

EUROSTARS

HOTEL COMPANY

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«Leading Spanish chain and sixth European for number of hotels».

Eurostars Hotel Company is the hotel chain of Grupo Hotusa, comprising the Eurostars Hotels, Aurea Hotels, Exe Hotels, Ikonik Hotels, Crisol Hotels and Tandem Suites brands.

Currently, our portfolio has around 280 hotels, with a presence in 23 countries around the world. Our work is based on extensive know-how, which is reflected in all areas, from hotel management, to brand values, or looking after the experiences of our guests.

Our brands:



Our commitment to our guests

Our culture of commitment is reinforced on a daily basis through our ten commandments:



- 01** We are hoteliers by vocation and spirit of service is part of our DNA.
- 02** We are working to make the relationship with our guests a valuable experience.
- 03** We are responsible for the satisfaction of our guests. They are always our priority.
- 04** We have a business area dedicated to innovation, which has become a strategic driving force for the company.
- 05** Our technological solutions are evolving every day to keep up with market trends and customer needs.

- 06** We aspire to consolidate ourselves as a leading reference group in the sector.
- 07** We are working to improve the international ranking of the brand by increasing our presence in all markets.
- 08** We are committed to young people and we are working to help them join the professional market.
- 09** Art and culture are part of our essence and hotels are becoming spaces to enjoy them and platforms to promote them.
- 10** The loyalty of our guests deserves to be recognised. Therefore, the Star Traveller programme awards their trust during every stay.



Art & Culture

Eurostars Hotel Company is strongly committed to culture, art, and any creative value that could help to awaken and stimulate the emotions of our guests.

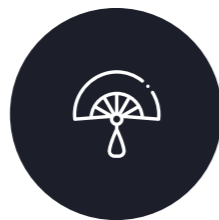
We make a commitment to the cities where our establishments are located through cultural activities, awards, and exhibitions. For nearly 20 years, over 600 artists from different creative disciplines have exhibited their work at the chain's establishments.



Exhibition
project



Competitions
and Prizes



Cultural
activities



Heritage
preservation

Emblematic hotels

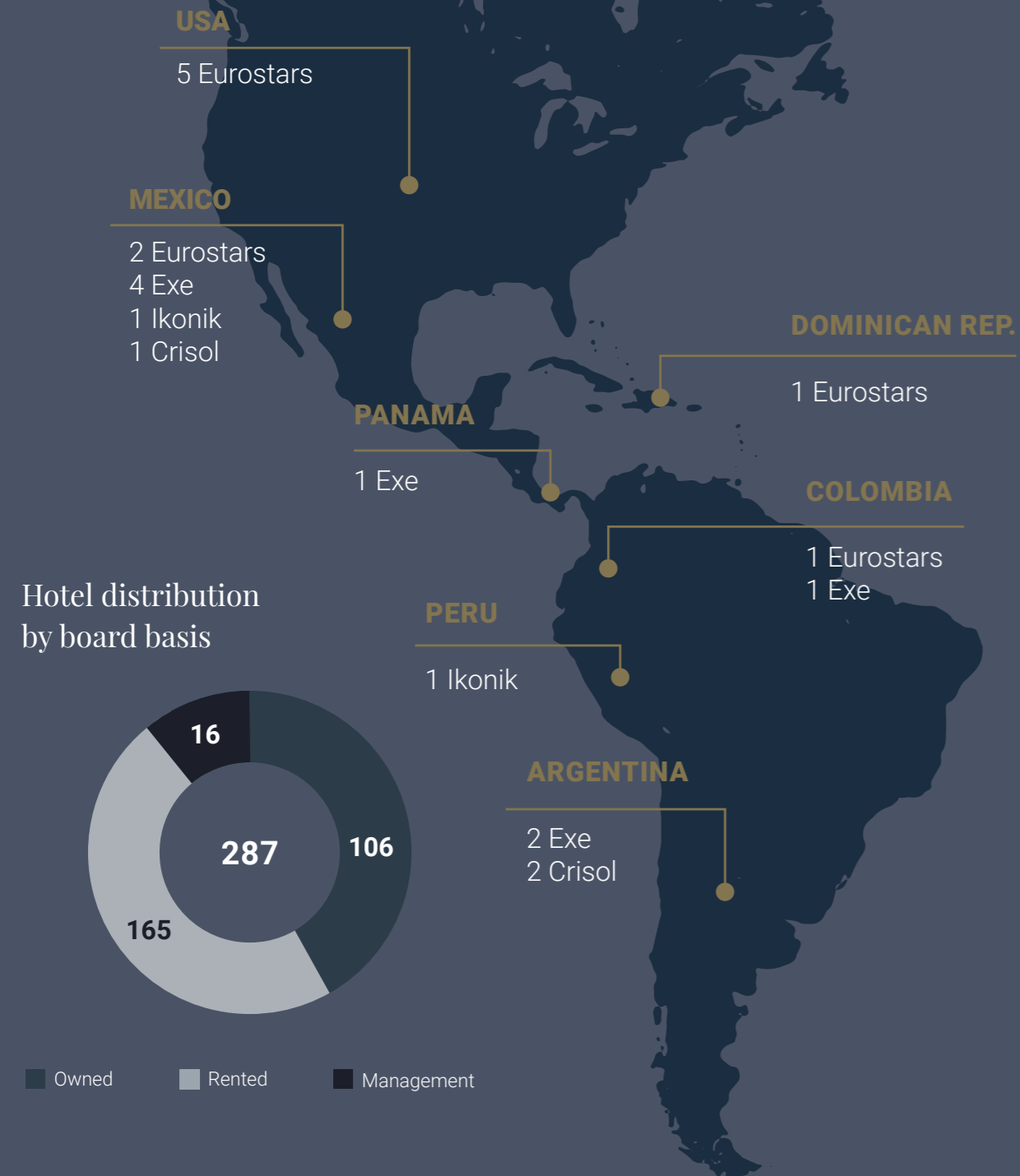


Each establishment should be unique and exceptional, becoming a true symbol of its city.

The chain's directory includes true gems with years of history and tradition, as well as impressive buildings that define the urban skyline.

International coverage

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Hotels under development and openings in 2025



1886

TOTAL ROOMS

53

APARTMENTS

23

HOTELS

Our brands



125 hotels

Upper Scale



Each hotel is its own world

Collection of hotels with values linked to the world of art and culture. They stand out for their elegance and comfort. Conveniently located, they offer a full range of facilities, as well as excellent service.



11 hotels

Boutique hotels



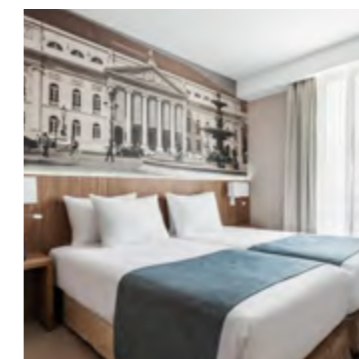
Signature Places

Unique hotels that offer experiential value to guests. Linked to the culture of the destination and the historic legacy of the surroundings, they stand out for their details, and their tasteful décor and architecture.



91 hotels

Upscale



Better than home

Hotel chain that stands out for its convenience and facilities. An option that blends functionality with comfort. Friendliness and customisation for leisure travellers and especially for those travelling for work.



9 hotels

Design hotels



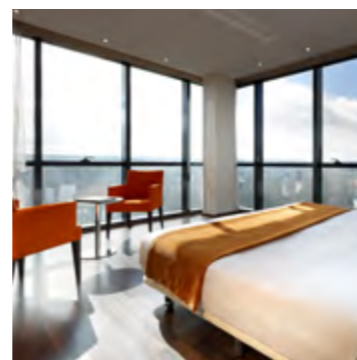
Positive Living!

Positive living concept hotels. Trendy style adapted to the needs of today's guests, whether for business or pleasure. Relaxed atmosphere and multifunctional spaces. Young, on-trend vibe.



23 hotels

Midscale



Functional spirit

Directory of basic hotels. Functional facilities that successfully meet the needs of travellers.



12 apartment buildings

Suites & premium apartments



Premium Stays

Premium apartments. Modern apartment blocks that stand out for their central, well-connected location, perfect for exploring the city. An alternative for travellers who want more freedom and independence without sacrificing professional, dedicated management.



Each hotel is its own world

Welcome to a collection of emblematic hotels, inspired by true values that are closely linked to the world of art and culture. Luxurious and sophisticated facilities and excellent attention to detail.

Historic establishments designed to create exceptional experiences, as well as hosting large events and celebrations, with an excellent range of cuisine.

Eurostars Hotels was created with the aim of offering guests a travel experience that goes beyond enjoying a comfortable room. The intrinsic values in the brand's DNA are based on commitment to service, which is clear from the moment guests arrive at the hotel.

Eurostars Hotels develops its own concept of hospitality, which aims to provide guests with the utmost care and attention, while attentively accompanying them during their time in the city, whether their trip is for business or pleasure. The aim of this passion and dedication is to foster long-standing relationships with our guests.



Unique buildings.
Renovation of large
emblematic buildings.



Spaces suitable for
hosting large events.



Tasteful décor with
attention to detail.



Remarkable culinary
experiences.



Signature Places

Aurea Hotels is a boutique brand that goes beyond material luxury. It offers an authentic experiential concept with the aim of connecting guests to the cultural wealth of the destination and the uniqueness of each hotel. Its differentiating value lies in the connection between the establishment and destination through a style based on architecture, historic legacy, or the setting itself.

A new type of establishment which, as well as offering aesthetic sensitivity and comfort, aims to create an emotional connection between the traveller and destination. The purpose of Aurea Hotels is to inspire guests through unique experiences, born from a holistic and personalised concept. Each destination should enrich the soul of the traveller and create an unforgettable memory.



Each hotel reflects the culture of the destination through its unique design, which represents its history and surroundings.



Linked to the culture of the destination and the historic legacy of the surroundings.



Unique buildings. Renovation of large emblematic buildings.



Boutique brand of unique hotels that provide experiential value to guests.



Better than home

Exe Hotels represents a hotel concept designed for guests who know to how to focus on the important things. The experience at our establishments is based on a balance that perfectly complements the guest experience, comfort, work, and special moments.

Exe Hotels are located both in the centre of dynamic cities and in conveniently located areas in the urban outskirts. They combine a relaxed atmosphere, family comfort, and friendly service, with infrastructure and services designed for corporate clients and for holding events and meetings.

Always at the service of guests, Exe Hotels aims to become the perfect solution for travellers. Its services and facilities stand out for their high functional value and practicality, ensuring guests have a trip without any nasty surprises.



Facilities capable of meeting the needs of corporate clients.



Prime, well-connected locations at the destination.



A warm welcome and a friendly, helpful service.



Activation of Peque Club at family hotels.

Positive living!

Ikonik Hotels connects with guests who are young at heart, interested in culture, aware of the latest trends, and want to enjoy and share unique, original experiences. Ikonik is a vibrant patchwork of creativity, inspiration, and curiosity.

Ikonik Hotels focusses on what really matters, putting the functionality of each space first by creating dynamic and vibrant common areas. Fully focussed on service and the experience during the stay, but also on the simplicity of the basics that are truly important. Far from offering thousands of options and outdated amenities, it is committed to identifying what makes the difference, which makes it just what the guest needs. Less is more, and better. Ikonik views modernity as a breath of fresh air, without forgetting the traditional values disguised as excellent customer service.



Concept based on the functionality of the spaces and their elements.



Simplicity. Basic services that are highly focussed on leisure.



Innovative concept. Current, on-trend hotels.



Fresh, colourful décor. Innovative, striking spaces.

Functional spirit

Crisol Hotels offers a competitive accommodation proposal to its guests, where the main points are an excellent quality - price relation, an optimal service and a guarantee of comfort in all the hotels of their directory.

This brand ensures the guest a cordial and efficient treatment, features covering the basic needs of the traveller and functional, nice and cosy facilities. A convenient option both for those travelling for work or on a leisure trip.



Excellent quality - price relation



A cordial and efficient treatment



Functional, nice and cosy facilities



A convenient option both for those travelling for work or on a leisure trip



Premium Stays

Tandem Suites is a collection of modern apartment blocks that stand out for their central, well-connected location, perfect for exploring the city. An alternative for travellers who want more freedom and independence without sacrificing professional, dedicated management.



Access to local life
at the destination.



Checked apartments.
Quality guarantee.



Immediate booking
confirmation.



Additional tailor-made
services. Attention to
detail.

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