

# Barceló

G R O U P

## BARCELÓ GROUP IN FIGURES

### 2024 ANNUAL REPORT



# International presence

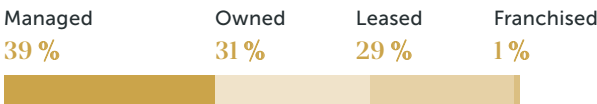
We are a family business that operates at all levels of the value chain in the hotel and travel sector.

## Barceló HOTEL GROUP

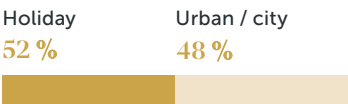
We establish ourselves as the second-largest Spanish hotel chain in terms of the number of rooms.



### BUSINESS MODEL



### SEGMENTS



### BRANDS

**ROYAL HIDEAWAY**  
LUXURY HOTELS & RESORTS

**Barceló**  
HOTELS & RESORTS

**Occidental**  
HOTELS & RESORTS

**allegro**  
HOTELS

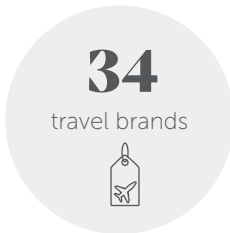
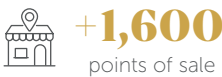
Barceló Hotel Group, the hotel division of the Barceló Group, is the second-largest hotel chain in Spain and one of the 30 largest in the world by number of rooms.



Recognized in 2024, for the fourth time, as the World's Leading Hotel Management Company by the World Travel Awards.



At Ávoris, we cover every stage of the value chain for every traveler — from the moment they dream of their trip to the moment they reach their destination.



**B**travel

**Halcón** viajes

**BCD** travel

**BCO** Congresos

**Travelplan**

**CATAI**

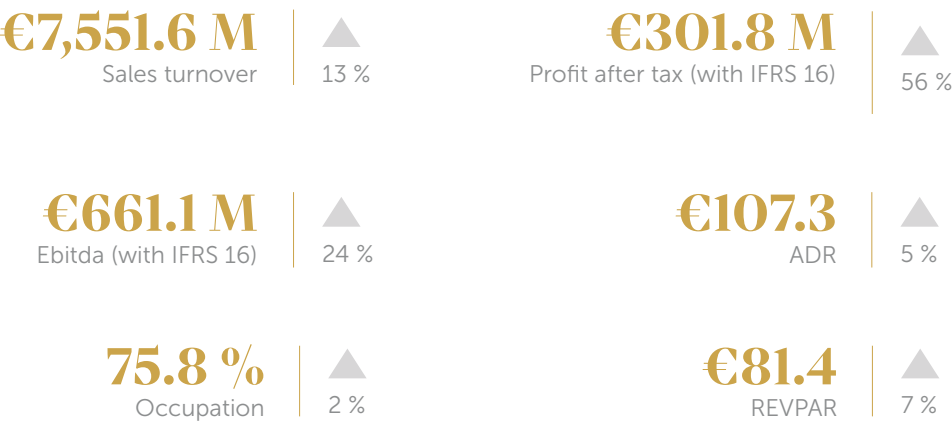
**Special**  
tours

**welcome**  
incoming services

**iberojet**

# We work to improve

With everyone’s help, we have achieved results in 2024 that allow us to face the future with optimism.

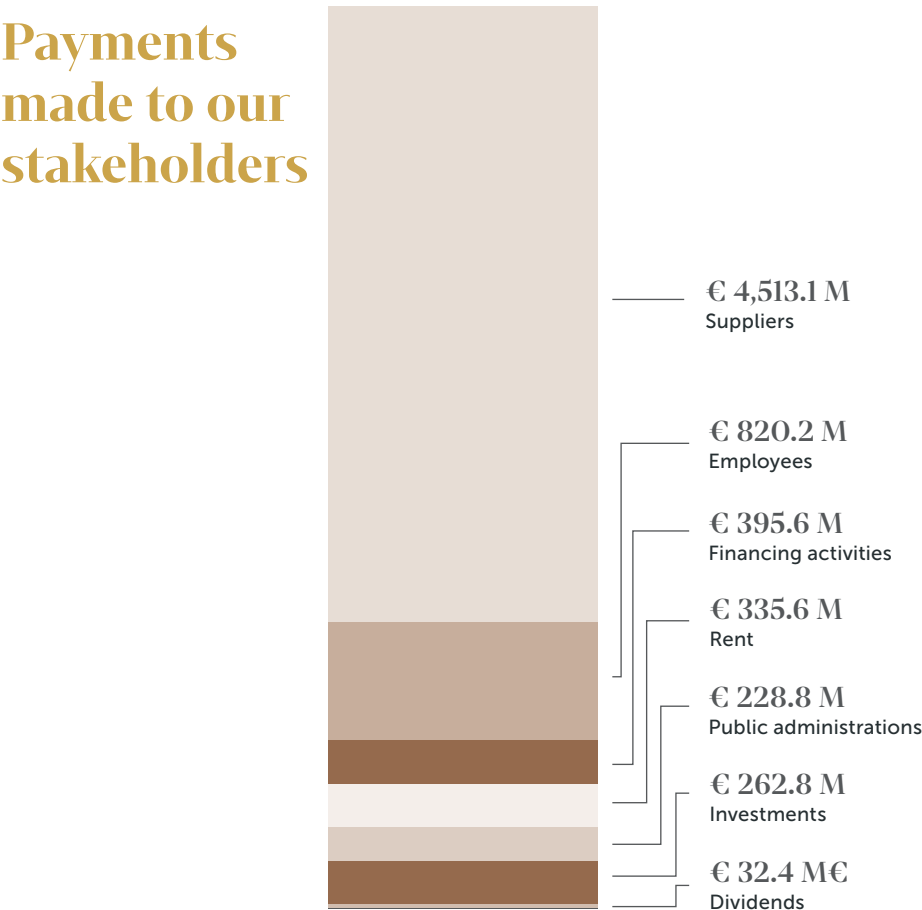




We closed 2024 with a **negative net financial debt.**

WE CONTRIBUTE TO THE GROWTH AND DEVELOPMENT OF DESTINATIONS

# € 6,588.4 M



# We shape the future into a better destination

Barceló ReGen materializes our commitment to sustainability.



In 2024, we certified our sustainability standards – recognized by the GSTC – at four of our hotels, becoming the first Spanish hotel group to do so.



Ser Barceló is the internal brand that represents our management and training model.



Barceló ReGen was awarded the “Best Responsible Tourism Project” by the Best Hotel Awards in 2024.

Our Sustainability standards are integrated into our SER procedural manuals by department to ensure effective implementation.

## Strategic listening to our stakeholder

Through double materiality analysis, we identify the most material 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 enhance the value of destinations

We aim to generate local value with a global perspective.

**€1.2 M**

Total donations to foundations and institutions

**€+320 K**

Donations from our hotels

**91 %**

National suppliers

**35 %**

Km 0 suppliers

**9**   
2

Michelin Stars



Our proposal to enhance the value of destinations by connecting guests with unique local experiences, supporting the professional development of small businesses, and promoting responsible and sustainable tourism.

PROMOTES NATURAL AND CULTURAL HERITAGE

**+950**

Different experiences



FUNDACION BARCELÓ

**€3,014,236**

total investment in projects

  
25 %

GENERATED IMPACT

**736,588**

people benefited



175 %

**148**

projects/actions



83 %

**16**

benefited countries

## Sustainability with an Impact

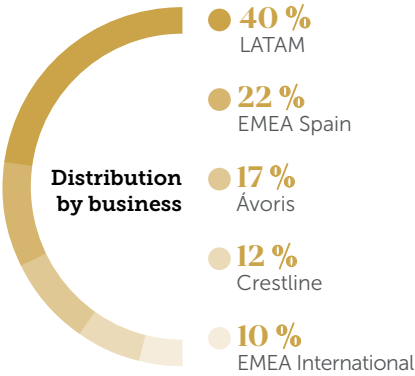
We measure the impact of our activity.

A project that allows us to quantify — with data — the economic, social, and environmental impact of our activity in the destinations where we operate.

# We promote talent

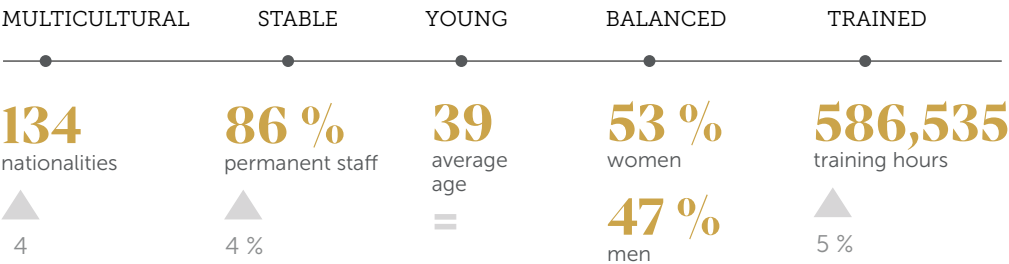
We nurture the value and potential of people.

## WORKFORCE



**40,888**  
people

▲ 7 %



**Launch of Workday**, a new and pioneering human resources management system rolled out to all our team members based in Spain.

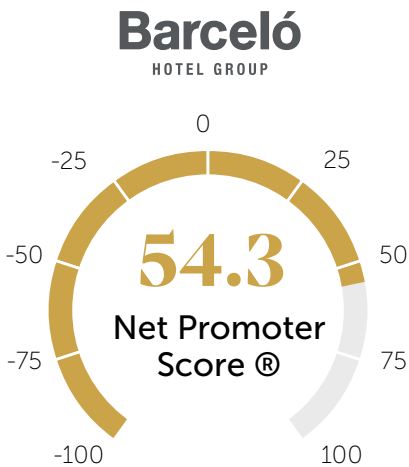
# We promote well-being

## myBarceló BENEFITS

**New loyalty program** designed to improve customer experience, drive digital innovation, and increase customer retention.



**An innovative holistic program** aimed at improving the well-being of our guests and teams.



# We take care of the planet

We preserve and protect the natural environment.



**32.7 kWh/stay\***  
energy intensity



**0.6 m³/stay**  
water consumption  
intensity



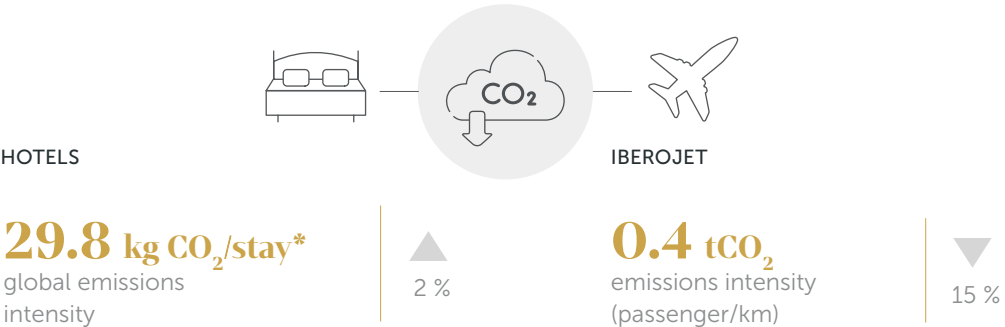
**2 kg/stay**  
waste generation  
intensity



**€10.6 M**  
investments in  
environmental risk  
prevention



## CARBON FOOTPRINT



**Improvement of the emissions calculation methodology in 2024, incorporating new Scope 3 categories.**

\* The increase is due to adjustments and improvements in the calculation methodology.



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For more  
information, refer  
to our Annual  
Report

