



MELIÁ HOTELS  
INTERNATIONAL



# The Foundations of Meliá Hotels International



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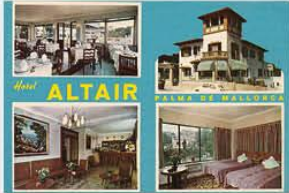
Gabriel  
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**REGIONAL  
TEAMS**

**GLOBAL  
TEAMS**

# Our History.



- First resort in Mallorca (Spain)

50's



- Expansion into other major Spanish resorts

70's



- Development in LatAm

90's

- Seeking shared growth:
- Wyndham, Jin Jiang, Greenland Alliances

WYNDHAM  
HOTEL GROUP



绿地集团  
GREENLAND GROUP  
世界 500 强企业

>2010

60's

- Development in Balearic Islands



80's

- Growth in Spanish Cities through the acquisition of *Hotasa, CHM, Meliá Hoteles*
- First international hotel (Bali)



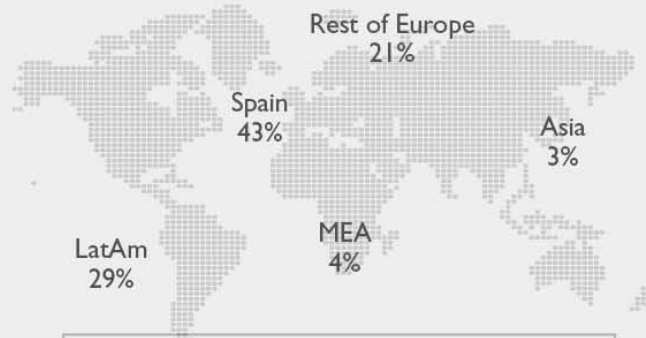
99-09

- Presence in European gateway cities (London, Milan, Paris)
- Acquisition of *Tryp and Inside* brands



# Our Portfolio Diversification

## A varied location



Approximately 75% rooms in Prime Location

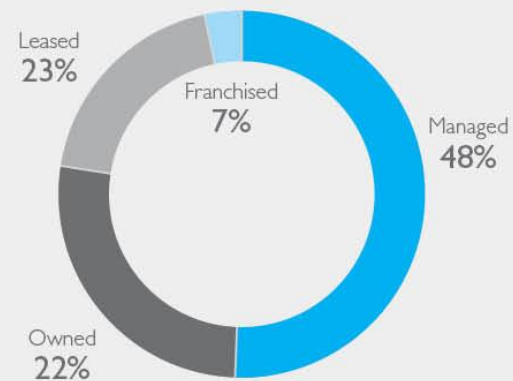
## A healthy balance between cities and resorts



## A wide scope of brands covering different segments



## Under 4 different management formulas



Note: all figures by number of rooms (December 2014).



# Some Future Openings







## MISSION

At Meliá Hotels International we provide global hospitality services and experiences, focused on excellence , responsibility and sustainability, all with the dedication of a family business to contribute to a better world





# WILL I BE ABLE TO GROW WITHIN THE COMPANY?

There are various **Development Plans** at Meliá Hotels International which aim to enable the employee's key abilities and competencies. We identify those with potential at each organisational level, helping them in their growth within the company.



## TRAINING AND DEVELOPMENT

Ongoing **training and development** of the people who work at Meliá Hotels International is a vital element for the growth of the company.





# WORK ENVIRONMENT

(It's your turn)



“It's your turn” is a participation space for all employees to express their **opinion**, directly and **confidentially**, on subjects concerning their work and the company.



# Our Brands

<p><b>PREMIUM</b></p>	<p><b>11 Hotels</b> <b>3,383 Rooms</b></p> <p><b>GRAN MELIÁ</b> HOTELS &amp; RESORTS</p> <p>Traditional luxury in a vanguard style. Gran Meliá has designed a series of first class hotels and resorts for the more well-headed travelers in the most desirable destinations in the world.</p>	<p><b>7 Hotels</b> <b>1,523 Rooms</b></p> <p><b>ME</b> BY MELIÁ</p> <p>ME by Meliá are hotels meticulously designed for the needs of the most modern customers for whom travel is an extension of their way of life. ME by Meliá. It Becomes You.</p>	<p><b>9 Hotels</b> <b>4,431 Rooms</b></p> <p><b>Paradisus</b> RESORTS</p> <p>An extraordinary all-inclusive experience in luxury resorts next to the ocean all over the world.</p>
<p><b>UPSCALE</b></p>	<p><b>106 Hotels</b> <b>32,361 Rooms</b></p> <p><b>MELIÁ</b> HOTELS &amp; RESORTS</p> <p>With more than 100 hotels in the best urban and holiday locations, around the world, Meliá Hotels &amp; Resorts represents the passion of Meliá Hotels International and stands out for its ideal combination of design and service.</p>	<p><b>16 Hotels</b> <b>2,173 Rooms</b></p> <p><b>INNSIDE</b> BY MELIÁ</p> <p>Each INNSIDE hotel has its own unique architectural personality, elegant rooms and modern bars and restaurants. INNSIDE hotels by Meliá represent a fresh and sophisticated choice for business travelers seeking a lifestyle touch.</p>	
<p><b>MIDSCALE</b></p>	<p><b>90 Hotels</b> <b>14,480 Rooms</b></p> <p><b>TRYP</b> BY WYNDHAM</p> <p>At TRYP by Wyndham, the city belongs to you. TRYP by Wyndham, welcomes the life-loving globetrotter in some of the world's most attractive and cultural hotspots, including Barcelona, Berlin, New York, Buenos Aires, Lisbon, Madrid, Paris, Sao Paulo and many more... Own the city.</p>	<p><b>77 Hotels</b> <b>25,143 Rooms</b></p> <p><b>Sol</b> hotels &amp; resorts</p> <p>Hotels and resorts besides the beach in the main tourist destinations of the Mediterranean, the Canary Islands, South East Asia and the Caribbean. Fresh holidays: from family hotels to Adult Only experiences.</p>	

Note: Figures of operative hotels at September 2015





## BRAND POSITIONING

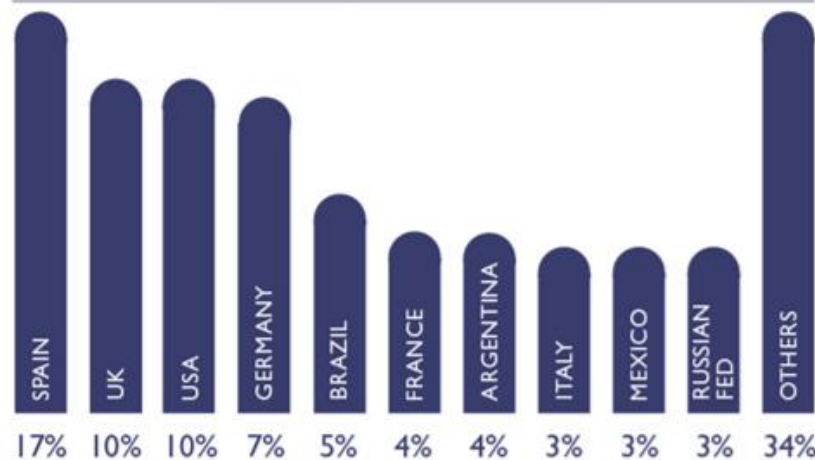
Meliá Hotels & Resorts is the brand that represents the passion of Meliá Hotels International around the world. Meliá offers the experienced traveler a successful journey, whether for business or leisure. We convert a journey into a memorable experience. Our culture consists in offering a world of intense welcome, connection and surprise focused on our guests' five senses. Meliá Hotels and Resorts is a marriage of design and innovation. Each hotel is integrated into the local culture, whilst respect for the surroundings and community is upheld and maintained.

## COMPETITIVE SET

Hilton | Hyatt



## GUEST NATIONALITIES



## SEGMENTATION



# Meliá, a city hotel

**MELIÄ**  
HOTELS & RESORTS





# Meliá, a resort hotel

MELIÁ  
HOTELS & RESORTS



Meliá Caribe Tropical (Punta Cana, Dominican Rep.)



Meliá Zanzíbar (Tanzania)



Meliá de Mar (Majorca, Spain)

# MELIÁ ATHENS

## Η ΙΣΤΟΡΙΑ ΤΟΥ MELIA ATHENS

### **Δεκαετία του 50**

Το κτίριο κατασκευάστηκε στη Δεκαετία του 50' και ξεκίνησε να λειτουργεί την ίδια δεκαετία σαν Ξενοδοχείο. Αξίζει να σημειωθεί ότι ήταν ένα από τα πρώτα ξενοδοχεία που λειτούργησαν στο κέντρο της Αθήνας, μαζί με το Ξενοδοχείο Μεγάλη Βρετανία, το King George και το King's Palace.

### **Δεκαετία του 80'**

Προς τα τέλη της δεκαετίας του 80', το κτίριο ενοικιάζεται από τη Ιδιωτική Σχολή Τεχνολογικών Επαγγελμάτων ΚΟΡΕΛΚΟ. Η σχολή στεγάζεται στο κτίριο μέχρι και το τέλος της δεκαετίας του 90'.

### **Δεκαετία του 80'**

Κατά τη διάρκεια της δεκαετίας του 80' το ξενοδοχείο ΜΑΡΜΑΡΑ σταμάτησε τη λειτουργία του. Στη συνέχεια & κατά την ίδια περίοδο, στεγάστηκαν τα γραφεία του πολιτικού κόμματος Νέα Δημοκρατία, για 2 χρόνια, λόγω της ανακαίνισης του ιδιόκτητου κτιρίου του.





# MELIÁ

ATHENS

- ✓ 136 Δωμάτια
- ✓ 9 Όροφοι
- ✓ 2 Υπόγεια
- ✓ Vivendo Restaurant
- ✓ Café Mondo
- ✓ Sky Lounge Bar & Restaurant
- ✓ Lobby Bar

# MELIÁ ATHENS

## F&B Outlets

- Vivendo Restaurant
- Café Mondo
- Sky Lounge Bar & Restaurant
- Lobby Bar







Thank you  
#WeAreMelia  
#youngtalentMHI

 @MHICareers