

GRAN MELIÁ
HOTELS & RESORTS



BRAND DECK 2019



1

BRAND STRUCTURE

- 1.1. Clarifying our Strategic Brand Purpose
- 1.2. Understanding our target
- 1.3. Building our Unique Selling Proposition (USP)
- 1.4. Brand Positioning

2

BRAND EXPRESSIONS

3

KEY BRAND INFORMATION

- 3.1. Brand Figures
- 3.2. Hotels



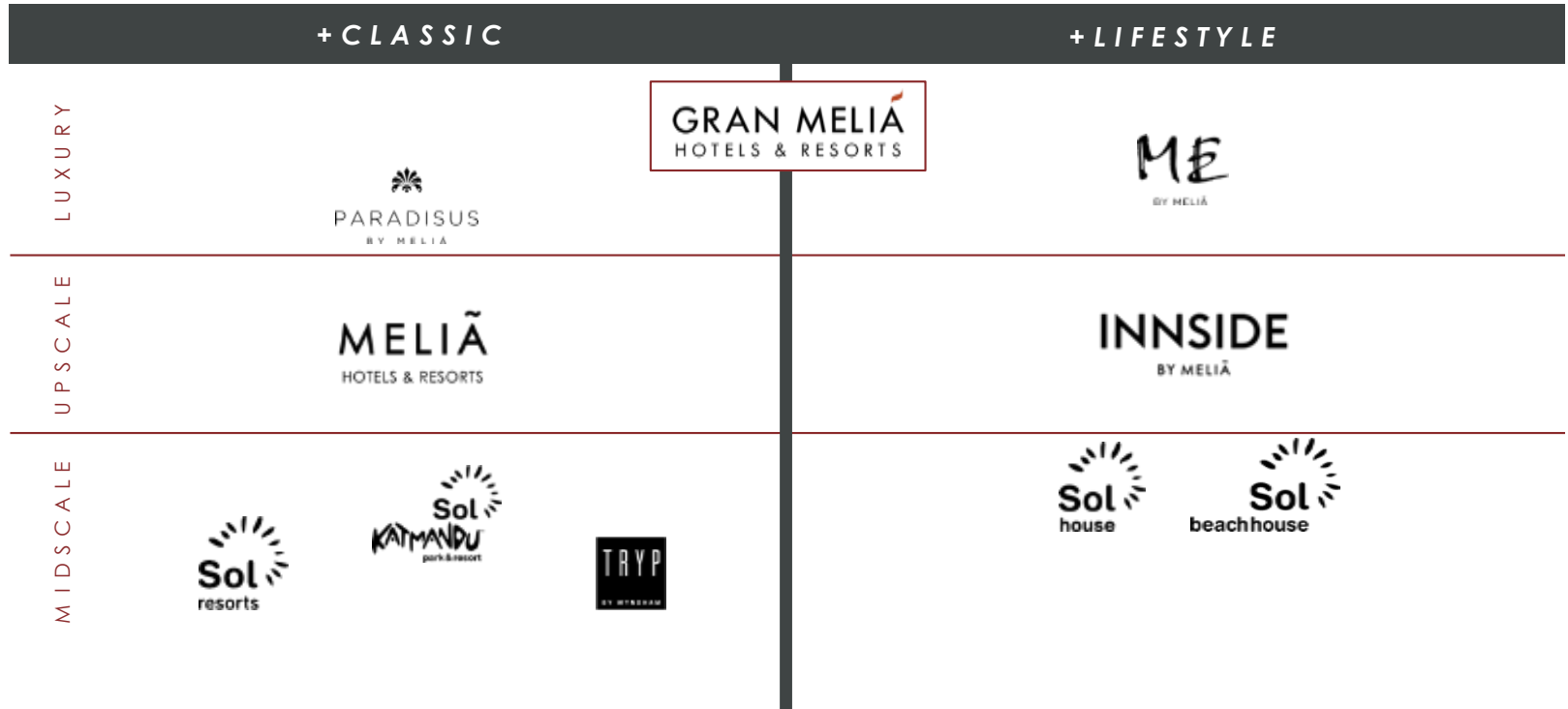
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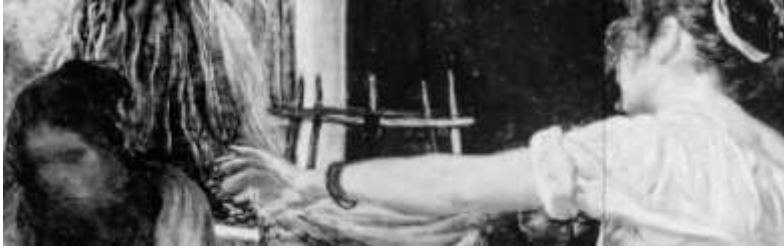
BRAND STRUCTURE

1) BRAND STRUCTURE

THE BRAND WITHIN MHI

Gran Meliá symbolizes the company's **60 years** of hospitality expertise.





1

BRAND
STRUCTURE



1.1

CLARIFYING
OUR BRAND
STRATEGIC PURPOSE

1) BRAND STRUCTURE

1.1. CLARIFYING OUR BRAND PURPOSE



CONSUMER

- A luxury consumer seeking an upscale/finer experience
- Quality is interpreted from a brand's reputation
- Comfort-centric



1) BRAND STRUCTURE

1.1. CLARIFYING OUR BRAND PURPOSE



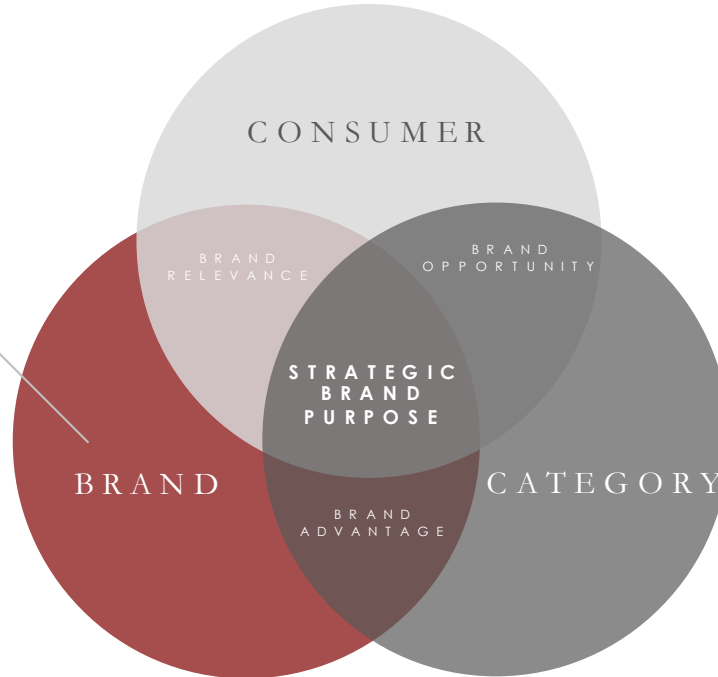
- A well established category with international main players
- High expectations in this category: Guests demand VIP treatment and extreme attention to detail

1) BRAND STRUCTURE

1.1. CLARIFYING OUR BRAND PURPOSE



- Timeless beautiful European architecture in certain location
- An understanding of VIP service



1) BRAND STRUCTURE

1.1. CLARIFYING OUR BRAND PURPOSE

STRATEGIC BRAND PURPOSE

A dedication to a life well lived brought to life through the delivery of intuitive personal service, the fine execution of exceptional experiences, and a modern expression of Spanish luxury.

Gran Meliá takes residence at a collection of the world's most dramatically beautiful luxury landmarks.



1) BRAND STRUCTURE

1.1. CLARIFYING OUR BRAND PURPOSE

OUR MAIN COMPETITORS





1

BRAND
STRUCTURE



1.2

BRAND
POSITIONING

1) BRAND STRUCTURE

1.2. BRAND POSITIONING

BRANDED BOUTIQUES

Guests are looking back to established brands for reassurance, trust and a consistent high quality customer experience while simultaneously preferring, the curated, eclectic and contemporary style of a boutique hotel.



1) BRAND STRUCTURE

1.2. BRAND POSITIONING

ULTRA LUXURY COLLECTIONS




BELMOND


THE LUXURY COLLECTION
Starwood Hotels & Resorts

ĀMAN
RESORTS



MAINTAINED AN EYE ON THE FUTURE



STRATEGICALLY PICKED ENDORSEMENTS



REDEFINED THE LUXURY SPA EXPERIENCE



LEVERAGED HISTORY OF DESIGN

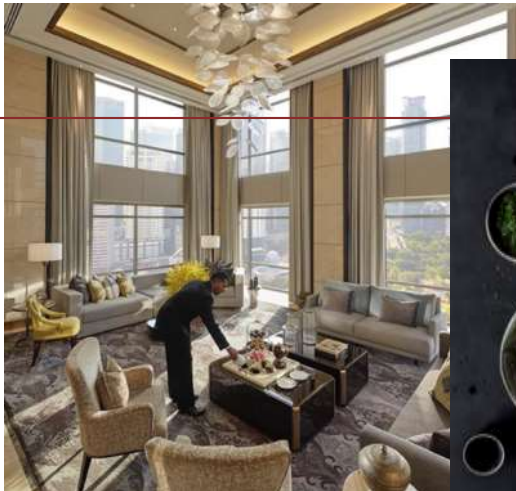


1) BRAND STRUCTURE

1.2. BRAND POSITIONING

ASIAN HOSPITALITY

The market introduction of three major Asian hotels brought a new era and standard of international hospitality.



HOW DID THEY DO IT?



ESTABLISHED REGIONAL DOMINANCE



CREATED A STORY OF SERVICE



INTRODUCED A CULTURE

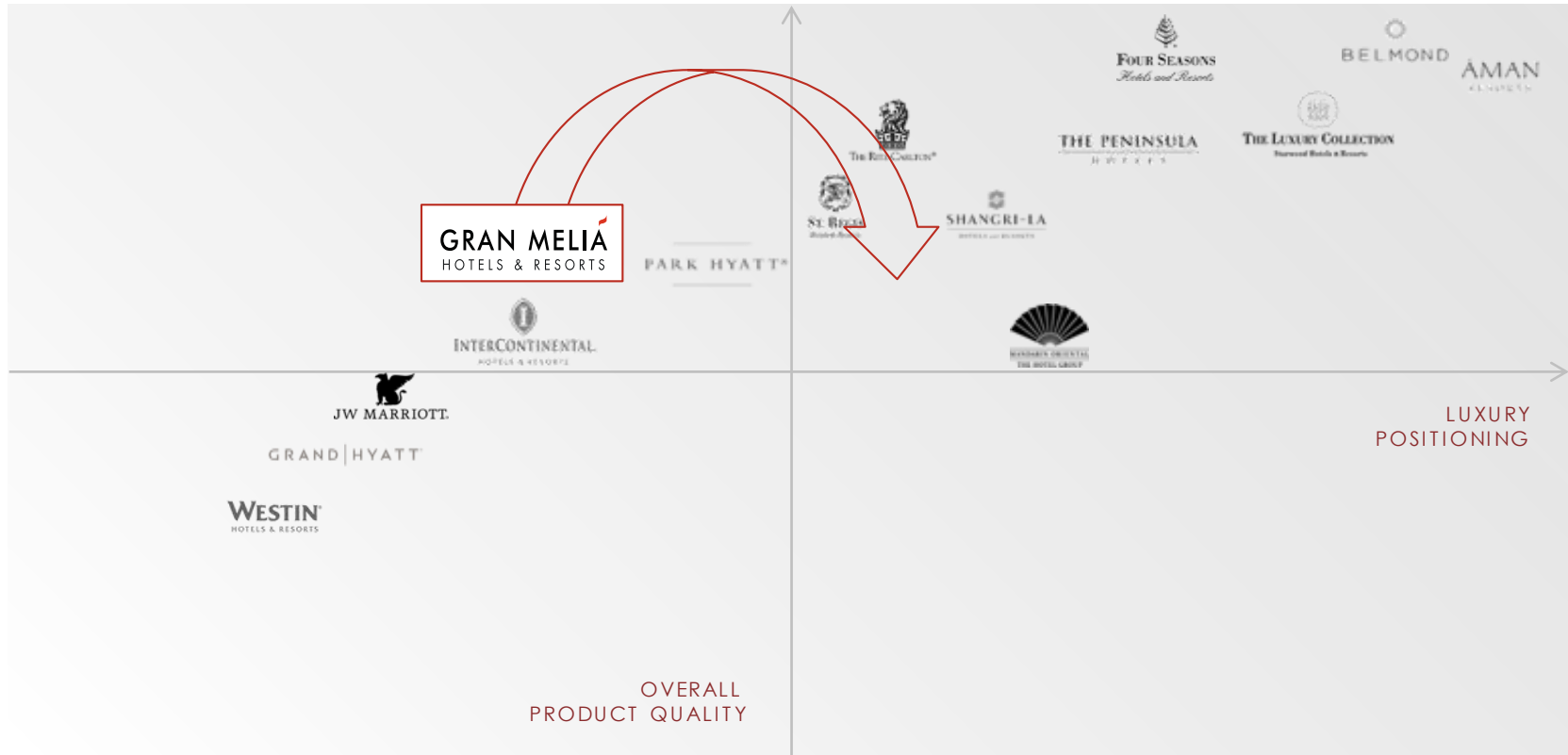


UNDERSTOOD THE POWER OF FOOD

1) BRAND STRUCTURE

1.2. BRAND POSITIONING

HOW THE COMPETITION BREAKS DOWN



1) BRAND STRUCTURE

1.2. BRAND POSITIONING



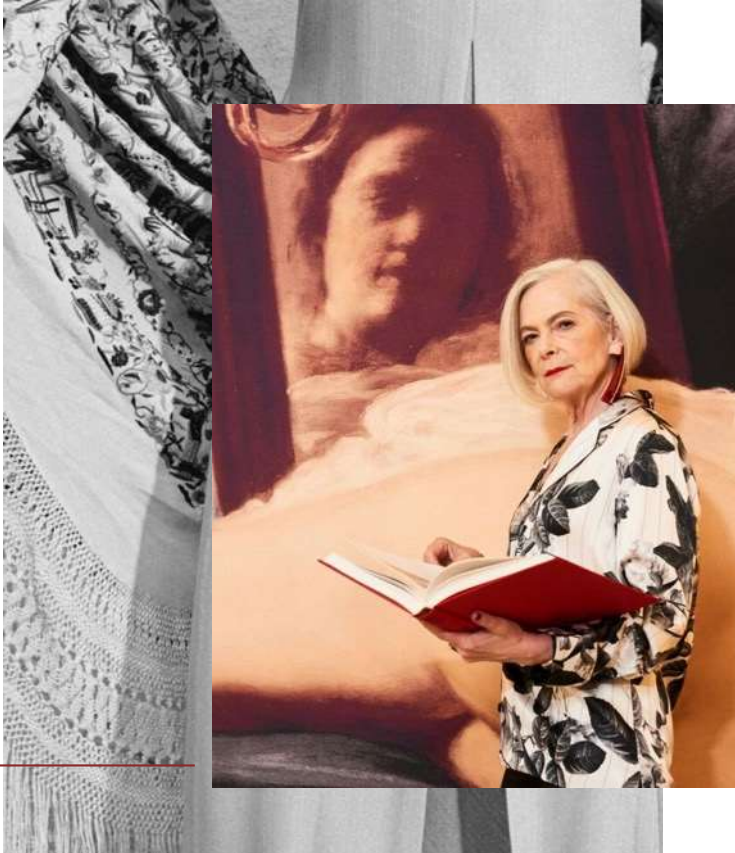
THERE IS AN OPPORTUNITY TO
EXPLAIN TO THE WORLD THE
MEANING OF

SPANISH
LUXURY



1) BRAND STRUCTURE

1.2. BRAND POSITIONING



SPANISH LUXURY A LIFE WELL LIVED

Gran Meliá evokes the essence of Spanish culture: simple pleasures, connection to the land, respect for things done well and understated elegance in every detail.

Our philosophy shines throughout your experience. From the extraordinary architecture of our hotels to the quality of our dishes echoing local flavours and in our warm, attentive service. Even the minutest of details are deeply rooted in Spanish flair.

Every experience at Gran Meliá mirrors our appreciation for everyday reality and embraces the creativity and talent of our culture.



1

BRAND
STRUCTURE



1.3

UNDERSTANDING
OUR TARGET

1) BRAND STRUCTURE

1.3. TARGET CONSUMER

HIGH END FAMILIES UP & COMERS



GUESTS WHO ARE GOING TO FILL THE ROOMS

Age
25 - 42

Driven by
package options
and deals

Status
seeking
guest

Affluent families
Couples
Business travellers

BRANDS / STORES



EXPERTS



GUESTS WHO MAKE US POPULAR

Age
45 - 65

Recurring
high-end
family trips

Luxury
business
traveller

High income citizens
Known for their exceptional taste levels
Elevated service expectations.

BRANDS / STORES



CELEBRITIES & PUBLIC FIGURES



WELL KNOWN FACES THAT BRING ATTENTION TO GRAN MELIÁ

Interesting celebrities with a globe-trotting
reputation and a classically stylish air about
them. Affinity to Spanish Luxury & Culture.



1

BRAND
STRUCTURE



1.4

BUILDING OUR
UNIQUE SELLING
PROPOSITION

1) BRAND STRUCTURE

1.4. BUILDING OUR USP



WHAT IT MAKES TO BE
COMPETITIVE

THE BASICS OF
LUXURY
EXPECTATIONS

DISTINGUISHING FACTORS

Spanish Passion and Gravitas
Sense of Personal Space
Refined Lifestyle Details
Forefront of Luxury

HYGIENE FACTORS

Exceptional Service
Beautiful and Well Maintained Properties
Large Indulgent Rooms
High Quality Menus and Ingredients
Extensive Array of Facilities and Wellness Offers

1) BRAND STRUCTURE

1.4. BUILDING OUR USP

USP

Pinnacle of
Spanish Style &
Culture for the
Globally Minded
Luxury Traveller

UNIQUE

DISTINGUISHING FACTORS

HYGIENE FACTOR

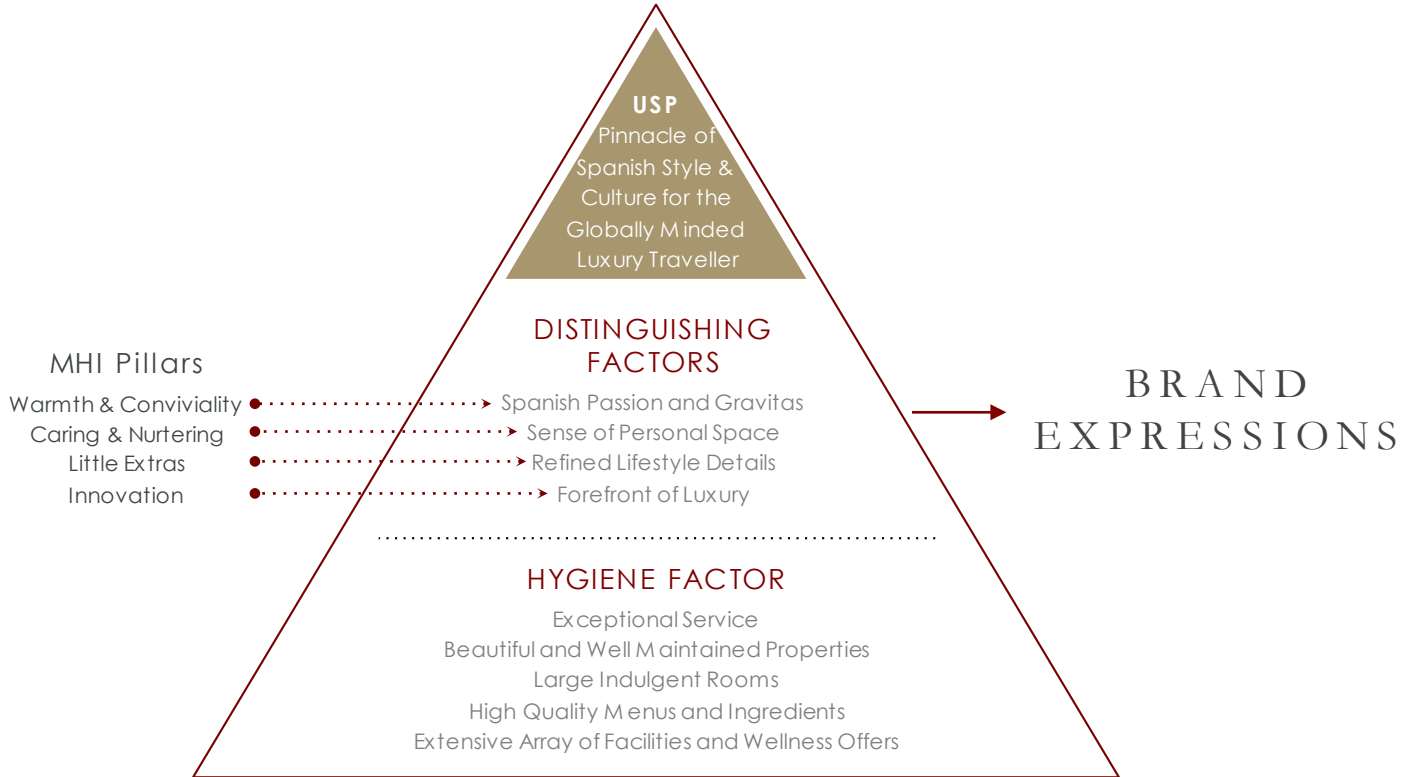


1) BRAND STRUCTURE

1.4. BUILDING OUR USP



Dramatically beautiful luxury landmarks, dedication to life well-lived, ardent passion for fine-tuned service, exceptional experiences, and a modern expression of Spanish culture.



1) BRAND STRUCTURE

1.4. BUILDING OUR USP. DISTINGUISHING FACTORS

SPANISH
PASSION AND
GRAVITAS.

A SENSE OF
PERSONAL
SPACE.

REFINED
LIFESTYLE
DETAILS.

FOREFRONT
OF LUXURY.



SPANISH PASSION & GRAVITAS

- Linked to Spanish culture.
- Balance of old and new.
- Spanish and European influence.

1) BRAND STRUCTURE

1.4. BUILDING OUR USP. **DISTINGUISHING FACTORS**

SPANISH
PASSION AND
GRAVITAS.

A SENSE OF
PERSONAL
SPACE.

REFINED
LIFESTYLE
DETAILS.

FOREFRONT
OF LUXURY.

A SENSE OF PERSONAL SPACE

- Ubiquitous service that is attentive yet unobtrusive.
- Investment in personal relationships with guests and anticipation of their optimum experience.



1) BRAND STRUCTURE

1.4. BUILDING OUR USP. **DISTINGUISHING FACTORS**

SPANISH
PASSION AND
GRAVITAS.

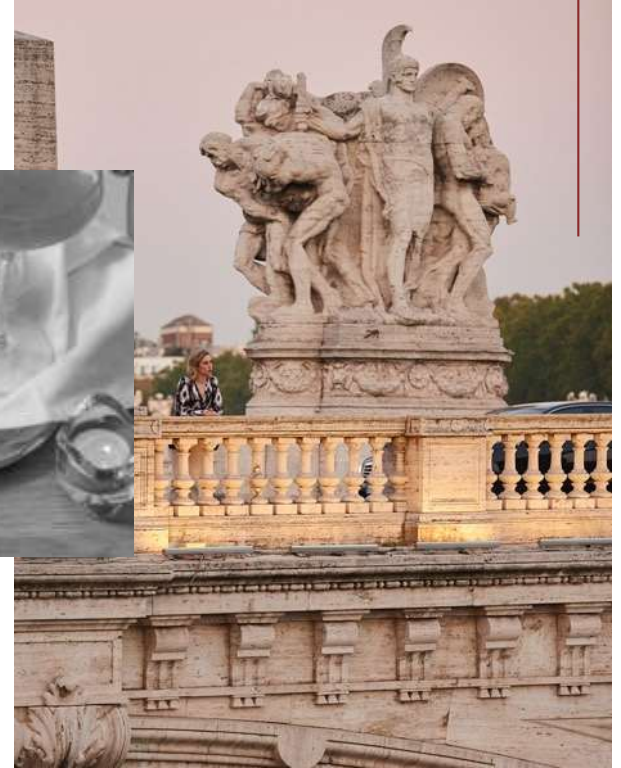
A SENSE OF
PERSONAL
SPACE.

REFINED
LIFESTYLE
DETAILS.

FOREFRONT
OF LUXURY.

REFINED LIFESTYLE DETAILS

- Dedicated to creating cultural enrichment.
- A networked brand with direct connections to the destination.



1) BRAND STRUCTURE

1.4. BUILDING OUR USP. **DISTINGUISHING FACTORS**

SPANISH
PASSION AND
GRAVITAS.

A SENSE OF
PERSONAL
SPACE.

REFINED
LIFESTYLE
DETAILS.

FOREFRONT
OF LUXURY.

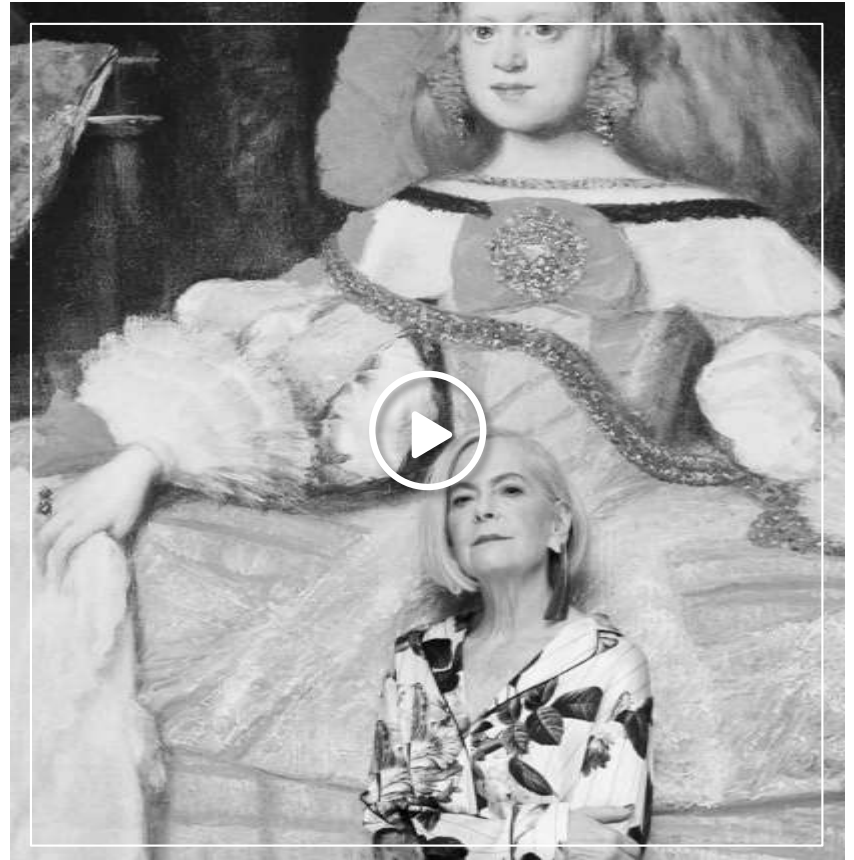
THE FOREFRONT OF LUXURY

- A globally renowned brand with a reputation for continuous refinement and innovation creating impeccable experiences.



Lessons in a life well lived

- PASSIONATED
- CULTURALLY CONNECTED
- HISTORICALLY SENSITIVE
 - FLEXIBLE & INTUITIVE
 - SOPHISTICATED
- MODERN & FORWARD
 - THINKING





2

BRAND
EXPRESSIONS

2) BRAND EXPRESSIONS



ARCHITECTURE AT ITS FINEST

All Gran Meliá Hotels are in buildings of architectural importance, from modernist structures to grand palaces of the neoclassical tradition.

- Iconic building elements
- A balance of modern and classic décor
- Lobby: convivial gathering spot

2) BRAND EXPRESSIONS

REFINED SPANISH SERVICE CULTURE

Spanish Passion
Respectful
Refined
Bespoke

THE IMPORTANCE OF THE SENSE OF ARRIVAL

- Doorman uniform tailored to location
- Welcoming drink & post-travel essentials pack



2) BRAND EXPRESSIONS

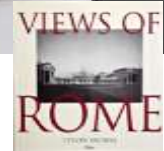


TAILOR - MADE
TO EXCEED YOUR
EXPECTATIONS

With its stylish, private setting, VIP service, a la carte breakfast and more, the RedLevel Lounge is the ultimate hideaway. A boutique hotel within the hotel, RedLevel offers the ultimate VIP experience.

A personal space at RedLevel Lounge:

- A la Carte Breakfast & Boutique Display
- The reading room
- Butler service



2) BRAND EXPRESSIONS



LUXURIOUS ROOMS & SUITES

GRAN MELIÁ RITUALS

- In Room Relaxation Ritual
- Turn-down Service Ritual
 - The Signature Scent
 - In-room fine dining

2) BRAND EXPRESSIONS



SIGNATURE RESTAURANT, BARS & GASTRONOMY EXPERIENCE



AMARO
LOBBY BAR & LOUNGE 115111111

DOS CIELOS
MADRID
Hermanos Torres

Arrels
by Puiguet

Burladero
TAPAS Y TINTOS

IKATZA
RESTAURANT

OSSIMORO
DINING

DRY
BAR

Gala

2) BRAND EXPRESSIONS



EXCEPTIONAL EXPERIENCES

A program highly focused on Exceptional Experiences inspired by the excellence of the Spanish service and the storytelling of each destination, that will delight our guests in any type of luxury event.

- DISCOVERING THE DESTINATION: A collection of luxury experiences that ensures the local immersion.
- ELEVATED EXPERIENCES AT THE HOTEL: Upscale Family Program / Very Important Kids - VIK
- DESTINATION & HOTEL: Social Gatherings and unique Events that will refine the tastes of guests and locals

2) BRAND EXPRESSIONS

TRAVELLING CULTURE

We bet on the future travellers generations. A family program that rescues the classic travel mysticism, aiming to educate and motivate the kids within the pleasure of discovering what a new country offers, based on the essence of luxury and adapted to childhood.

- Amenities for kids, Passport and logbook..
- Specific areas:

- **Red Carriage**, miniclub for travellers.
- **The Wind Rose**, pool for kids.



BRAVOS

TASTE EXPERTS

BRAVOS is a concept with a multi-faceted meaning. On the one hand, it represents praise of talent; on the other, it captures Spanish passion and character. The taste experts bring this concept to life and embody the essence of our culture: quality, creativity and authenticity. Chefs, designers and artists from every intellectual discipline bring their creativity to the Gran Meliá experience, piquing the cultural curiosity of guests.



BRAVOS BOOK SELECTION.

Selected bites of the Spanish Culture. Spanish history, literature, gastronomy, and art coexist in a unique anthology. Discover everything that cannot be found in official guides, through the lens of expert connoisseurs of our culture.



2) BRAND EXPRESSIONS

SPA & WELLNESS BY CLARINS

Gran Meliá features the world-renowned Spa by Clarins® for unforgettable beauty and wellbeing. From ultra-luxury relaxation areas, hydrotherapy, aromatherapy, saunas and treatment rooms to personal trainer and hairdresser services, it's the ultimate in pampering for the mind, body and spirit.

- Contemplation space
- Sensorial activation elements & the transition ritual
- Retail Area



2) BRAND EXPRESSIONS



GALA EVENTS & WEDDINGS

Luxury celebrations are the core of Meetings & Events packages at Gran Meliá.

A programme highly focused on spectacular events inspired by the excellence of Spanish service and the storytelling of each destination that will delight our guests at any type of luxury event.

2) BRAND EXPRESSIONS



LUXURY CREDENTIALS

Our most outstanding properties are underpinned by the most relevant consortiums of the luxury hospitality: Leading Hotels of the World, Virtuoso and Finest Hotels & Resorts.

These credentials endorse Gran Meliá's expertise through strict standards which ensure the perfect experience that the luxury traveler expects.

FINE HOTELS & RESORTS
MEMBER


EST. 1928
THE LEADING HOTELS
OF THE WORLD®


VIRTUOSO
PREFERRED HOTEL

GRAN MELIÁ
HOTELS & RESORTS



3

KEY BRAND
INFORMATION



3

KEY
BRAND INFORMATION



3.1

BRAND FIGURES

3) KEY BRAND INFORMATION

3.1. BRAND FIGURES. AROUND THE WORLD



AMERICA (2)

Gran Meliá Caracas
Gran Meliá Iguazú

EUROPE (8)

Gran Meliá Don Pepe
Gran Meliá Colón
Gran Meliá Victoria
Gran Meliá Palacio de los Duques
Gran Meliá Fénix
Gran Meliá Rome
Gran Meliá Palacio De Isora
Gran Meliá de Mar

ASIA (2)

Gran Meliá Jakarta
Gran Meliá Xian

PIPELINE

MALDIVES

CHINA

TANZANIA

SPAIN

3) KEY BRAND INFORMATION

3.1. BRAND FIGURES. NUMBER OF HOTELS & ROOMS

12 HOTELS
5 hotels in pipeline



3,323 ROOMS
1150 rooms in pipeline



6 COUNTRIES



1M
CUSTOMERS



HOTELS —

OWNED **43,8%** ● ● ● ● ● ●

MANAGED **43,8%** ● ● ● ● ● ●

RENTED **12,5%** ●

ROOMS

OWNED **49,2%** ● ● ● ● ● ●

MANAGED **43,9%** ● ● ● ● ● ●

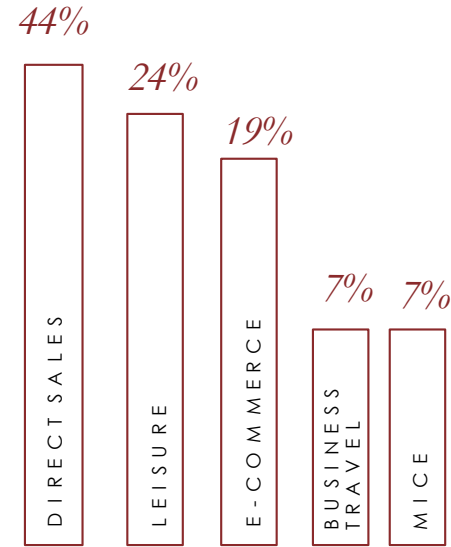
RENTED **6,9%** ●

3) KEY BRAND INFORMATION

3.1. BRAND FIGURES. *REVENUE*

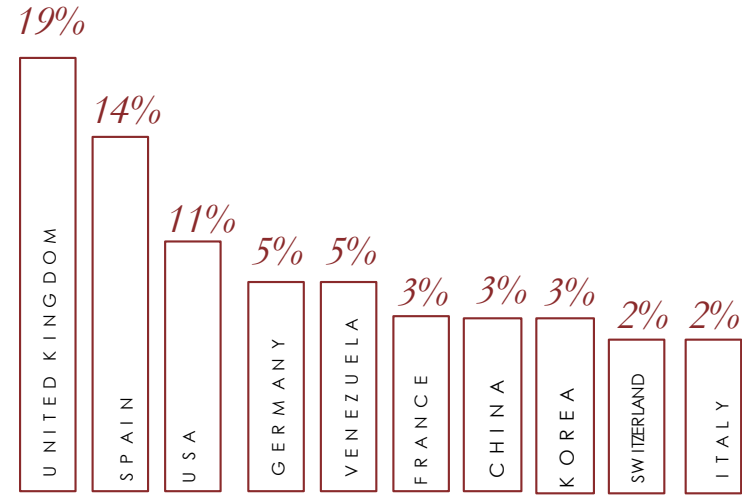


REVENUE
SEGMENTATION



2018 Data

FEEDER
MARKETS



* Others: 31%



3

KEY
BRAND INFORMATION



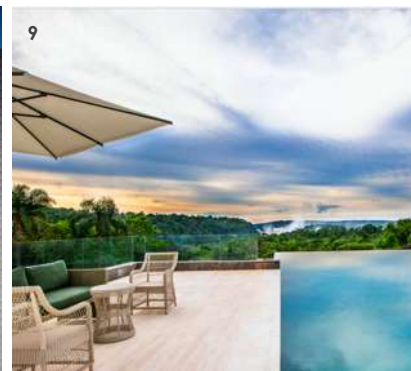
3.2

HOTELS



UNIQUE SETTINGS & ARCHITECTURE THAT IMPRESSES

Whichever exceptional property you choose, a blend of history, luxury and the avant garde will be found inside and out of a Gran Meliá hotel.



1. MADRID
2. MAJORCA
3. ROME
4. SEVILLE
5. MARBELLA
6. TENERIFE
7. XI'AN
8. JAKARTTA
9. IGUAZÚ

3) KEY BRAND INFORMATION

3.2. HOTELS

GRAN MELIÁ

— IGUAZÚ —

ARGENTINA

THE ONLY HOTEL

IN THE NATIONAL PARK IGUAZÚ

- Located inside the National Park (Argentinean side), considered one of the Seven Natural Wonders of the World and a UNESCO World Heritage site
- 183 guestrooms, of which half have frontal views of the Falls.
- New icon for responsible tourism converting the facades into vertical gardens.
- Integrates local culture using decoration made by hand by local Guaraní communities.
- It features an excellent Spa and a 50-metre-long infinity pool with stunning views of the Devil's Throat
- Signature Origen Restaurant offering authentic Misiones cuisine with a modern touch.
- Rooftop Bar serving a Spanish tapas menu accompanied by breath-taking views of the falls.



Stunning views of the Jungle and Falls.



3) KEY BRAND INFORMATION

3.2. HOTELS

PALACIO de los DUQUES

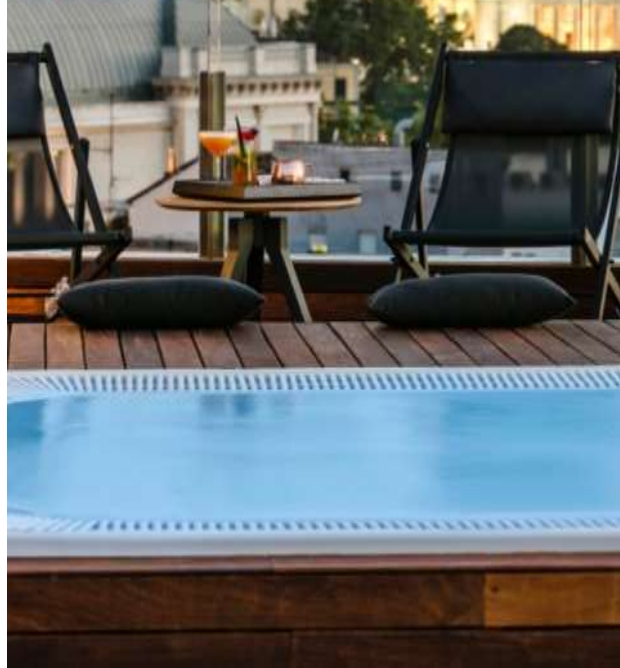
— A GRAN MELIÁ HOTEL —
MADRID

FORMER 19TH CENTURY PALACE
NEXT TO THE ROYAL THEATRE

- Inspired by the work of the famous Spanish painter Velázquez.
- Coroa Royal Gallery & Garden with access to the terrace and the beautiful historical garden.
- DOS CIELOS signature restaurant, advised by the Torres brothers, who have one Michelin Star.
- Thai Room Wellness.
- The hotel renovation is due to the architect Alvaro Sans and the interior designer Adriana Sans.



An extraordinary work of art in Madrid



3) KEY BRAND INFORMATION

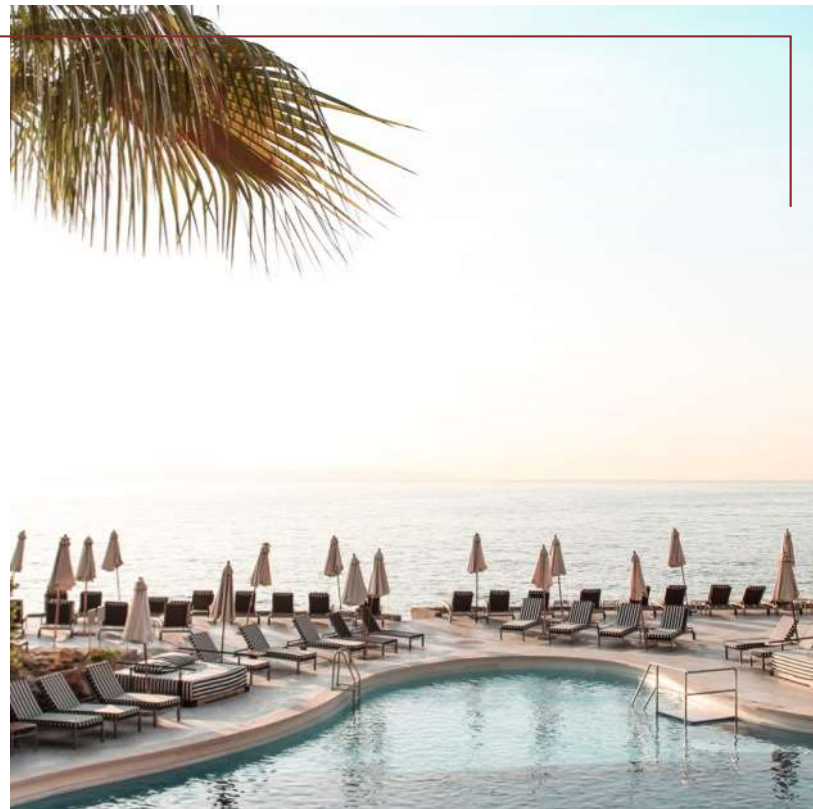
3.2. HOTELS

HOTEL de MAR

— A GRAN MELIÁ HOTEL —
MAJORCA

DESIGNED IN THE 1960's BY THE PRESTIGIOUS
ARCHITECT JOSÉ ANTONIO CODERCH.

- Privileged location in front of the Mediterranean Sea, with easy access to the historic heart of Palma.
- 142 rooms and suites, all with sea view.
- Private access to an exclusive beach.
- ARRELS by MARGA COLL restaurant, fine dining local cuisine.
- Spa by Clarins®
- Joan Miró used to spend long periods in the hotel



The premiere Mediterranean destination Adults Only



3) KEY BRAND INFORMATION

3.2. HOTELS

VILLA AGRIPPINA

— A GRAN MELIÁ HOTEL —
ROME

AN URBAN LUXURY RESORT 5 MINUTES
WALK FROM VATICAN CITY

- 116 rooms with different works of art.
- Swimming pool and jacuzzi experience.
- Balinese beds.
- Private gardens.
- Cocktail Lounge.
- Liquid Garden Pool & Lounge.
- Spa My Blend by Clarins®



A unique resort haven in the vibrant center of Rome



3) KEY BRAND INFORMATION

3.2. HOTELS

GRAN MELIÁ

— XIAN —
CHINA

UNIQUE LOCATION IN QU JIANG NEW DISTRICT

- Situated besides Tang Paradise, opposite Nanhu Lake and surrounded by a ten thousand square feet artificial lake.
- The first Spanish brand hotel in Xian.
- Exclusive RedLevel Floor with butler service, private gym and Spa.
- La Cava Cigar Bar.
- Rong Palace Chinese Restaurant.
- DUO Authentic Spanish Cuisine.



*Experience unequalled excellence in
China's cultural heart*



3) KEY BRAND INFORMATION

3.2. HOTELS

HOTEL COLÓN

— A GRAN MELIÁ HOTEL —
SEVILLE

LOCATED IN THE HEART OF SEVILLE

- The hotel displays an exquisite collection of forward-thinking interiors designed by Philippe Starck, Marcel Wanders or Edra.
- 189 Guestrooms & Suites, including a palatial Presidential Suite
- EL BURLADERO, Andalusian tapas with a surprising modern twist.
- Each of the seven floors of the hotel is dedicated to seven great Spanish painters.



*Prestigious culture and style in the heart
of historic Seville*



3) KEY BRAND INFORMATION

3.2. HOTELS

HOTEL FÉNIX

— A GRAN MELIÁ HOTEL —
MADRID

A 19TH CENTURY NEOCLASSICAL
LANDMARK, MADRID'S PLAZA DE COLÓN

- Located in the city center next to shopping and business area.
- 193 Guestrooms & Suites, including 3 Penthouse Suites, 14 suites and the glamorous Presidential Suite.
- DRY MARTINI BAR by Javier de las Muelas.
- BURGUNDY restaurant.
- ADUANA signature restaurant, a gastronomic itinerary all around the world.
- The Beatles, stayed at the hotel during their visit to Spain in July 1965



Madrid's highest expression of sophistication



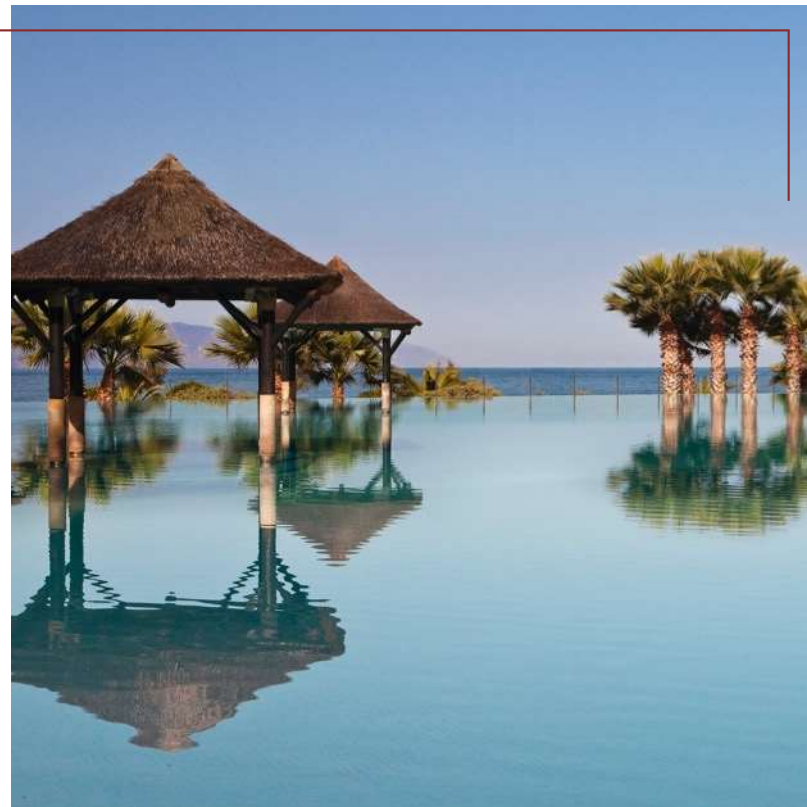
3) KEY BRAND INFORMATION

3.2. HOTELS

GRAN MELIÁ
RESORT
PALACIO DE ISORA
TENERIFE • SPAIN

LOCATED IN THE SOUTH COAST OF
TENERIFE (CANARY ISLANDS)

- Europe's largest infinity pool.
- 569 Rooms, including; 131 Double Deluxe with garden views, 91 Double Deluxe with sea views and 36 Bedroom Master Suite Ocean View.
- Premium international restaurants.
- RedLevel adults only hotel boutique.
- Spa by Clarins®
- Chosen best family resort of Spain in 2017



*Distinctive Luxury meets natural relaxation
in Canary Islands*

GRAN MELIÁ
HOTELS & RESORTS



3) KEY BRAND INFORMATION

3.2. HOTELS

HOTEL DON PEPE

— A GRAN MELIÁ HOTEL —
MARBELLA

OVERLOOKING THE MEDITERRANEAN,
ALONG MARBELLA'S GOLDEN MILE BEACH

- 194 guestrooms with breathtaking views of the Mediterranean Sea and, on a clear day, the African Coast.
- 2 Penthouse Suite.
- Two pools with poolside Bali beds.
- Oyster and Caviar Lounge in the lobby.
- SALAZONIA, the perfect stand where to taste Spanish delicatessen.
- T-BONE GRILL signature restaurant, a must for meat-lovers.
- Spa by Clarins®.



Indulge. Explore. Engage.

Discover Marbella, Spain's Luxury destination

GRAN MELIÁ
HOTELS & RESORTS



3) KEY BRAND INFORMATION

3.2. HOTELS

HOTEL VICTORIA

— A GRAN MELIÁ HOTEL —
MAJORCA

HEART OF THE BAY OF PALMA

- Overlooking Palma harbor.
- 171 Rooms.
- Outdoor and indoor swimming pool.
- Meetings and events facilities.
- IKATZA signature restaurant, specialized in Basque cuisine.
- The hotel opened hundred years ago with the name of 'Villa Victoria'
- THE VICTORIA BAR | Terrace, Lounge and Pool: with views to the cathedral, a selection of high quality cocktails which combine tradition and modernity.



*Breathe it in.
Experience the panorama of beautiful Palma*



3) KEY BRAND INFORMATION

3.2. HOTELS

GRAN MELIÁ

— JAKARTA —
INDONESIA

STRIKING, MODERN HOTEL SITUATED IN KUNINGAN, JAKARTA'S PRESTIGIOUS BUSINESS AND DIPLOMATIC DISTRICT.

- 352 Guestrooms & Suites.
- 7 restaurants and bars/lounges offering global cuisine and entertainment.
- Spa features a fully equipped fitness center, tennis courts, outdoor track, meandering lagoon-style pool, massage, steam and sauna rooms, whirlpool bath and more.
- 4 restaurants serving Japanese, Indonesian and Chinese cuisine, along with international dishes



Premium luxury amidst Jakarta's unique cultural mix



3) KEY BRAND INFORMATION

3.2. HOTELS



LOCATED WITHIN SABANA GRANDE
THE CAPITAL'S DYNAMIC FINANCIALS AND
CULTURAL DISTRICT

- Most important convention center in the city.
- It offers first-rate services both to clients from the corporate sector and to leisure travelers.
- 430 Guestrooms & Suites set in a neoclassical Spanish landmark building.
- Each restaurant of Gran Meliá Caracas satisfies the most exquisite palates accustomed to fine cuisine.
- Open to the public in 1998 and has an approximate height of 120 meters, which gives it the title as the second largest hotel in the country.





3) KEY BRAND INFORMATION

3.2. HOTELS. *COMING SOON*

MALDIVES

Set amongst virgin coral reef, the Gran Meliá hotel will offer 95 private villas, including 100 rooms, as well as three restaurants, a bar and café, spa, leisure center and several retail shops.

The hotel will also be able to arrange and host exclusive private events and romantic dinners on a smaller nearby island.

66 per cent of Maldivian visitors are honeymooners or guests who wish to enjoy an idyllic beach holiday with exceptional diving.



Coming Soon

3) KEY BRAND INFORMATION

3.2. HOTELS. *COMING SOON*

CHINA - ZHENGZHOU

The hotel is a complex of three buildings located in the new business district of Zhengzhou, two of them belonging to Meliá Hotels International.

The property is ideal for big wedding ceremonies and for business meetings, as the region is witnessing a major boost of Business travel.



Coming Soon



3) KEY BRAND INFORMATION

3.2. HOTELS. *COMING SOON*

CHINA- CHENGDU

Known as the “Land of Abundance”, the city earned its reputation through its historic heritage, cuisine-rich culture and the world-renowned pandas, and has also recently become one of the transportation hubs in China due to the infrastructural developments.

The property will be located in the middle of old CBD area and new CBD of the city, enjoying easy access to the main transport connections in Chengdu.

With understated elegance in every detail, the hotel will feature 270 spacious guest accommodations. It will include an international dining restaurant, a Chinese restaurant with private dining room, a specialty restaurant and a lobby bar. It will have a strong MICE offer with beautifully designed meeting venues and rooms available for guests.



Coming Soon

CONTACT US

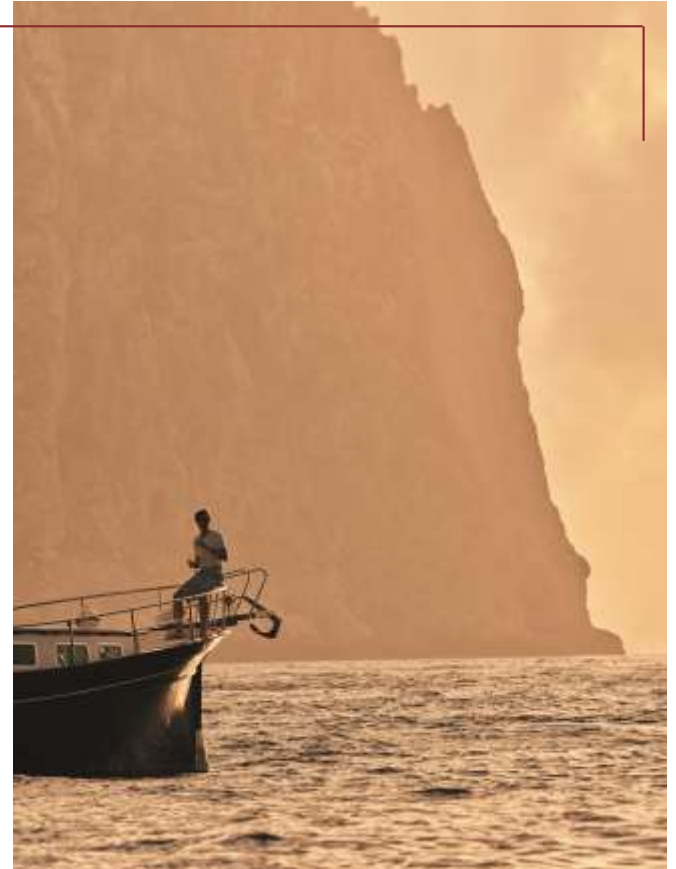
FOR MORE INFORMATION:



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