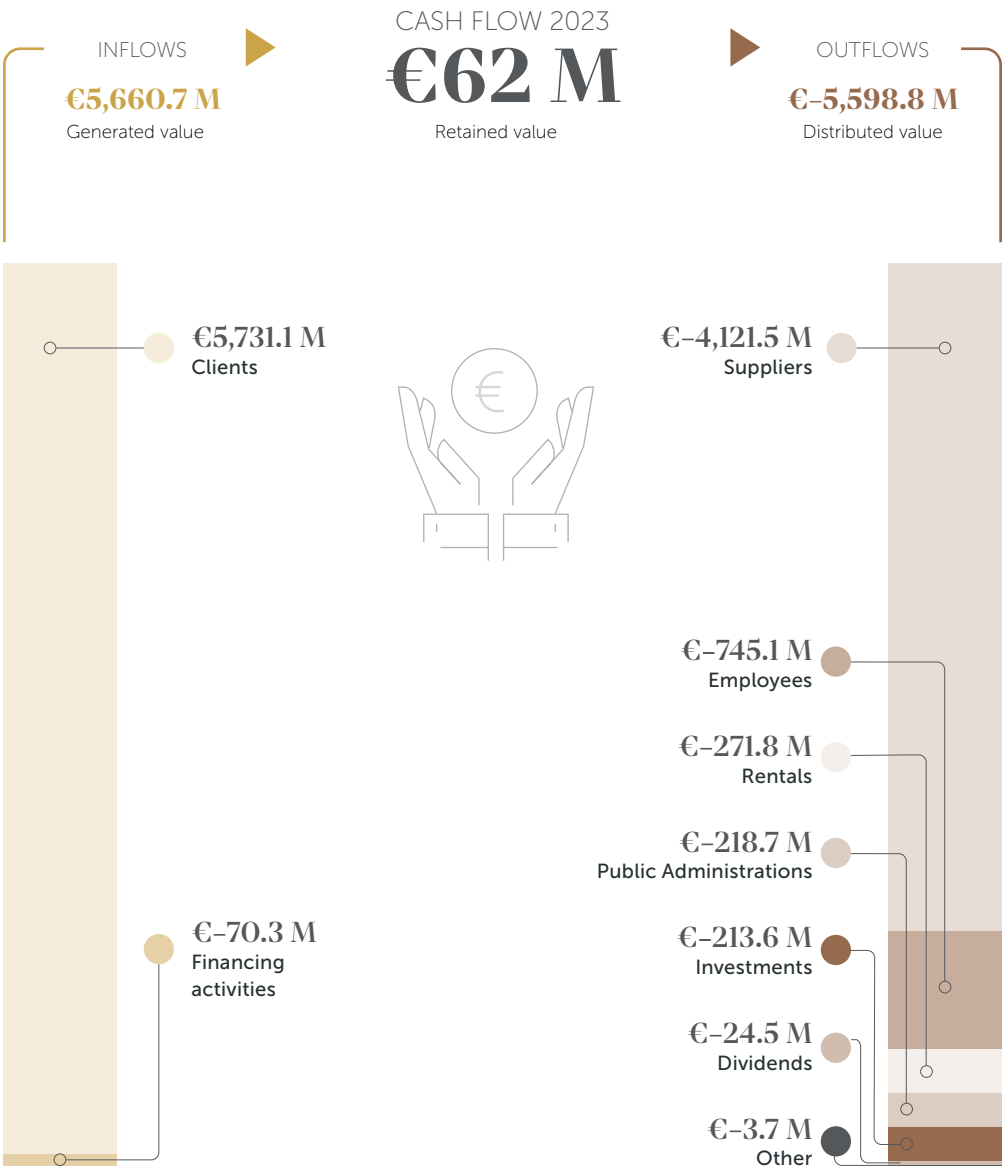
We move forward together towards regenerative tourism.

€75.9

REVPAR



16%



# We listen to move towards regenerative tourism

Barceló ReGen materializes our commitment to sustainability.



Since 2023, our sustainability standards have been recognized by



We expand our commitment to the UN Global Compact with the inclusion of Ávoris Corporación Empresarial

## Strategic listening to our stakeholders

Through double materiality analysis, we identify the most relevant topics for Barceló Hotel Group, among which we highlight:

- Data protection and cybersecurity
- Economic performance
- Water and water resource management
- Working conditions
- Employee recruitment and commitment



**313**  
online surveys



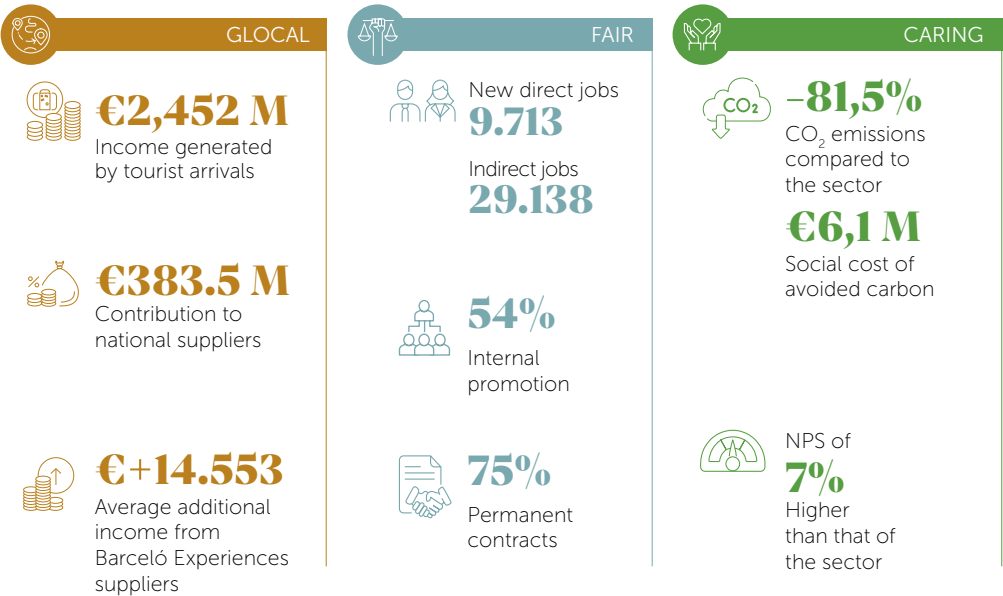
**4**  
focus groups



**14**  
interviews

## We measure the impact of our activity

Impact figures of Barceló hotels in Spain (2022).





# We enhance the value of destinations

We aim to generate local value with a global perspective.

€1.3 M

Total donations to foundations and institutions

▲  
330%

7 <sup>▲</sup>3  
Michelin Stars



92%

National suppliers

▲  
2%

30%

Km 0 suppliers

▲  
1%

**Barceló**  
Experiences

16 M

users

+200

SMEs and entrepreneurs with which we work with

850

different experiences



FUNDACION BARCELÓ

€2.4 M

total investment in projects

▲  
41%

GENERATED IMPACT

268,278

people benefited

▲  
27%

81

projects/actions

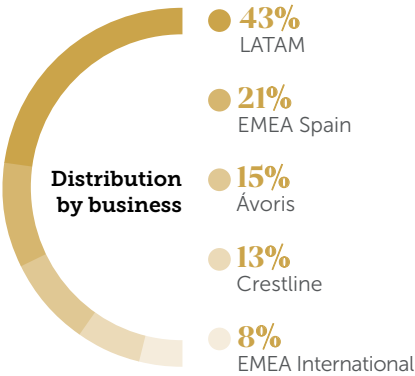
16

benefited countries

# We promote talent

We nurture the value and potential of people.

## WORKFORCE



**38,067**  
people

▲ 10%

### MULTICULTURAL

**130**  
nationalities

▲ 12

### STABLE

**82%**  
permanent staff

▲ 2%

### YOUNG

**39**  
average age

### BALANCED

**51%**  
women

**49%**  
men

### TRAINED

**569,991**  
training hours

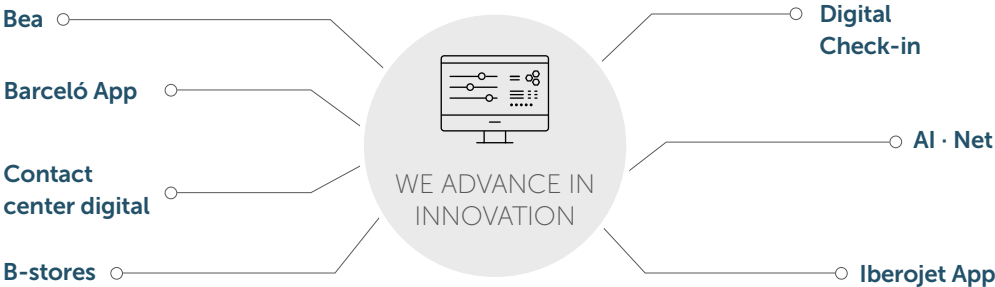
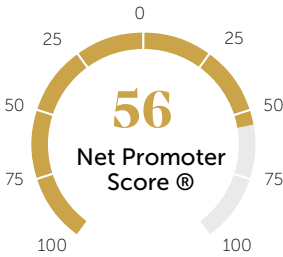
▲ 37%

# We generate wellness

 **WeBalance** by Barceló Hotel Group

**Innovative holistic program**  
aimed at improving the well-being  
of our customers and teams.

**Barceló**  
HOTEL GROUP



# We take care of the planet

We preserve and protect the natural environment.



**32.1 kWh/stay**  
energy intensity



**0.78 m³/stay**  
water consumption  
intensity



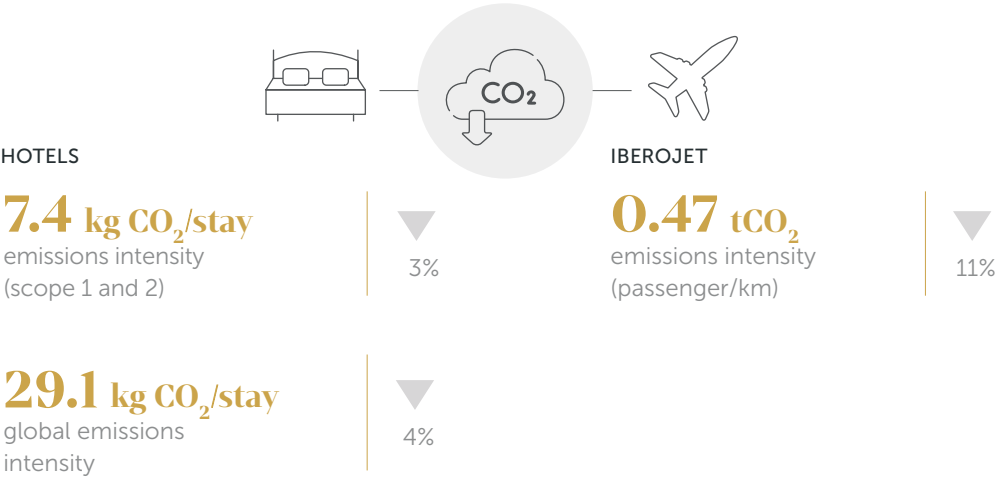
**2.15 kg/stay**  
waste generation  
intensity



**7.9 M€**  
investment in risk  
prevention



## CARBON FOOTPRINT





# Barceló

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For further  
information,  
access our 2023  
Annual Report

