

Barceló Hotel Group

Media Kit



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The company



2º

Second largest hotel chain in Spain*

46º

Ranked amongst the top 50 in the world by number of rooms**

2024

Leading hotel management company, according to the WTAs

+300

Hotels worldwide

+66.000

Over 66,000 rooms

30

countries***

+38.000

People hired

4

Four brands: Royal Hideaway Hotels & Resorts, Barceló Hotel & Resorts, Occidental Hotels & Resorts and Allegro Hotels

Barceló Group’s financial figures for 2023
(Millions of euros)

Sales 6.700,9

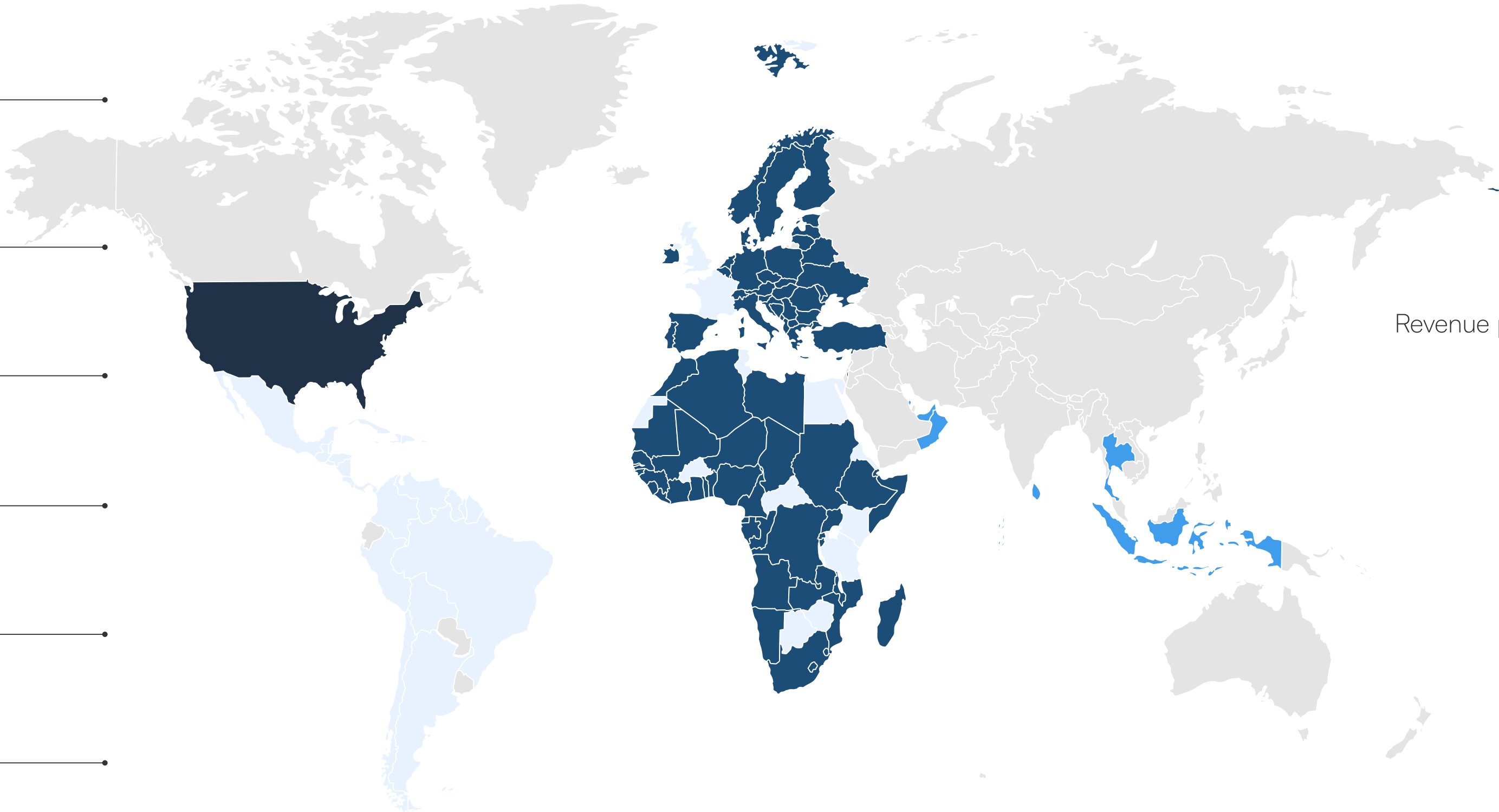
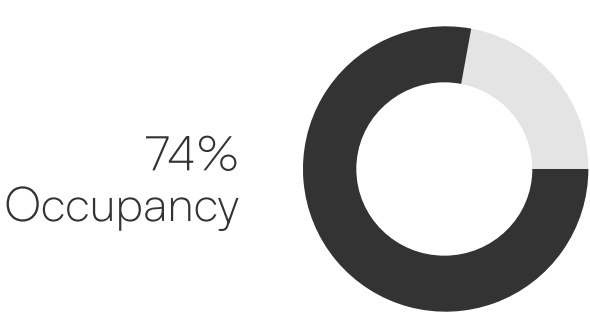
EBITDA With IFRS 16 533,7

Average daily rate ADR, in euros 6.700,9

Revenue per available room RevPAR, in euros 75,9

Net financial debt 57,0

Net financial debt/ EBITDA 0,1



EEUU 130 Hotels

EMEA 131 hotels 16 countries

LATAM 36 hotels 8 countries

ASIA 12 hotels 7 countries

(*) Barceló Hotels & Resorts, the first tourism industry brand ranked among Spain's top 10 strongest brands
(**) According to the Hotels Magazine 2024 ranking
(***) Including the Crestline Hotels & Resorts group

(!) 41% managed, 30% owned, 28% leased and 1% franchised



The company's history

The Barceló Group was founded in Mallorca by Simón Barceló as a small family business in 1931. What began more than 90 years ago as Autocares Barceló, specialising in passenger and freight transport, the group now has tens of thousands of employees worldwide. Three generations have transformed the Barceló Hotel Group into one of the leading international tourism corporations in Spain and globally.

Defined by a clear customer-oriented approach, the company entered the travel agency segment in 1954 by creating Barceló Viajes at a time when tourism in Spain was still far from becoming the economic driver it is today. Eight years later, in 1962, a new line emerged with the grand opening of the chain's first hotel. This marked the start of the hotel division, in Mallorca, thereby endorsing a commitment to local aspects that continues today as part of its brand philosophy.

The Barceló Hotel Group grew in the decades that followed, first in the Balearic Islands, then in the peninsula and later internationally with the 1981 acquisition of the tour operator Turavia. Barceló Bávaro Beach Resort (Punta Cana) opened its doors in 1985, making the Barceló Hotel Group the first Spanish hotel chain to begin operating in this stunning part of the Dominican Caribbean. This was the first step of an international expansion that would continue in Costa Rica, the United States, the Czech Republic and Mexico, while in Spain, the company entered a new urban hotel segment with its iconic Barceló Sands in Barcelona.



That small family business founded in Mallorca reached one of its key turning points 70 years later when it hit the milestone of 100 hotels, making it one of the country's major hotel groups. There were other significant events. In 2002, following the acquisition of the Crestline Capital hotel management company, the Barceló Crestline Hotels & Resorts subsidiary was created to bolster its position in the United States, where it operated 48 hotels.

During this time of unstoppable growth, an average of 20 hotels were opened annually, and in 2006, it entered the top 30 hotel chains worldwide ranking.

With the arrival of the economic crisis, the chain put its expansion plans on hold and opted for renovations. This was possible thanks to a healthy balance sheet that allowed it to invest €1 billion in 7 years. The recovery came into view in 2015 when the company acquired Occidental Hoteles Management and its 13 hotels upon reaching the highest number of rooms in its history the previous year. This marked the start of a new multi-brand strategy under the umbrella of the Barceló Hotel Group.

Royal Hideaway Luxury Hotels & Resorts (Luxury), Barceló Hotels & Resorts (Upper Upscale), Occidental Hotels & Resorts (Upscale) and Allegro Hotels (Upper Midscale) came into existence. Four brands that sought to propose improvements and more specific services following a single passion: to offer the most gratifying experience to those who choose the Barceló Hotel Group. A pursuit that has earned it the World's Leading Hotel Management Company accolade in three editions of the World Travel Awards. The Barceló Hotel Group is currently one of the 30 largest hotel chains in the world in terms of the number of rooms, with over 300 hotels and 66,000 rooms in 30 countries.



1930

1930/ Creation. Autocares Barceló is founded by Simón Barceló.

1940

1950

1954/ Barceló enters the tourism industry by opening the first Barceló Viajes travel agency.

1960

1962/ First hotel. It opens its first hotel in Mallorca, thereby launching the hotel division.

1970

1980

1985/ International expansion. Following the purchase of Turavia in 1981, its internationalisation is solidified with the grand opening of the first hotel in the Dominican Republic.

1990

1992/ Arrival in the United States. With a hotel in Washington and another in Orlando, it is the first Spanish hotel management company to enter the U.S. market.

2000

2001/ 100 hotels. Seven decades later, the BHG reaches the milestone of 100 hotels.

2010

2016/ Multi-brand strategy: The Barceló Hotel Group's four brands are created.

2020

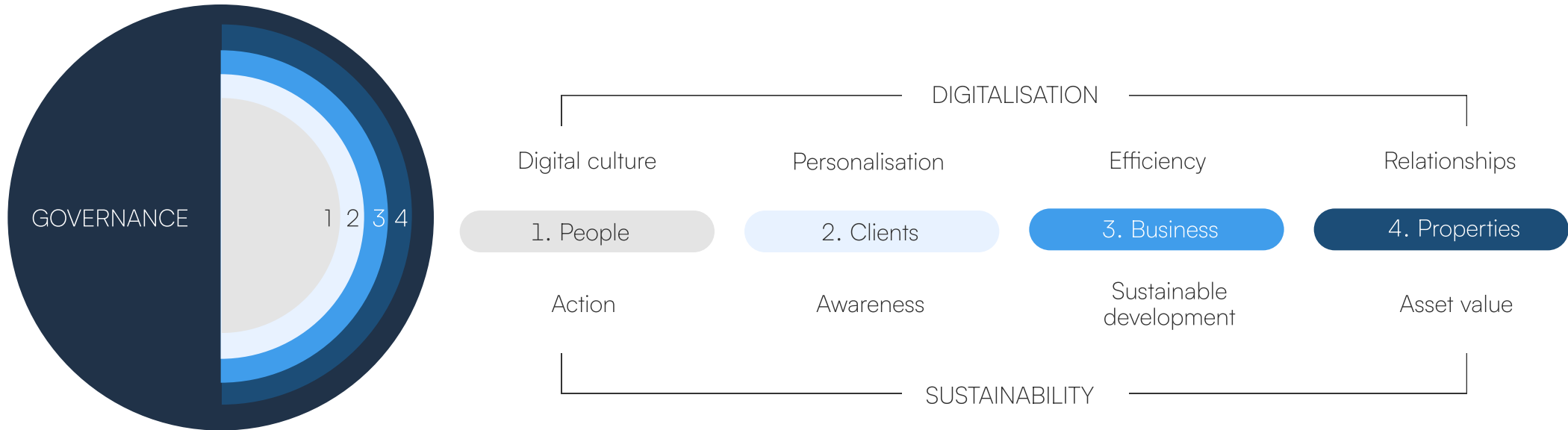
2019, 2021, 2023 y 2024/ Named the World's Leading Hotel Management Company at the World Travel Awards, viewed as the Oscars of tourism.



Group strategy

A group strategy

Backed by over 90 years of experience in the hospitality industry, we have been pioneers in experiential innovation, offering unique and differentiating activities and concepts to customers, designed specifically for them. Our main goal is to make people happy through our people-centric methodology focused on the satisfaction and well-being of guests and employees alike.



A strategy based on four pillars:

People	Improving the employee experience by promoting training plans (we invest 60% more in training than the industry average) through programmes that improve team satisfaction and create new management and communication tools.
Clients	Achieving excellence in the guest experience and customer loyalty through personalisation and recognition.
Business	Driving the healthy business development, strengthening direct sales.
Owners	Consolidating our commitment as an efficient and responsible management company, maximising the value for our partners.



Our
brands



ROYAL HIDEAWAY

LUXURY HOTELS & RESORTS

We believe in offering authentic and genuine experiences that reflect the soul of the best moments. At Royal Hideaway Luxury Hotels & Resorts, luxury is an experience found in the extraordinary moments guests bask in at every destination.

Unique places in the world

Destination hotels with an iconic identity at extraordinary locations.

Transformative & extraordinary

We build an essence around the most exclusive and emblematic experiences about the history, art, culture, wellness and food of each destination.



ROYAL HIDEAWAY

LUXURY HOTELS & RESORTS

[VISIT OUR WEBSITE](#)

Experience authenticity

Every trip is a tribute to what is most special about a destination: connecting with the true essence of the places you visit, and experiencing a genuine and authentic stay with roots.

Every detail matters

From once-in-a-lifetime events to all the small details and gestures, every instant at Royal Hideaway Luxury Hotels & Resorts is a transformative experience.



Barceló

HOTELS & RESORTS

We want every trip to have that special energy or spark that awakens and inspires us. The search for this inspiration is our way of life, designing creative and innovative concepts.

Innovation and originality

Avant-garde, innovative hotels where people will find inspiring, astonishing and unforgettable experiences. Designed to inspire and offer unique ways for guests to enjoy their trip.

Destination ambassadors

As hosts of each destination, we understand the local culture and proudly share it with guests, making them feel welcome at the place they have chosen for their trip: their destination, our home.



Barceló

HOTELS & RESORTS

[VISIT OUR WEBSITE](#)

Inspiring hotels

At any Barceló Hotels & Resorts establishment, we are in touch with the latest trends and the best plans designed to amaze and awaken our most creative side.

More than a destination

Vibrant hotels for people who expect nothing less than a stay that stands out, amazes them, and, of course, offers enjoyment.



Occidental

HOTELS & RESORTS

A close companion with the perspective and courtesy of the best host imaginable, capable of stimulating travellers who seek little adventures.

[VISIT OUR WEBSITE](#)

Travelling at our own pace

The perfect starting point to begin exploring a destination. A relaxing shower, a delicious breakfast as we plan our adventure, experiencing the benefits of swimming first thing in the morning or rolling over and sleeping in.

Discover and connect

Every day, we have the chance to discover something new that connects us to the place we are visiting. Our hotels make it easier for people to discover these everyday aspects at destinations, helping them to find happiness and make the best memories.





Our hotels are a positive oasis for guests, a place where they can feel free and happy. A place where there is always something to celebrate, something to imagine or discover, no matter how small or simple, and something to enjoy.

[VISIT OUR WEBSITE](#)

Positive attitude

Allegro Hotels is the perfect place for releasing endorphins and sparking positive changes in the attitudes of people inspired by our unique look, design, special scent and the explosion of colour in our spaces.

Shared is better

Settings and experiences designed for families, friends and couples seeking fun in the best company. The perfect photo filled with smiles is the best expression of an unforgettable holiday.





Experiential

Leaders in experiential innovation

The Barceló Hotel Group works hard to continuously innovate so we can provide customers with unique services and experiences that go beyond their stay, connecting them with destinations in a special manner.

This ongoing commitment has resulted in services that have become a fundamental part of our brand, offering guests transformative and enriching experiences.

Happy Minds

An innovative children's entertainment programme designed by the Barceló Hotel Group, inspired by Howard Gardner's theory of multiple intelligences. A different concept made up of workshops that foster fun and learning through knowledge to develop creativity in children and help boost their intelligences at our hotels' Barcy Clubs.



WeHappy

A pioneer entertainment concept for adults and families that views leisure as an innovative tool for sharing values and uses nine group activity categories to increase guest happiness levels.

At the Barceló Hotel Group, leisure is an innovative tool for sharing values of improvement, effort, satisfaction, optimism, creativity, solidarity and culture.



Well-being

WeBalance is the Barceló Hotel Group's innovative 360 programme for improving guest health and well-being. Created by experts and directed by Isidoro de la Cruz, the company's holistic coach, it offers a practical and realistic approach for an active, healthy and balanced lifestyle.

This holistic programme is based on six fundamental pillars: nutrition, rest, positive thinking, meditation, breathing and movement. WeBalance is backed by Barceló's people-centric approach, centred on the happiness and health of guests and teams to guarantee maximum comfort and rest.

WeBalance can be done before, during or after a hotel stay thanks to its interactive digital format. It includes a healthy habits guide and a workout programme with video tutorials that combine pilates, yoga, callisthenics, strength training, fitness, barre and running.



Barceló Experiences

This digital platform automatically connects guests to destinations in a sustainable manner, offering a wide array of experiences that highlight the local heritage. It adds value to hotels and destinations, showcasing diversity and contributing to economic and socio-cultural development through a fair model that fosters access to local vendors and the digitalisation of small businesses.

Further information

Happy Minds WeHappy
WeBalance Barceló Experiences



Dining
concepts

Gastronomy

The dining alternatives at our hotels combine the best local culinary traditions, innovative haute cuisine techniques and a commitment to zero-km ingredients.



Royal Breakfast

The star breakfast at Royal Hideaway Luxury Hotels & Resorts, where natural, seasonal and local ingredients are showcased. Our goal is to pamper guests from early in the morning, providing everything they need to begin the day by taking care of themselves as they enjoy a quality, delicious and healthy experience.

B-LikeEat

A buffet breakfast concept based on organic, seasonal and local ingredients, reflecting today’s culinary trends in the buffets at our Barceló Hotels & Resorts. We serve a delicious, healthy, varied, high-quality and appetising breakfast. This culinary innovation project focuses on promoting a healthy diet, transforming our breakfasts into a sensory experience for all guests.

Partnerships

Atunante

The first restaurant specialising in almadraba-caught bluefin tuna, where creativity takes this delicacy to a new dimension at our Royal Hideaway Sancti Petri hotel.



Champs Sport Bar

An innovative restaurant-bar-café concept featuring meticulous dishes and a sports-themed atmosphere and vibe. Guests can play pool, eat dinner or simply have a beer in a great environment where all types of sports are shown on screens.

Arrozante

A dining concept based on signature rice dishes and paellas, featuring a menu designed alongside one of the most renowned paella experts in Spain: Carlos Otaola. The star ingredient at this restaurant is bombita rice, which is grown using traditional methods in Valencia’s Ribera Baja region.

GastroBar La Santa María

A sensory journey for the taste buds that recreates a trip around the world through a ‘travelling tapas’ menu at the Barceló Torre de Madrid, Barceló Sevilla Renacimiento, Barceló Marbella and Barceló Carmen Granada.

Partnerships

La Dolce Vita

Its Mediterranean charm and cosy atmosphere offer guests an authentic Italian dining experience featuring classic dishes like fresh pasta, risotto, pizza and exquisite home-made desserts.



México Lindo Restaurant

À la carte restaurant that serves authentic Mexican cuisine (tacos, imported beer, nachos, etc.) and healthy options seasoned with live performances.

Breeze Pool Bar

Our pool bar serves an exquisite and innovative menu that includes Mediterranean dishes, warm and cold snacks, beverages, cocktails made with plenty of love, mojitos and other mixed drinks.

Koi Restaurant

A concept that combines the best Japanese traditions and fresh local ingredients. The menu that celebrates pure Japanese essence features a variety of dishes with which to treat oneself.

MICHELIN-starred restaurants



El Rincón de Juan Carlos

Restaurant with 2 MICHELIN Stars and 3 Repsol Suns, housed in Royal Hideaway Corales Resort 5* GL. Led by Canary Island chefs Juan Carlos and Jonathan Padrón, it defends a cooking style in which flavour and balance are the undisputed pillars of their creations, pairing local ingredients with the most select international products.

Poemas by Hermanos Padrón

Local and cosmopolitan signature cuisine featuring the simplicity, technique and innovation of the Padrón brothers. The menu includes the chefs' classic recipes as well as newer creations, all with a clear love of the sea.



Il Bocconcino

Chef Niki Pavanelli of Bologna has found inspiration in his country's culinary traditions to create an evolved and contemporary line of Italian haute cuisine featuring his style, using local ingredients and designation of origin products.

MICHELIN-starred restaurants



San Hô

A unique transoceanic culinary journey that begins and ends in the Canary Islands. The special dining concept led by Canary Island chef Adrian Bosch creates a storyline that combines South American and Asian cooking traditions with the best ingredients and suppliers from the Canary Islands.

Muxgo

Regional cuisine by the hand of the renowned chef Borja Marrero, whose philosophy is based on zero-km ingredients and local suppliers. The dishes at Muxgo Restaurant do not begin in the kitchen but rather at the organic and sustainable Borja Marrero farm.



Canfranc Express

Housed in a restored train carriage from Canfranc International Station and led by chef Eduardo Salanova and head waitress Ana Acín, the restaurant seeks to restore Aragon's culinary heritage and spark emotions through flavours, textures and traditional local ingredients using cutting-edge techniques.

Culture

We view culture as an investment for the future, and this idea is reflected in every experience we design for guests. This is why we transform our destinations into sources of inspiration, offering unique cultural experiences to be enjoyed.



From the literature showcased at the Formentor Literary Conversations and the Formentor Literature Prize through the Formentor Foundation, to the magic of classical music performed live in stunning settings like the Santa Catalina Classics music festival at Santa Catalina, a Royal Hideaway Hotel, and the Royal Hideaway Sessions at the Royal Hideaway Sancti Petri hotel. Both festivals can be traced by to the Formentor Sunset Classics festival. The Barceló Group is a sponsor of the Teatro Real and the Gran Teatro del Liceo.

4th edition of Santa Catalina Classics

Santa Catalina, a Royal Hideaway Hotel, in Las Palmas de Gran Canaria

Barceló ReGen



Our commitment

Barceló ReGen is the Barceló Hotel Group’s sustainability strategy aimed at maximising our positive impact on the destinations where we are present. It is our roadmap towards regenerative tourism, and the company’s commitment to the places where we operate and the local communities.

Positioning

Barceló ReGen is our sustainability strategy aimed at transforming the future of travel and maximising our positive impact on the destinations where we are present. Through Barceló ReGen, the Barceló Hotel Group supports destinations and collaborates with each of the actors involved to have a positive local impact with global repercussions.

Our main focus and differentiating feature is the work we do in the destinations where our hotels are located.

Purpose

The purpose behind Barceló ReGen is to participate in more regenerative tourism that has a positive impact on destinations and their communities, contributing to a more JUST development of the LOCAL and GLOBAL economy, and helping to PROTECT people and the environment. Barceló ReGen’s mission begins at our hotels and destinations, but its broader goal is to contribute to global change.



Awards and recognitions



2024

World Travel Awards

- World's Leading Hotel Management Company
- 5 hotels honoured at the World Travel Awards

ReThink Award

- Best hotel restoration and sustainability project in Spain (Barceló Playa Blanca)

Luxury Lifestyle Awards

- Best Luxury Heritage Hotel in Funchal (Barceló Funchal Oldtown)

Actualidad Económica

- Song 4 Showering named one of the 100 Best Ideas of the Year by Actualidad Económica

2023

World Travel Awards

- World's Leading Hotel Management Company
- 6 hotels honoured at the World Travel Awards

World Luxury Hotels Awards

- 4 hotels among the most luxurious in the world according to the World Luxury Hotel Awards

Rethink Awards

- Best hotel restoration and sustainability projects: Barceló Fuerteventura Beach Resort, Barceló Tenerife and Canfranc Estación, a Royal Hideaway Hotel

Travelling for Happiness

- Best environmental initiative: La Bobadilla, a Royal Hideaway Hotel

2022

Traveller Review Awards

- 113 Barceló Hotel Group hotels in 13 countries have received Traveller Review Awards, which recognise the hotels most highly rated by Booking customers

World Luxury Hotel Awards

- 3 Spanish hotels are among the most luxurious in the world (Royal Hideaway Corales Resort 5* GL, Barceló Teguisse Beach and Royal Hideaway Sancti Petri 5*)

Roca Hotel Initiative

- Best Hotel Chain at the 12th edition of the Roca Awards for Hotel Initiative organised by Curt Ediciones.

2021

World Travel Awards

- World's Leading Hotel Management Company

Rethink Awards

- Santa Catalina, a Royal Hideaway Hotel, and Barceló Castillo Beach Resort are included in the list of the top 10 hotel renovation projects in Spain

World Luxury Hotel Awards

- Dukes The Palm, a Royal Hideaway Hotel, is named the best Luxury Beach Hotel

2020

World Travel Awards

- Latin America and Central America’s Leading Hotel Brand at the World Travel Awards
- 5 hotels honoured at the World Travel Awards

World Luxury Hotels Awards

- 3 hotels among the most luxurious in the world according to the World Luxury Hotel Awards

Condé Nast Johansens Awards

- 2 Royal Hideaway hotels honoured at the Condé Nast Johansens Awards for Excellence

2019

World Travel Awards

- World’s Leading Hotel Management Company at the World Travel Awards
- Latin America and Central America’s Leading Hotel Brand at the World Travel Awards

2018

Worldwide Hospitality Awards

- Lifetime Achievement Award at the Worldwide Hospitality Awards (given to Gabriel Barceló)

2017

World Luxury Hotels Awards

- 3 hotels honoured at the World Luxury Hotel Awards

2011

Effectiveness

- 2011 Bronze Effectiveness Award for the ‘Super Summer Azul’ advertising campaign

2007

Prince Felipe

- Prince Felipe Award for Business Excellence — Business Competitiveness, Large Corporation category (given to the Barceló Group)

2006

Autonomous Community of the Balearic Islands

- Gold Medal from the Autonomous Community of the Balearic Islands (given to Gabriel and Sebastian Barceló Oliver)



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