



## Tourism group with a global presence

### Barceló

HOTEL GROUP

286 hotels | 63,096 rooms | 32 countries

We operate 4- and 5-star urban and resort hotels:



33 new hotels added to our portfolio in 2025

This is how our hotel business evolves

Average daily rate per occupied room

€ 113,7

ADR (+6%)

Average revenue per available room

€ 86,5

RevPAR (+6%)

We are a recognised leader in the tourism sector

2<sup>nd</sup> largest hotel chain in Spain

35<sup>th</sup> largest hotel chain in the world

★★★★★ Recognized 5 times as the World's Leading Hotel Management Company (World Travel Awards)

### AVORIS

6.3 million passengers | 1,645 direct points of sale | 39 commercial brands

We offer a comprehensive range of travel, product, transport, destination services and experiences:



Recognized among the 100 Best Companies to Work for in Spain in 2025 (Forbes & Sigma).



## Barceló

GROUP



## Growing steadily and looking to the future

### Barceló

GROUP

We are a family-owned company with more than 95 years of history, operating across the entire tourism value chain.

#### Results that reflect our growth

Sales turnover  
€ 7,867.5 million (+4%)

EBITDA (with IFRS 16)  
€ 676.7 million (+2%)

Profits after tax (with IFRS 16)  
€ 313.4 million (+4%)

#### Investment and growth capacity

We closed the year with **negative net financial debt**, a solid position that allows us to look to the future with ambition: over EUR 320 million in investment planned for 2026 for innovation, quality and sustainability.

#### Our roadmap

In 2025 we set **our Vision 2031**: to be a leading, strong, profitable and diversified hotel company with a positive impact on society, guided by our family legacy and purpose.

**PURPOSE:** To be a source of positive impact in society, contributing to the human, social and economic development of people and destinations.



For detailed information, please access our Annual Report

# Key Highlights of Our Performance in 2025



## We are moving towards regenerative tourism

### Our sustainability strategy



Faced with global challenges such as climate change, talent attraction and retention, and regulatory pressure, at Barceló Hotel Group we respond through our **Barceló Regen strategy**, designed to promote a regenerative tourism model that creates economic, social and environmental value in the destinations where we operate. Our strategy is structured around **three pillars** that guide our decisions.



#### GLOCAL.

We strengthen the economic and social development of destinations by promoting local employment, proximity suppliers and the protection of cultural heritage.



#### FAIR.

We are committed to inclusive employment, training, talent development and equal opportunities.



#### PLANET CARER AND PEOPLE CARER.

We work to reduce our environmental impact, preserve natural resources and promote the wellbeing of our guests and teams.

### We rely on measurable standards

To ensure the proper implementation of our strategy, we have developed the **Barceló Regen Standards**, a management system that incorporates economic, social and environmental criteria into our day-to-day operations to ensure the sustainability of our hotel operations.



These standards are aligned with the principles of the Global Sustainable Tourism Council (GSTC), and their implementation in our hotels is verified through independent external audits

In 2025, we certified the Group's first hotels and began the progressive rollout of the standards across all hotels in Spain.



## We drive the development of destinations

### We promote the development of the local economy

At Barceló Hotel Group, we work to strengthen local economies, create employment and protect cultural and natural heritage, prioritising collaboration with local companies and proximity suppliers so that tourism directly benefits local communities.

88%  
national  
suppliers

44%  
local purchases  
(km 0)

This approach helps stimulate the business community of the destinations and reduce the environmental impact associated with the transport of goods.



**Barceló Experiences** was created as a strategic platform to showcase the authenticity of our destinations, actively contributing to the revitalisation of the local economy.

### We allocate social investment in our destinations

Our hotels actively collaborate with associations and social organizations through donations, social initiatives, and the provision of spaces for community initiatives.

+1.7M€  
donated to foundations  
and associations

+16.9  
tonnes of food donated  
to social organisations

These initiatives help improve the quality of life in the communities where we operate.

### Barceló Foundation



With over 35 years of experience, the Barceló Foundation promotes human development projects in areas such as healthcare, access to water, education and community development.

120  
projects in  
14 countries

452,519  
beneficiaries

+3M€  
in social  
investment



## People at the centre of our model

### We have a global and diverse team

People are the driving force of the Barceló Group. Our team is made up of professionals from multiple cultures and profiles who contribute their talent and diversity every day, driving our regenerative tourism model and supporting the development of destinations.



38,682  
employees



141  
nationalities



55%  
women



45%  
men

The **diversity** of our team is one of the pillars of our corporate culture and a key source of innovation and growth.

### We believe in talent development

We work to build a workplace based on equal opportunities, professional development, and continuous training.

+656,000  
hours of employee  
training

369  
employees  
with disabilities

17.9 M€  
procurement  
from Special  
Employment Centres

In addition, we work with social organisations to help people in vulnerable situations access employment.

### We promote experiences that care for our guests

At Barceló Hotel Group, we place our guests at the centre of our activity, working to offer memorable experiences that promote well-being and connection with the surrounding environment.

57.1  
Net Promoter  
Score (NPS)

We listen to our guests to drive our continuous improvement and inspire the evolution of our value proposition.

+6.4 M (+21%)  
customers registered in the  
**my Barceló Benefits programme**



Our most loyal guests continue to choose us, reflecting the bond created through my Barceló Benefits: 41% book with us again.



## We are committed to protecting the planet's health

At Barceló Hotel Group, we promote a way of travelling that protects what makes our destinations unique. This is why we work to **reduce the environmental impact of our operations** and move towards a regenerative tourism model that cares for and preserves natural resources and biodiversity.

### Our climate action

We measure and manage our emissions in order to drive the decarbonisation of our operations, on our path towards becoming net positive.



29.89  
kgCO<sub>2</sub>e/stay  
emissions intensity  
in our hotels



0.40  
tCO<sub>2</sub>/transported  
passenger  
emissions intensity  
at Iberojet

### We seek to use energy more efficiently

We promote energy efficiency and the use of renewable energy across our hotels.



32.99  
kWh  
per stay



86  
renewable  
energy  
installations  
across 66 hotels



100%  
green energy  
in our hotels  
in Spain

### Water-use resilience

We implement water efficiency measures to ensure a responsible and resilient use of water, with a particular focus on destinations facing greater water stress.



0.67  
m<sup>3</sup>/stay

### We promote waste reduction and the circular economy

We work to optimise resource consumption and progress towards a circular economy model.



1.91 kg /stay  
Waste generation  
intensity