



MELIÀ

HOTELS & RESORTS

Soul Matters



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Brand positioning

Meliá Hotels & Resorts stands out through its genuine Spanish style of hospitality combined with a deep-rooted passion for service. It means we offer our guests a unique wellbeing experience.

We know that true wellbeing is formed of a wide range of factors, which is why our forward-looking approach covers all aspects of our guests' needs.

We understand and anticipate their desires at every stage. This is how we make our guests feel especially

taken care of and embraced – before, during and after their stay. Our Mediterranean roots give us our natural Spanish warmth and spontaneity: fundamental in creating the Meliá experience.

These are enriched by providing thoughtful extras, paying attention to small details and providing personalized experiences for each guest.

Our brand structure

Brand Purpose

Meliá Hotels & Resorts are reliable, trustworthy and familiar international flagship hotels with a distinctive passion for service and the wellbeing of its guests.

USP

Infusion of Spanish warmth, closeness and passion for hospitality

Distinguishing factors

Warm Spanish hospitality

We maintain a close relationship with our guests; we know them and want them to be comfortable and satisfied.

Focus on customer wellbeing

Our goal is for our customers to feel good, with a holistic approach to wellbeing.

Thoughtful, added value extras

To go beyond the expectations of our customers, we offer special extras of all kinds.

New hospitality experiences

We are passionate about everything we do, that's why we're always available for our guests.



Creative Positioning

The *Soul Matters* creative positioning is our way of expressing the ultimate benefit of our unique combination of passion for service and Spanish warmth.

It gives value to the intangible: every personal touch and small detail we put into our work... our care, attention and passion.

Because we do things with so much care and passion that we awaken their soul.
And yours.



Our customers

Meliá guests know what they want. They have high expectations which they expect us to meet.

Their lives are increasingly busy and fragmented, so when they stay in our hotels they seek warmth and familiarity, to feel cared for. It means they can be the best version of themselves and make the most of every day.

Four key guest groups are particularly important for Meliá Hotels & Resorts:



Families

They have wide-ranging needs, as all family members, especially the children, need to feel comfortable and satisfied.



Mainstream vacationers/Couples

They want their stay to be exceptional in every aspect – value for money and attention to detail are particularly important for them.



Savvy business travellers

Frequent guests who are driven by convenience and the desire for everything to be as they expect; they are often guests of The Level.



Meliá loyalists

Returning to Meliá time and time again, they love the sense of familiarity, Spanish warmth and the fact they are recognised and treated personally.

Key brand information

EUROPE:	65 HOTELS
AMERICA:	18 HOTELS
CUBA:	16 HOTELS
AFRICA:	11 HOTELS
ASIA:	9 HOTELS
TOTAL:	119 HOTELS



26 hotels in the pipeline:

Albania, Bulgaria, Cape Verde, China, Cuba, French Antillas, Germany, Indonesia, Morocco, Portugal and Thailandia.

ROOMS 

34,947

COUNTRIES 

34

STAYS IN 2019 

12,752,765

ROOMS IN PIPELINE 

7,438

COUNTRIES IN PIPELINE 

11

HOTELS IN PIPELINE 

26

Segmentation by income

Direct Client 40%

E-commerce 19%

MICE 15%

Wholesalers 13%

Corporate 13%

Brand expressions

Service Culture

The human face of our brand: Belonging Begins Here

Our passion for what we do is felt everywhere.

We want our guests to feel at home, at ease, like they are part of the family. We call this feeling Belonging, and it is the ultimate benefit we want to provide. It's what keeps our guests coming back.

We deliver this through a thoughtful, personal service style characterised by Spanish warmth, allowing us to connect with guests and see things from their point of view, so we can look after all aspects of their wellbeing.





Meliá Paris La Defense

Room experience

A room brimming with the secrets of wellbeing

Each room is designed to help you experience total wellbeing – from high thread-count organic cotton sheets to our vitamin C-rich ‘Happy shower’.

From the first moment, you can take care of yourself with the sustainable amenities from Rituals.

Pamper your body with local and healthy minibar products and work out with the fitness ball. Or open your mind with the mindfulness materials.

These are just a few of many details that will help you find the most relaxing sleep in Meliá.



Gastronomic experiences

Food for every taste

Meliá has reinvented its approach to food. Low calorie, vegetarian, vegan, gluten-free... our varied, balanced cuisine stays at the forefront of latest trends.

Our gastronomy is personalised:

- All Day Dining / Lifestyle
- Signature Spanish Restaurants
- Specialty restaurants
- Lobby Lounge Bar
- Pool bar, beach bars and beach clubs
- In-room dining
- In-room bar
- Banqueting and MICE



Meliá Madrid Serrano



All Day Dining / Lifestyle

The hotel's gastronomic centre, serving three main meals daily, plus à la carte cuisine in an environment reflecting local style and cuisine.

Additionally, this is the perfect setting for cultural activities such as jamon cutting, wine tasting and inspiring cooking classes.

Signature Spanish Restaurants

We reveal the greatest secrets of Spanish cuisine, with warmth and passion for service always included.

Specialty restaurants

À la carte restaurants showcasing local gastronomy from around the world.

Lobby Lounge Bar

A relaxed place for both work and rest, renowned for quality coffee, organic tea and local specialities – plus enticing mixed drinks for before or after dinner. Wi-Fi connection naturally comes as standard.

Pool bar, beach bars and beach clubs

Offering local specialities and a variety of organic fresh salads, appetisers, fish and grilled meats and freshly squeezed juices, plus artisan beers and tempting cocktails.

In-room dining

This service is an extension of our personalised cuisine. Guests enjoy efficient service with a variety of international, local, organic and vegan options.

In-room bar

This contemporary take on the minibar offers, local and organic products, quality coffee and selected organic teas.

Banqueting and MICE

This gastronomic service for events can adapt to the needs of every occasion.



Melia Shanghai Hongqiao

LEVEL

THE LEVEL

Step into another world

Enjoy maximum satisfaction and comfort with the most personalised service and the most exclusive product – in privileged areas of the hotel.

Offering the best service plus little details to upgrade your experience: exclusive rooms, lounge with all-day food and drink service and outdoor areas for relaxing.

In addition, you can choose the perfect space for your stay. At The Level you will live an exclusive experience for the whole family.



Meliá Danang

Power meetings

By Meliá

Business or pleasure? Both

When you enjoy your work, the results are unbeatable.

We offer all you need to carry out your business in the most innovative and dynamic way. Inspiring meeting rooms include everything from fitness balls for the best posture, to walls for scribbling brainstorming notes.

Plus, mindfulness sessions, relaxing lounge areas, creative coffee breaks and the latest trends in meeting spaces. And all of this focused on sustainability, with 100% recycled EcoTouch materials.

This is the ideal atmosphere to drive your business while actually enjoying work: meaning your wellbeing is doubled.





Energy for life activities

There is no single way to achieve wellbeing. There are at least four

At Meliá, our activities cover the four major areas of wellbeing:



Gastronomy

In restaurant workshop areas, activities offered include cooking sessions and wine tastings.

Cultural

Highlighting our passion for art, each hotel offers lobby activities enhanced by our food and drink selections.

Physical and mental

- Complimentary mindfulness activities through the in-room app and television.
- Physical activity videos available through the Meliá app.
- Running activities with maps featuring routes through memorable local areas.

Social

Global partnership with wellbeing experts to host major events and conferences at the hotels.



Practice the ritual of feeling good

The YHI Spa and Wellness programme aims to promote wellbeing by purifying the body, harmonising the mind and cultivating the soul.

Each personalised therapy, treatment and ritual is designed for an unforgettable experience – using the most prestigious products.





Meliá Punta Cana Beach

ROMANCE
BY MELIÁ

Perfection on the most important day of your life

Every detail is taken care of and designed around your wishes so that the day of your life is remembered forever.

Barefoot weddings on the beach, banquets in breath-taking gardens... we are by your side to make sure everything is just perfect.

This leaves you free to enjoy days of tranquility and nights of warmth and happiness.



“Willow, Holly and the Tree of life”

There is no greater joy than seeing our children happy. That’s the thought guiding our children’s programme.

We make imaginations soar in adventure experiences where they learn values such as respect, courage and empathy in specially designed environments.

All Kids Club activities are holistically designed for children to develop their social, physical, spiritual, emotional, environmental and intellectual skills. And the experience is peppered with fun surprises – from check-in to special details in their room.



Additional operating models

Our two additional operating models can perfectly match guest needs and the country's hospitality trends.

Every detail is designed to exceed expectations and make guests feel better than ever.



Meliá Punta Cana Beach



Adults only

Some pleasures are Adults only

Couple massages, personalised romantic dinners, unforgettable pool experiences... Meliá helps you revel in the best about being an adult.

Featuring exclusive 18+ facilities, superior in-room experiences and a variety of workshops and leisure activities, for a harmonious and relaxing stay feeding body and mind.

All inclusive

Dreams included

Meliá offers the ultimate resort experience in fascinating worldwide destinations where you'll feel more than special.

Wide-ranging activities, a gastronomic journey through a myriad of bars and restaurants, concierge services by pool and beach... you'll be in your own dream.

We also offer a superior food and drink service throughout the day and 24h room service.

Exceeding expectations... at an all-inclusive price.



Meliá Punta Cana Beach



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Melia Hotels International, the most sustainable hotel company in the world,
according to the 2019 Corporate Sustainability Assessment (CSA) by SAM