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Editorial

Spain's goal for 2022 is: To be the favourite of the British who dream of travelling

With the end of 2021 fast approaching, both the Spanish and the British tourism sectors are slowly resurfacing after having gone through some really tough times, showing impressive resilience. Getting back to pre-pandemic levels of business is going to be an arduous task, but a good part of success will reside in the source market tourism professionals, British travel agencies and Spanish tourism entrepreneurs and destinations working together.

Because it is not just a matter of getting back to record numbers, or getting such an important air corridor –between the two countries in Europe with the greatest number of airports connected to each other– back up and running to its full potential. It is also about taking advantage of the opportunity to work together for a more sustainable tourism, to make people's visits to Spain attractive experiences but always keeping in mind that British travellers dream. They need to know that the Spanish tourism sector can welcome them satisfactorily and that it offers them new places they have yet to discover, new paths and people eager to share their most authentic side.

Now, when we must all still protect ourselves and others, the top-quality services and health protection that Spain offers guarantees people will return from their holidays with only good memories. In the longer term, we have the opportunity to create a better future where travel will never be a part of the problem but always the solution.

At this very special occurrence of the WTM London 2021, where we will return to the much-missed in-person and face-to-face contact, Spain will be one of the most represented countries from Europe. They will be there to remind the British tourism sector's professionals about how wonderful the country's beaches are, its exceptional cultural heritage, its excellent opportunities for outdoor sports, its large natural spaces, and its exquisite food, all under the slogan 'You deserve Spain', launched in 2021 by Tourspain and a real invite to once again start living life to the full.



Spain is full of places with natural beauty. Picture provided by the Spanish Hospitality and Tourism Federation in the province of Tarragona (FEHT).

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Familiarity of the destination works in our favour, as does healthcare safety

A progressive and hopeful RETURN TO NORMALITY

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In 2021, Spain has clearly started the path to recovering the British market, although at a slow pace due to summer restrictions that have not prevented many travellers from spending a few days in the country. Looking to the end of the year and 2022, the keys to success are maintaining a prominent position in terms of sustainability and strengthening potential travellers' image of all the advantages Spain has to offer as one of the world's safest and most pleasant tourist destinations.

October 4 marks the return of British demand to the international market, being the end of the beginning of the COVID-19 crisis", explains **Manuel Butler**, Spanish Councilor for Tourism in London and coordinator of **Tourspain's** Northern Europe Area, to **HOSTELTUR**. Recovery in the coming autumn-winter months will be evident, with a +200% growth rate -coming from very low levels, we must not forget-, unless things get bad again due to COVID-19; but even if this were the case, we be-

lieve any impact would tend to be less than before due to high vaccination rates in the UK and major tourist destinations", like for example Spain. "Spain is in a good position thanks to its high vaccination rates and its good image in Britain. But we need to remember that in 2022 we will be facing less demand than before COVID times and that what the Mediterranean area has to offer is still the same as before the pandemic". "This implies that prices are going to be a decisive factor". However, "it is still early

to know how the crisis has affected household wealth", and it is essential to remember that we are facing "competitive markets that are moving very fast". Butler points out that "the long business relationship and emotional bond between both countries" will be essential in recovering. "It is a highly appreciated destination, and this will help us in the short term, but we need to think about the changes that are taking place, especially in the field of social sustainability. We need to be

well aware of this and not miss anything when it comes to what is being and will be required".

It is also fundamental to strengthen relations with professionals from the source market. "It is very important to remember that the British tourism sector is very weakened after the crisis, especially travel agencies, so being empathetic and showing an emotional approach is key. We need to be very present in this market, one of the most demanding and dynamic in the world".

At the 1st Turespaña Convention held in October in Seville, Butler stressed the importance of British demand, representing 1.5 percent of Spain's GDP, a significant percentage in Spain's economy, so we need to make the most of the opportunities autumn is bringing us. The Canary and Balearic Islands will gradually benefit from this recovery, but, he pointed out, "We must stop being linear thinkers; there will be highs and lows". He also highlighted the opportunity for Spain to stand out as a sustainable destination. "Large British brokerage companies see that there is a great demand for sustainable products, and in this sense, Spain needs to reposition itself if we want to carry on being leaders in the coming years".

In 2021, the British ambassador in Spain, **Hugh Elliot**, has shown great interest in getting to know firsthand how Spanish hotels and tourist destinations were optimising their services in this situation, playing an important role when transmitting this information directly to the UK Government. A spokesperson from the **British Embassy in Spain** told our magazine that "one of Spain's strengths is that it is in an excellent position to take advantage of the easing of travel restrictions, that allows for fully vaccinated UK citizens to travel to Spain without having to quarantine upon return. This policy change came before the summer



Sustainability has absolutely come to the fore. It is imperative in Spain's offering, and the golf segment is a clear exponent. Picture: Grupo Blaumar.

holidays and, being one of the British people's favourite tourist destinations; many British tourists were looking forward to returning to Spain to enjoy the summer holidays they couldn't have last year".

The spokesperson adds, "we can see that Spain is clearly recovering in terms of interest from British travellers. Flight searches to the main Spanish tourist destinations, like Málaga, Alicante, Madrid and Barcelona, have increased significantly in the recent weeks. After the pandemic, UK tourists are likely to want to travel to places they are familiar with and can trust, and Spain fits this profile perfectly".

Activation data

According to figures from the **Frontur** report published by the Spanish **National Institute of Statistics**, in August, traditionally summer's busiest month, Spain managed to recover half of the tourists it had before the pandemic. In the case of the British market, this was 714,668 visitors, representing 181 percent more than in the same month of last year. However, figures show that there is still a 41.6 percent drop in visitors from the UK, 1.5 million, during the first eight

months of 2021, considering the fact that the first months of 2020 were normal.

With more recent data, the **TravelgateX** B2B platform reflects how bookings gradually started to improve from the beginning of September and when the COVID traffic light system was already expected to be lifted. So, British travellers went from beginning the month with a market share of 8.57 percent, increasing to 13.03 percent the week of September 20 to 26.

Tourspain's last executive statement about the UK before closing this issue, published in September, indicated that for this market, "Spain was, until the start of the pandemic caused by the coronavirus, the primary sun and beach holiday destination for British travellers; it was their holiday destination by default and the undisputed leader in both summer and winter. According to the **Office for National Statistics (ONS)**, its market share in 2019 was 19.5 percent, followed by France with 11.1 percent and Italy with 5.5 percent.

The statement read that "the main reason British people travel is to enjoy the sun and beach, but they also like to enjoy city breaks and nature.

“*After the pandemic, tourists from the United Kingdom are likely to travel to places they are familiar with and that they know they can trust, and Spain fits this profile perfectly*”, say representatives from the British embassy

Spain is seen as a beach plus destination where the sun and beach are its primary features and complemented by other activities and experiences.

Despite the pandemic, these factors continue to be valid, and once travel restrictions have been lifted, tourism in Spain is expected to bounce back strongly. The document added that “thanks to the UK’s advanced vaccination process, this rebound would most likely start this summer 2021”, and this was the case.

The data managed by the association of British tour operators and travel agencies **ABTA** confirms this trend. Despite many restrictions not being lifted until October, many nationals did not give up travelling to Spain during the summer of 2021. “Most of the places on the Green list are not the typical places people would go to during this time of year”, explains a representative from the association to this magazine. So, nonetheless, many chose places on the Amber list. “A lot of people have travelled this

summer to popular holiday destinations in Spain, like the Balearic Islands, Greece, Portugal and France”. In fact, during the UK’s bank holiday from August 28 to 30, favourite destinations for getaways were Mallorca and Crete.

Looking ahead to winter 2021-2022, there is a clear winner, and it is also in Spain. Representatives from the association point to the Canary Islands in the first place as “a sure favourite for winter holidays”. And they add that “the islands’ sandy beaches and water parks make them a clear choice for families, while hikers and mountaineers can also explore mount Teide on the island of Tenerife”. The Spanish islands are ahead of Turkey this season and several other medium and long-haul destinations, specifically Dubai, the Caribbean, the Maldives and Mauritius. ■



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PR

Paul Bunce – Business Development Director for RIU – UK/Ireland/Nordics

“The opening of our first RIU hotel in London will mark a milestone for the company”

How did RIU Hotels react to the COVID 19 pandemic and how did the company managed this situation and prepare for the reopening?

It is a fact that the COVID 19 pandemic is considered a crisis that has shaken our business from top to bottom. During the month of March of 2020, we had to close all of our 99 hotels around the world. However, RIU Hotels & Resorts are defined by our actions, and despite the total closure of our portfolio we got to work immediately on the post-covid safety protocols that enabled us to reopen our hotels offering the maximum guarantees of safety in terms of health for our guests and employees. Our employees were intensively trained to implement these protocols and, after more than a year and a half, we can say that they have proven to be very effective.

Which actions has RIU developed and what goal had the company in mind during the pandemic?

This pandemic has taught us how to turn 180° in a matter of hours. Adapt, bring out our charitable side and demonstrate patience. Our hotels around the world have provided food donations, contributed essential supplies to healthcare



The Riu Plaza London Victoria, now under construction, will open in 2023.



Paul Bunce, Business Development Director for RIU.

and emergency workers and even displayed inspirational messages of solidarity on the hotel façades. The objective was clear, to be ready. Having in mind that all could change depending on the epidemiological situation of the destination and the contagion curve and security measures of the source market countries, the objective was to reopen all of our hotels and to be ready for our guests when things started to get better. Therefore, progressively during this past year, we have been reopening our hotels in the destinations in which the conditions were positive.



RIU Palace Santa Maria, located on Sal Island, is the latest addition to RIU's portfolio in Cape Verde.

If you could summarise the lessons learned, what would they be?

Patience and precaution are valuable lessons; we are going to continue to be alert and ready to react to any eventuality. Experience and listening to the authorities are also good assets; the level of immunisation in both the destination and source market countries in Europe are high and we have also gained some very valuable experience with the COVID protocols.

How is the Winter looking and are bookings for 2022 starting to grow or are we still working very last minute?

Winter is looking much more positive than the Summer and the recent changes to testing requirements have definitely stimulated interest and demand for the winter season although it will still be a far from normal booking pattern and last minute bookings will remain something which will prevail throughout this transition period. For Summer 22 the position is extremely strong and, therefore, if customers do not book early there

could be limited availability for late bookings as many customers have rolled over existing reservations from both 2020 and 2021 so supply could be extremely pressurized in some destinations.

Could you say which destinations are the most popular among the British market?

For ourselves at RIU the most important destinations in terms of volume from the British market are Cape Verde, Mexico, Jamaica, Dominican Republic and Morocco although obviously the traditional destinations of Mainland Spain and the Canary Islands also remain very much in demand.

Which are the perspectives for the upcoming year in regards of this market?

Providing the situation regarding covid restrictions continues in a positive trajectory the perspectives for this market are extremely strong, the British are resilient travellers and there is a strong demand for overseas travel, especially as the weather this last summer was especially unreliable mak-

ing domestic travel less attractive against the guarantee of warmer and sunnier destinations. Cost is also a factor when comparing domestic holidays against overseas travel as prices for “staycations” have risen dramatically during the pandemic resulting in customers looking for the better value for money offered by less expensive foreign destinations.

What's new from RIU in the British market?

The British market is very important for RIU, being one of the biggest source markets in terms of customer volume to our hotels. However, it is a destination where we currently do not have any hotels, but that will be changing soon as we are proudly anticipating a company milestone within the UK by opening a RIU hotel for the first time in London.

What are the main features of the hotel?

It will be a 4-star hotel with an enviable central location. It has more than 400 rooms and a total of 11 floors. The views from the top floor are breathtaking. It is a hotel designed for leisure tourists seeking one of the best locations in London but also accommodates business travellers.

How is the project going?

At the moment it is a bit too early to give much news about the project since the work only began just after Christmas 2020 so the work is still at an early stage. At present, the scaffolding phase is being carried out on the façade and the structure of the building is being built. If you walk down the street near the hotel, you can see how the entire facade is beginning to take shape with the scaffolding surrounding it.

The UK continues to be an essential market for Spain

CHALLENGES AND OPPORTUNITIES

for British tourism after Brexit

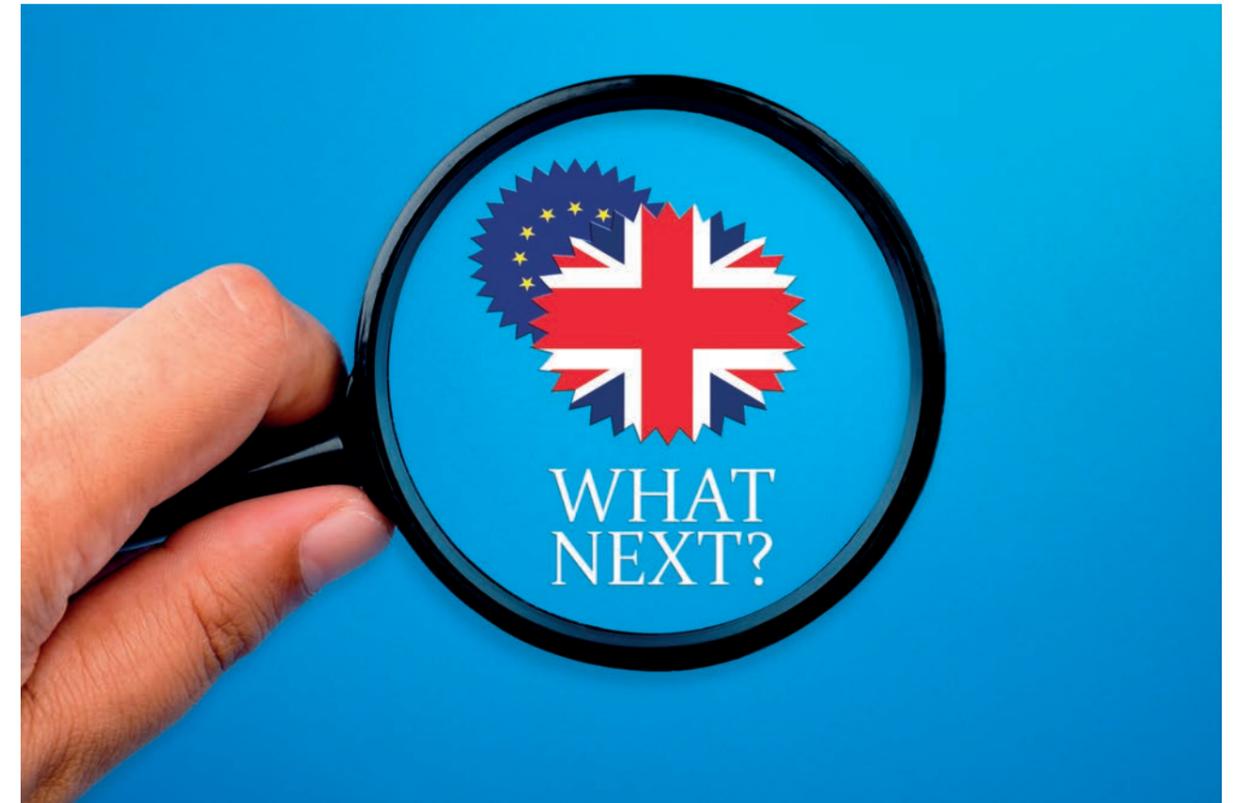
The UK continues to be a very attractive market for Spain despite its departure from the European Union. Although travellers now have to undergo specific border controls to get into our country, it is still a priority tourist destination for British citizens, especially thanks to our sun and beach offer. But, Brexit also brings with it new opportunities. By benefiting from VAT refunds on tax-free purchases in European states, these travellers have become very interesting customers for shopping tourism.

The UK officially left the European Union in January 2020, more than three and a half years after holding a referendum that on June 26, 2016, said ‘Yes’ to its exit from the EU. Then began a transition period that started with the British leaving all European institutions. EU Governments and the UK continued negotiating until they reached a deal on December 20, 2020. Consequently, January 1 saw the beginning of a new stage in the relations between the UK and Spain and the rest of the EU club. One of the main consequences is that British people cannot move freely around European states with the same rights as nationals and vice versa. But

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UK travellers put their trust in Spain for their summer holidays. In August, 714,688 travellers arrived, 181 percent more than a year earlier

this will not prevent them from enjoying their holidays in these countries. Spain expects to carry on welcoming visitors from the UK, our primary source market until 2019 –the year before the COVID-19 pandemic–, when we received more than eighteen million travellers from that country.

In fact, once travel restrictions to avoid the spread of the virus were relaxed, they again relied on Spain to enjoy their summer leisure time. In August alone, 714,668 British visitors arrived. Still, although this is a modest figure, it represented a 181 percent increase compared to a year earlier, and it was the second-largest source market after France.



The UK's departure from the EU marks the start of a new stage in relations between both parties.

New requirements

What has changed is how to get to these places. Britons must now follow the entry requirements set out in the ‘Schengen Borders Code’ that, among others, includes the obligation to identify themselves with their passports and undergo specific additional border controls. Still, they will not need a visa if they do not plan to stay for more than ninety days.

The agreement reached between the EU and the UK on Christmas Eve 2020 guarantees connectivity and citizens’ rights. It provides for continuous and sustainable air, road, rail and maritime connectivity. It also guarantees that the competition between operators of both sides be carried out on equal terms so that workers and passengers’ rights and transport safety are not reduced.

Shopping tourism

The UK’s departure from the European Union also implies a tax shift. VAT re-

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British tourists can ask for VAT refunds when making tax-free purchases in EU countries. So, they are becoming interesting customers for shopping tourism

funds have been eliminated, but residents of the British Isles can claim a refund when making tax-free purchases in EU countries, excluding the Canary Islands, where Tax-free does not exist. Thus, in addition to our sun and beach offer, Spain is now also a very attractive destination for shopping tourism.

“We have been thinking of the British as sun and beach tourists for more than fifty years, but Brexit has now given us the opportunity to offer them shopping tourism experiences as well because they can benefit from VAT refunds”, explains Luis Llorca, general director of Global Blue in Spain, a firm specialised in VAT refund services for travellers.

According to the report “Brexit and Spain as a shopping destination”, published by said company, 60 percent of British tourists are willing to spend 50 percent more on shopping when on trips in the EU, and this is “a great opportunity for Spain to increase British tourism spending”, adds the company’s manager. ■

Recapturing lost air connectivity

Demand soars between the UK and Spain after the lifting of bans

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The UK is Spain's top passenger source market. Before the COVID-19 pandemic, they were the two countries in Europe with the highest number of airports connected to each other, probably making it the most affected air corridor in the region due to the loss of air connectivity caused by the health crisis. However, with vaccinations progressing well, the improvement of the epidemiological situation in Spain, the easing of British restrictions, and the reopening of arrivals from the EU, demand for Spanish tourist destinations has skyrocketed among British travellers.

This market's operators, especially low-cost ones that are driving traffic growth on the continent, are reactivating an increasing number of routes, frequencies, and destinations. For **EasyJet**, Spain is key to recovery, as it is one of its customers' favourite holiday destinations. The British low-cost airline is increasing its Spanish fleet, at all three of its bases in the country, to seventeen with five new planes based at the company's seasonal set-ups in Malaga (5) and Palma de Mallorca (7) and at its all-year-round base in Barcelona, 50 percent more than in 2019. EasyJet has already started selling holiday packages and flights to Spain's most popular tourist destinations, Málaga, Alicante, Barcelona, Ibiza and Palma de Mallorca, for the summer of 2022. The low-cost



Low-cost companies are driving traffic growth between Spain and the UK (picture from Elizabeth Jamieson on Unsplash).

company promises protection and total flexibility to make changes, free of charge and to any date or destination, up to two hours before departure.

Jet2.com and **Jet2holidays** have also scheduled their programme for summer 2022, with flights and packages on 339 routes from their bases at ten UK airports. Among the routes offered are Spanish destinations like Lanzarote, Tenerife, Fuerteventura, Gran Canaria, Reus, Girona, Alicante, Málaga, Almería, Mallorca, Ibiza and Menorca.

Ryanair has published a preview of its summer 2022 calendar. It plans to offer an extensive flight programme that includes destinations such as Barcelona, Ibiza, Tenerife, Lanzarote, Málaga and Seville.

British Airways and **British Airways Holidays** offer a variety of flights and holidays until the summer of 2022 to sunny destinations like Mallorca, Menorca, Málaga,

Gran Canaria, Tenerife and Lanzarote. The airline is implementing a flexible booking policy to allow customers to reorganize their trips free of charge until before August 31st, 2022.

As for Spanish airlines, this winter, **Iberia** is offering up to five daily flights on the London Heathrow-Madrid route. It is also continuing with the Stopover Hola Madrid! programme throughout the year. This programme allows customers travelling with Iberia from the UK to one of its long-haul destinations to stop over in the Spanish capital for up to six nights at no additional cost on their ticket. This can also include leisure, food, shopping and cultural activities. If customers decide to travel somewhere else in Spain, they would have a 25 percent discount when flying with Grupo Iberia.

Air Europa continues to operate the London-Madrid Barajas route from London Gatwick Airport. ■



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In fields like sustainability, open innovation, gamification and the new MICE

TOURISM INNOVATION

in Spain steps on the gas after the pandemic

Spanish technology is exported around the world

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All the experts agree that the pandemic has accelerated processes, especially those related to innovation that has advanced in months what would have taken years to achieve. The tourism sector has led this trend, becoming quite apparent in areas such as sustainability, open innovation, gamification initiatives, and what is known as the new MICE.

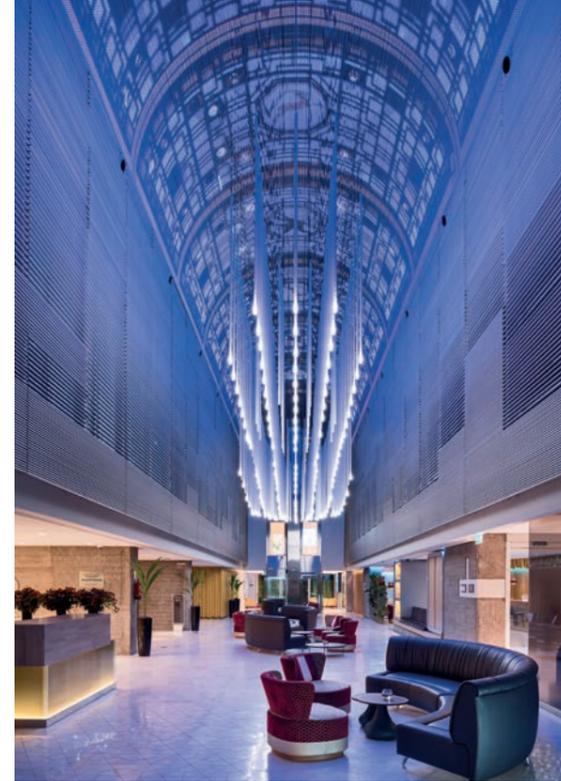
1.- Sustainability

Sustainability has become much more prominent in business and destination strategies, given the market's growing awareness and the threat of climate change imposed by the sector's transformation.

And by way of an example. Or better two: the consortium formed by **Volotea and Air Nostrum** airlines, together with the **Dante Aeronautical** startup, presented a project to convert fleets of small aircraft used for short and medium-haul flights, trans-

forming them into 100 percent electric. Seeking to offer a more sustainable regional air transport option, in addition to contributing to territorial cohesion. Certification of the first aircraft is scheduled for 2024.

On its part, last year, **Artiem**, a company from Menorca, became the first European company and third in the world to certify its positive impact with the **B Corp** certification. It recently hosted the first retreat in Spain for the community of certified companies, including more than 100 and



NH offers its customers great technology when organizing hybrid events at its facilities, such as under the NH Collection Eurobuilding's vault.

welcoming almost 300 people who have accredited their commitment to developing a more inclusive and sustainable economy, concerned about the environment, its surroundings and people's wellbeing.

2.- Open innovation

The consultancy firm **Gartner** confirms that the innovation that really adds value is the one carried out forming a network of collaborators. And in Spain, we already have several examples. The latest, promoted by **Iberostar, Hotel Digital**, in which the company has opened its innovation strategy to a network of twenty-five leading international and national companies, which also provide resources to implement technology and thus offer a differentiating proposal. The commitment for April 2022 is to have developed at least fifteen viable products, of which seven will be successful, scalable solutions.

Eurostars Hotel Company also usually uses its open innovation platform **Hotel Tester Ideas** to get ideas for new services and features from its customers. The company then evaluates the most popular and original ones

3.- Gamification

Gamification has become an alternative and very efficient formula for companies

to continue training their staff and for getting to know a tourist destination through new experiences, among many other applications. Two examples are **Riu Hotels & Resorts** that uses the **GameLear** platform to teach its employees 'team leadership' in a fun and entertaining way, and the startup **PlayVisit**, which offers gamified self-guided visits using mobile phones. This experience is already available in nine cities.

4.- The new MICE and business travel

Major hotel chains like **Meliá** or **NH** have redesigned their proposal for meetings and events at their hotels, exceeding their corporate clients' expectations by adapting to their business needs with safety above all else. With this in mind, they invite clients to hold their events outdoors, but they also offer to set up their meeting rooms with technology for hybrid events using holograms, virtual stages, or augmented reality.

For its part, **Viajes El Corte Inglés** uses **Imbric** technology to manage mobility on business trips offering different public and private urban transport options for the routes chosen by its users who can also use the app to book taxis, pay for parking and tolls, or report mileage and find information on public transport ... all using a single payment account. The idea is to make employees' regular trips easier, more practical and sustainable, and allow companies to control expenses.

5.- Spanish technology that is exported around the world

The startup **STAYMyWay** from Murcia has become the only supplier of digital keys for the more than 4,000 **Accor** Hotels, Europe's leading hotel chain and the third in the world. The deployment of the so-called **Accor Key** started this year and is used in 50,000 rooms. It will be used in at least 50 percent of all its rooms in the next five years, more than 700,000. With this solution, locks don't have to be changed; a module is added which allows clients to open them with their mobiles. ■

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With
Coronavirus,
innovation in
tourism has
advanced in
months what it
would have taken
years to achieve

PR

MALLORCA

a year around training ground

Mallorca offers a wide and varied sports agenda that covers all the needs of sports lovers. The island, due to its sporting tradition, climatic conditions and infrastructures, is the ideal place for holding sporting events of great tourist impact throughout the year. In addition, it is especially ideal for the realization of sports stays, training camps or clinics, thanks to the conditions and professionalism of its network of specialized services and facilities.



Sports Events Calendar						Mallorca 2021-2022	
						Cycling	Triathlon
						Running	Water Sports & Sailing
						Multisports	
09 / 2021	10 / 2021	23	03 / 2022	05 / 2022	09 / 2022		
11 Triatlón Internacional de Portocolom Portocolom, Felanitx	1 Trofeu SAR Princesa Sofía Palma	Powerman Mallorca Felanitx	12 Spartan Mallorca Palma	19 Trofeu Ciclista Pla de Mallorca Ariany	22 Mallorca 140.6 Triathlon Playa de Muro, Muro		
25 Mallorca 140.6 Triathlon Playa de Muro, Muro	10 Zafiro Palma Marathon Palma	Mallorca 5000 Skyrunning Soller - Pollença	20 Galatzó Trail Mallorca Calvià	28 Open Water Swim Colonia de Sant Jordi, Ses Salines	10 / 2022		
	13 Zafiro IRONMAN 70.3 Alcudia, Mallorca	24 Mallorca 312 Playa de Muro, Muro	04 / 2022		11 Semana Internacional del Ciclismo Master Playa de Palma, Palma		
	16 Challenge Paguera Mallorca Paguera, Calvià	Spartan Mallorca Palma	9 Triatlón Internacional de Portocolom Portocolom, Felanitx	06 / 2022	15 Challenge Paguera Mallorca Paguera, Calvià		
	17 Semana Internacional del Ciclismo Master Playa de Palma, Palma	11 / 2021	23 Half Marathon Magaluf Magaluf, Calvià	Mallorca Championships ATP 250 Santa Ponça, Calvià	21 Gran Fondo Palma Palma		
	21 Mallorca Golf Open Golf Santa Ponsa	4 Rolex Challenge Tour Grand Final supported by The R&A T-Golf & Country Club, Mallorca	30 Mallorca 312 Playa de Muro, Muro	08 / 2022	23 PowerMan Mallorca Felanitx		
		6 UCI Track Championship League Mallorca Palma Arena, Palma		Copa del Rey de Vela Palma			
		21 Galatzó Trail Mallorca Calvià		29 Rafa Nadal Open by Sotheby's International Realty Rafa Nadal Academy by Movistar			



Mallorca
Illes Balears

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You will find out there our Sport Events Calendar 2021/2022 to be downloaded



Cycling photography

Brits: welcome to Spain, without restrictions!

Technology drives biosecurity on

SPANISH BEACHES

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Spanish beaches and the sun continue to be the main reason most British tourists visit our country, attracted by the best weather in Europa and the beauty of its sandy beaches, with a record number of blue flags and certified quality. With the lowest cumulative incidence rate of positive cases in the entire European Union, according to data published by the European Centre for Disease Prevention and Control (ECDC), and with almost 80 percent of the population fully vaccinated, Spain finds itself at the top of the list of safe destinations when it comes to health, a situation that has allowed for most restrictions to be lifted in the country.

Spain has almost eight thousand kilometres of coastline, 2,240Km with more than three thousand beaches bathed by the Mediterranean and Cantabrian Seas and the Atlantic Ocean, with a record-breaking number of blue flags and beach quality cer-

tifications. The Spanish coastline is a unique area of high ecological value and extraordinary biological diversity, highly valued aesthetically and characterized by the richness and heterogeneity of its surroundings: sea beds, beaches, cliffs and coves; great weather



The UK's departure from the EU marks the start of a new stage in relations between both parties.

almost throughout the year; and a wide and varied tourism offering with vast amounts of options on its shores, going from nautical sports to fun, both during the day and at night.

In addition, Spain will have extra-long seasons, extended during the autumn and summer months, because the Balearic Islands, Community of Valencia, region of Murcia, Andalucía and the Community of Madrid especially, will register, from summer up until November, slightly higher temperatures than normal, according to the State Meteorological Agency's forecasts.

Quality beaches

Apart from the weather and its natural beauty, something that contributes de-

cisively to why Spanish beaches are valued so high is their top quality, certified by international and national organizations specialized in this matter.

The optimal conditions –environmental, cleanliness and services– of Spanish beaches are internationally acknowledged by the Association for Environmental and Consumer Education (ADEAC). In 2021, Spain ratified its thirty-year worldwide leadership with 713 blue flags on 615 (+25) beaches, nine of which are inland beaches, 96 marinas and two sustainable tourist boats. ADEAC has said these figures are “very encouraging”, considering it is the second summer marked by the COVID-19 pandemic. This means that Spain has been granted 16 percent of all Blue Flags,



The beaches of Lloret de Mar, Girona and Catalonia, have Wifi (Picture: De amaianos from Galicia - Cala Canyelles Uploaded by tm, CC BY 2.0.)

Technology at the seashore

Here we do have WIFI

Spain is a pioneer in terms of smart cities and destinations, and in recent years, technology has reached the beachfront. There are already several coastal towns that have free WIFI hotspots, responding to the need of most of today's travellers who want to stay connected during their holidays (there is still a minor part who want to disconnect entirely on their days off). In fact, in 2021, the number of places offering and people using this service has increased significantly compared to the year before the pandemic, 2019.

According to a compilation carried out by Enbex, a telecommunications company, there are beaches with WIFI all over Spain, especially in the south, east, and on the Balearic and Canary Islands.

In the south of Spain, several provinces have beaches with WIFI: Almería, Andra and Vera Beaches; in cadiz, Chiclana Beach, in the Port of Santa Maria, in Valdelagrana, La Puntilla, Sancti Petri and La barrosa; in Granada, Poniente de Motril Beach; in Huelva, the beach of Punta Umbria; in Malaga, La Rada Beach and El Cristo in Estepona and La Malagueta in Málaga capital, El Bajondillo and La Carihueta in Torremolinos.

In the eastern regions, Catalonia is top of the list when it comes to beaches with free WIFI: Vilanova Beach and Geltrú, Castelldefels, Vilassar de Mar, Sant Vicenç de Montalt, Mataró, Calella, Badalona, San Sebastian, Barceloneta, Somorrostro, Nova Içària, Mar Bella and Levant in Barcelona. The beaches of Aro, Sant Feliu de Guíxols and Lloret de Mar in Girona. In Salou, the beaches of Llevant, Ponent and Capellan. Arenal and Punta del Riu beaches in Hospitaet de l'infant in Tarragona. Catalonia is followed by the Valencian Community, where the following beaches have WIFI: La Malvarrosa, Cabanyal in Valencia; Benidorm beach, Norte beach, Los Arenales del Sol, El Pinet, Font Noca and la Marina in Elche, in Alicante. And Murcia where the beaches of La Manga, Honda, Los Nietos, Cala del Pino and Mistral also have WIFI.

The Spanish islands are pioneers in connectivity. On the Balaeric Islands they have had WIFI on the following beaches from some years now: Playa de Palma, Magaluf, Cala Millor, Cala Bona, Illestes-Cala Major, d'en Repic, Port d'Alcudia, Cala Fons, Son Bou and Arenal d'en Castell on Mallorca. Beach of d'en Bossa and Santa Eulària on Ibiza; Cala Galdana in Menorca; and Illetas on Formentera. In the Canary Islands: Arrecife Beach and El Reducto in Lanzarote; Las Canteras Beach in Las Palmas de Gran Canaria; and Jardin beach in Santa Cruz de Tenerife.

so one in six of all those flying around the world are on Spanish shores. The Community of Valencia is the region to have achieved the most awards for its beaches and ports (153), followed by Andalucía (137) and Galicia(122).

Likewise, the quality of Spanish beaches is certified, like other types of facilities in the tourism sector, by the Institute for Spanish Tourism Quality (ICTE).

This year, 254 Spanish beaches and 24 nautical-sports facilities in 98 coastal towns will show their Q for quality seal that guarantees optimal conditions and certifies that they follow demanding quality and safety and strict and highly professional standards in their management processes and in the services they offer. This emblem is awarded after a thorough audit is carried out on all equipment and appliances for public use, cleaning services and the selective collection of waste, safety, security, rescue and first-aid devices, information services, and access to bathing areas, sanitary facilities and the leisure services.

This year, the Q Flags ranking is led by Andalucía (131), followed by the Community of Valencia (51), the region of Murcia (23), Galicia (19), the Balearic Islands (15), Catalonia (15) and Cantabria (11).

Likewise, in their commitment to becoming safe destinations, City Councils have certified 165 beaches and 17 marinas with the Safe Tourism Certified seal, created by ICTE to guarantee compliance with the risk prevention measures and protocols set up to tackle the effects of SARS-CoV-2. This task was entrusted to them by the Ministry of Industry, Commerce and Tourism with the support of the entire sector.

Smart beaches

Technology has taken centre stage in several initiatives implemented on Spanish beaches. Various holiday destinations have set up new tools to



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post-COVID-19
times

help follow safety measures like beach capacity management tools to help people respect social distancing and avoid spreading the virus.

This summer, Telefonica took 5G technology to beaches in more than 150 Spanish towns, which meant that visitors could book a sunbed or a table at the beach bar on certain beaches using their phones or find out whether waves were good for surfing. With the Internet of Things (IoT) deployed along the coast, it is also possible to get information about ultraviolet rays, sun exposure, and wind speed, and it is even possible to get help in an emergency.

Without a doubt, IoT, big data, artificial intelligence and cloud technology are becoming key tools when optimizing the management of these spaces.

This summer, Fuengirola in Málaga launched a project to install sensors

on its beaches to control capacity using artificial intelligence. Developed by a local company, Juma, this project earned an award as the most innovative municipality in Spain in terms of beach management. The system consists of sensors being placed onto the frontline promenade's streetlights. These sensors are connected to a programme that, using artificial intelligence, counts the number of people on the city's beaches in real-time.

Likewise, the use of drones in several Spanish coastal areas has created a new profile of lifeguards and bay watchers. Equipped with loudspeakers, they give out warning and dissuasive messages and get into action a lot quicker than the rescue teams by dropping floats to bathers in danger while sending information to the rest of the lifeguards who are on their way and planning the rescue. ■

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The beaches of Cofete, Fuerteventura in the Canary Islands and La Concha, San Sebastian, Guipuzcoa, in the Basque Country, are the only two Spanish beaches to have entered the TOP 25 best beaches in the world list, in eleventh and sixteenth place respectively, also winners of the Travellers' Choice™ 2017 Awards within the frame of the ranking list voted by TripAdvisor's users, where Whitehaven Beach in Whitsunday Island, Australia tops the list.

Both beaches are also in the top five of the 25 best beaches in Europe- Cofete in second place and La Concha in fourth-, this list also includes the Ses Illetes Beach in Formentera (fourteenth place) and Sotavento beach in Fuerteventura (seventeenth).



Cofete beach, Fuerteventura, Canary Islands. One of the two Spanish beaches included in the ranking list of the twenty-five best beaches in the world (Picture: De dronepicr - CC BY 2.0).

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MENORCA,

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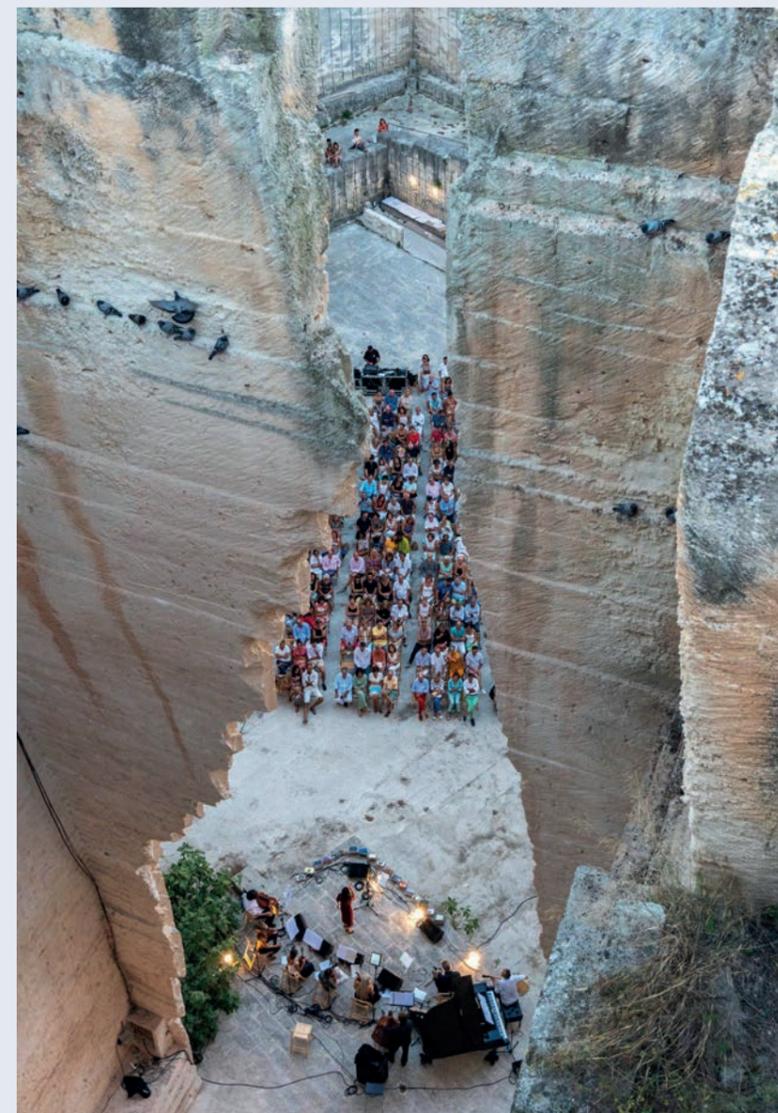
Travelling to the island is a good idea any time of the year. The possibility of connecting with nature, enjoying its vast and varied art and culture, and delighting in its rich gastronomy make Menorca a paradise beyond its coastline and beaches.

If we have learnt anything these last months, it is to enjoy the small pleas-

ures in life. Travel, breathe fresh air in open spaces, connect with nature, gaze upon the horizon, savour good food... feel that true luxury is to enjoy unique experiences that are at your fingertips any time of the year. Menorca is that nearby paradise where time passes at a different pace and where enjoying life is an art. The nature of its people has made pro-

tecting the land possible. The entire island and its marine habitat have been a Biosphere Reserve for almost thirty years; and its landscape is the result of a great appreciation for the area and its extensive historical history legacy.

An inspiring land for artists, painters and writers, the island boasts a full cultural life. Many festivals,



concerts and plays are scheduled from January to December to delight both locals and travellers. More and more galleries and exhibition spaces are opening to appreciate art in urban environments and in unique locations like Isla del Rey in the port of Mahon. In recent years, new museums have also opened in old manor houses, that due to their offering and the uniqueness of the buildings themselves, are well worth a visit. Real works of art are also the old marés quarries turned into incredible landscapes carved into the rocks, or the natural cave of Cala

Blanca opened to the public just a few months ago.

Although, the largest museum in Menorca is, without a doubt, its extensive Talayotic heritage that, next July, aspires to be proclaimed a UNESCO World Heritage Site. With more than 1,500 sites declared Cultural Interest Assets, Menorca has one of the most unique and richest archaeological landscapes on the planet. It is essential to visit one of the many sites part of this legacy to learn about and understand the island's history. It is a must on the list of travel intentions.

“
An inspiring land for artists, the island boasts a full cultural life all year round
In 2022 there will be endless good gastronomic reasons to travel to Menorca

The Menorcans' art of knowing how to live also involves good food. Gastronomy is a central theme, and next year there will be endless reasons for travelling to the island and enjoying its cuisine and exceptional food products. Menorca was awarded the title of European Region of Gastronomy 2022 by the International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT), and this will be celebrated with an extensive programme of activities and initiatives each and every month of the year. Mahón-Menorca cheese, cold meats, oil, gin, wine, craft beer, honey, pastries; dishes and recipes made with the best fruits of the sea & land; product tastings and workshops; visits to farms to learn about product development processes; local food markets...

There are plenty of places to discover in Menorca that will set your tastebuds tingling in a year that will be the epicentre of European gastronomy.

Menorca is a generous island, always ready to share with visitors its essence, its preserved land and shores, its legacy and culture, turning small pleasures into luxury.

+

INFORMATION:

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BI

The best setting for doing sport and relaxing

The Balearic Islands' goal hasn't changed; it is still to attract the British all year round

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Mallorca, Menorca, Ibiza and Formentera, will once again try to seduce British travellers by promoting the islands as the ideal place for quiet holidays at any time of the year. The Balearic Islands' products are varied and sustainable, and they now offer even better health protection guarantees to attract conscientious tourists looking for quality and a holiday destination that will never cease to surprise them.

The Balearic Islands will be at WTM London 2021 with a stand characterised by its great sustainability and accessibility and inspired by the Mediterranean Sea. This new design was unveiled last May at Madrid's International Tourism Trade Fair (Fitur) and perfectly adapts to the new requirements generated by COVID-19. It won first prize for the best stand in two categories at this fair: for being the best among all those presented by institutions and autonomous communities and for being the most sustainable. In this sense, it really stands out for being an accessible space for people with hearing and/or visual impairments, where different resources and measures have been used

and introduced to reduce the impact of the stand during its design, transport and construction, as well as during the trade fair itself.

It is also a safe stand because it meets all requirements: only one entrance, posters and signs displaying which way people have to go, capacity control systems, and air purifiers in the meeting rooms, among others. All, a faithful reflection of what tourists will find when they get to the islands, where compliance with measures is zealously monitored and where almost 72 percent of the population are already fully vaccinated.

It is also a hybrid exhibition space because it combines digital and face-to-face content, thus facilitating com-

munication in real-time using live streaming for people who cannot attend the trade fair in person. Regarding its appearance, a fresh and innovative design inspired by the Mediterranean was chosen, and the material used convey a sense of respect for nature and sustainability.

The **Government of the Balearic Islands** will attend **WTM London 2021**, representing the islands' four main brands, one from each island, together with representatives from the Island Councils, private companies and local representatives from some of British travellers favourite municipalities.

The main products to be promoted in the UK are those that are part of the region's commitment to offsetting the

seasonal nature of tourism. Because the islands' sun and beaches can be enjoyed nearly all year round, in winter months, we need to offer more, and that is where culture, gastronomy, active tourism and ecotourism come in. These products are specified in the action plans drawn up by each of the four islands and adapted to each one's characteristics and specific trajectory. The Island Councils are responsible for the islands' tourism planning and promotion.

Sports, nature and gastronomy

Among the products promoted by the **Mallorca Island Council**, nautical tourism, for example, stands out. To this end, a FAM trip was recently organised in October with the media and leading specialists from the European maritime sector, including several from Great Britain, together with the Balearic Marine Cluster initiative. Given the island's wide range of specialised products and services adapted to the nautical sector, this activity intended to publicise everything Mallorca offers in terms of sailing, both in the tourist and technical fields, as well as promote visits all year round.

On its part, the **Menorca Island Council**, through Menorca's **Tourism Promotion Foundation (FFTM)**, recently organised a FAM Trip to promote the island as an ecotourism destination and has launched a campaign that will run throughout October to attract travellers this autumn, and under the



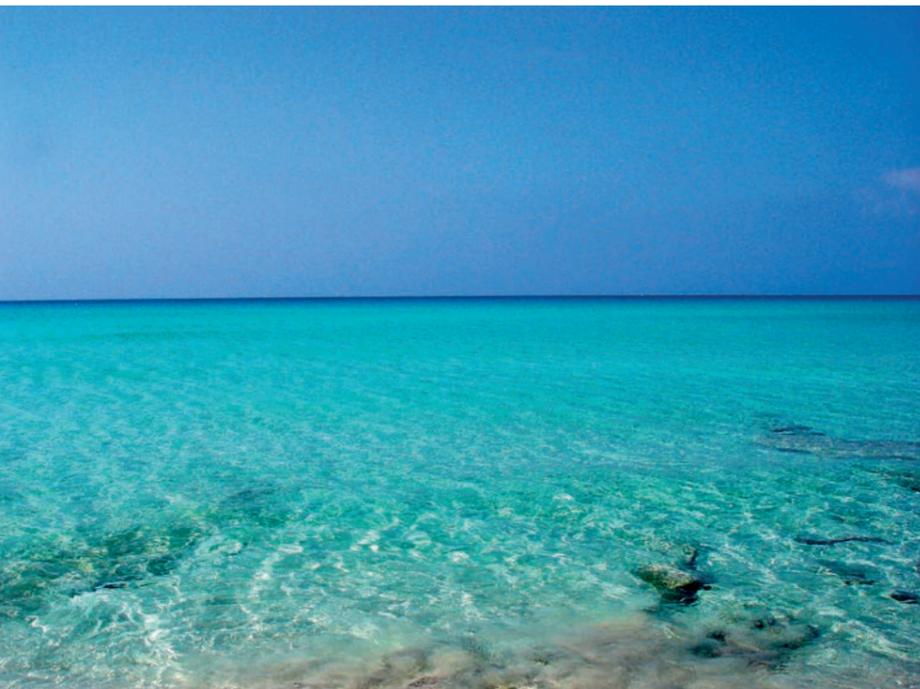
The Balearic capital became a culinary and sustainable meeting point during the 2021 Global Summit.

slogan, "Menorca, always feels great". This campaign presents Menorca as a holiday destination that can be enjoyed all year round, connecting with nature and the rhythm and lifestyle typical of the Menorcan people.

It is an online campaign that targets French, British and national markets using YouTube and international digital media platforms. The goal is "to continue working on Menorca's position as a Biosphere Reserve destination. The island stated to invest in the path to sustainability many years ago with

a wide offer of natural spaces, culture, gastronomy and active tourism", explain representatives from the Foundation

Nature, heritage, music and traditions stand out among what the **Ibiza Island Council** focuses on to promote people visiting the island all four seasons. From its Phoenician remnants to its typical dishes and wonderful traditional crafts, hippy markets and Adlib fashion. For its part, the **Island Council of Formentera** kicked off an autumn full of sporting events at the



The fantastic weather and the cared-for natural surroundings are some of the Balearic Islands' strengths. Formentera's coast is in the picture.

beginning of October with the Island of Formentera's 12th Half-Marathon and the 9th Sant Ferran-La Savina 8Kms, that tour the island and host almost 3,000 athletes from all over the world. The Mallorcan town of Calvià has also set its sights on continuing to promote sports and nature as it has excellent facilities and enormous possibilities for the organisation of sporting events and doing outdoor sports. Meanwhile, in October, the capital, Palma, hosted the 2021 Global Summit, the first international Summit on Sustainable Tourism and Gastronomy held at **CaixaForum Foundation**, a showcase of Palma's culinary scene, that has recently grown a great deal with the opening of new restaurants that are putting it at the forefront of new trends.

From the **Mallorca Hotel Business Federation (FEHM)**, chaired by **María Frontera**, they point out that, in recent years, on the island, "we have taken on the challenge of promoting a new era focused on the transformation of the tourism industry to adapt to much more demanding and responsible mar-

“
Tourists visiting the Balearic Islands can continue to enjoy them to the max, and now safer than ever”

kets, increasing efficiency, sustainability and innovation quotas and extending the benefits tourism business generates to the whole of Mallorca's society. The hotel accommodation sector has led this process extraordinarily, and investments in improving STAR ratings have been in the range of 2,000 million Euros. Seventy percent of the hotels in Mallorca are four-star and five-star properties". On the other hand, they also highlight the fact that "Mallorca has known how to react to the pandemic" and "from the very beginning we have prepared ourselves thoroughly, by keeping our hotels, staff and customers protected with the

implementation of strict and meticulous anti-COVID hygiene and health protection guidelines, and thanks to all of these measures no incidents have been registered at our hotels".

The president of **Menorca's Hotel Association (ASHOME)**, **Luis Casals**, tells **HOSTELTUR** that one of the island's strengths is that "it is not overcrowded and that hotels are horizontal, most of them with large gardens, facilitating social distancing", and this is part of the island's territorial policy that is focused on protecting the environment. Thanks to "its large common areas, the implementation of protocols and guidelines during the pandemic was also a lot easier". Infection rates on the island remained relatively low during that period. On the other hand, Menorca is working on improving connectivity during the off-season with markets like the British one, so it is increasing its accommodation offer specialised in sports tourism and its number of agrotourism properties and urban hotels to boost sustainable development and cultural tourism all year round.

For his part, **Manuel Sendino**, manager of **Ibiza and Formentera's Hotel Business Federation (FEHIF)**, points out that in the last decade, hotel refurbishments and reconversions have been significant on both islands, with entrepreneurs investing a great deal, and as a part of a commitment to "diversifying the type of tourists visiting the islands" and "becoming more competitive as a tourist destination". He adds that "21st-century tourists are in search of more than just a trip, they are looking for an experience in all senses and hotels should also be a part of this. The goal is to be different". And, aspects such as personalised customer care, good service, a distinctive design, and good value for money will contribute to achieving this. During this situation, "all of our staff have put a lot of effort into complying with the guidelines", so all previous experience has helped a great deal in 2021. ■

The most charming restaurants in Santa Eulària des Riu, Ibiza

The Ibiza municipality of Santa Eulària des Riu presents its new Charming Restaurants Guide. This wide culinary selection includes forty-four unique restaurants that stand out for their cuisine, ambience, design, service or history. This publication thus joins the goal set out by the Charming Hotels Guide of promoting properties that offer top-quality products and services that highlight the island's know-how, traditions and creative impulse.

This new Charming Restaurants Guide offers visitors and locals an attractive sample of what Santa Eulària des Riu has to offer in terms of food that stands out for its diversity: Ibizan, market, steakhouse, Peruvian, French, fusion, Mediterranean, signature, Catalan, vegetarian, regional, street, and haute cuisine among many others.

Charming bites

A total of forty-four charming restaurants located all over the municipality were chosen to be included in this new publication after receiving their applications and checking they complied with a series of minimum services and attributes indicated in the list of requirements that include, among others, panoramic views, unique surroundings, design, having a renowned chef, a wine menu with at least twenty different wines, being plastic-free, including choices for celiacs, vegetarians or vegans, clean cutlery before every dish...

The guide allows readers to get to know the philosophy and gastronomy of each of the restaurants, including a summary indicating the criteria each one meets, their food speciality, when they are open, and their contact details. Restaurants with an urban soul, ro-



mantic, informal, avant-garde, luxury, designer, traditional, fusion, Mediterranean, vegetarian, on the beach... The selection is so varied that no traveller will have any trouble finding the restaurant that best suits their tastes and interests.

A culinary journey

The guide's forty-four charming restaurants unleash the opportunity to create different culinary routes around the municipality of Santa Eulària des Riu, which can be enjoyed during a winter getaway or a summer holiday. For example, a signature and haute cuisine route that includes L'Era, Can Arabí, Xereca, Nativo and Maymanta,



awarded a Repsol 'Sun' thanks to its chef Omar Malpartida.

One can savour traditional Ibizan food at Can Caus, Can Pep, Sal Marina, Brisamar, The Wild Asparagus, Rincón de Pepe, Niu Blau and Celler de Can Pere; while Ibiza's new Mediterranean cuisine can be tasted at Can Curreu, Capricho, El Naranjo, Salsitas, and for a romantic evening, the guide highlights among other options, Amante Ibiza, Utopia, Casa Kica, Es Caliu, Cala Bonita, Can Xarc, Sa Finca, Donde Marian y Miguel, Can Pau, Aiyanna Ibiza and Es Terral.

Other restaurants in Santa Eulària featured in the Charming Restaurants Guide are CBBc Santa Eulària, Serendipity, Skuma, Le Comptoir, Ses Escoles, Can Mimosa, Es Mirador des Port, Sidrastur, Lilau, Musset, Le 27, Sa Carboneria, Estel, Project Social, Sa Brasa and Marvent.



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IBIZA

here comes the sun



Dalt Vila - Sa Penya.

Ibiza offers a world of possibilities to enjoy an island that surprises for its tranquillity, slow pace and very interesting nature, sports, cultural and culinary proposals in autumn months. And most importantly, under a warm and welcoming sun that shines most of the months of a season where, in the rest of Europe, it is starting to get cold and rainy just before winter.

When the summer tourist season

comes to an end, travellers can discover an island where they can find peace and quiet, enjoy the small things in life, take pleasure in a walk on the beach or through its green fields; gather around a table to eat some of the culinary delicacies that the island's renowned cuisine serves up. And for dessert, a compulsory cultural visit to get a glimpse of the island's charming folklore and traditions.



Sofrit pagès.

It is equally important to mention that the island is also consolidating itself as a benchmark destination for sports tourism, not only because it holds important events like the Santa Eulària Ibiza Marathon, the Ibiza MTB Tour, the Ibiza Campagnolo Cycling Tour or the Ibiza Trail, that this year have mostly been moved to October and November, but also because in autumn, sports lovers can find ideal settings for enjoy-

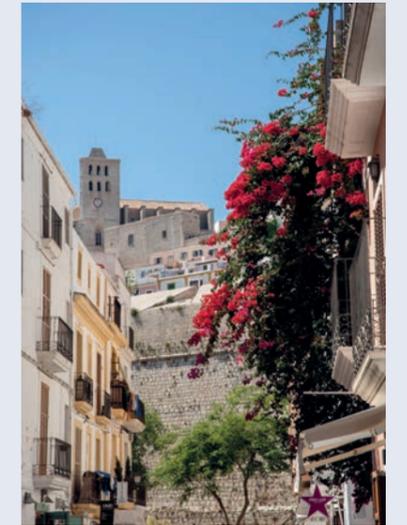


Iglesia Es Cubells, Sant Josep.

ing yoga, kayaking, diving, sailing... The island gets rid of the summer crowds, and its beaches and natural landscapes are free to be enjoyed by small amounts of people. In addition, the island's warm autumn is just another advantage that adds to its convenience at that time of year. For this reason, in October and November, it is quite common to have sunny and hot days, perfect for outings around the island's countryside or skirting its shores, full of places to discover. Rural Ibiza thus gains prominence in the autumn months, not only for enjoying walks in nature but also for wandering around vil-

lages like Santa Gertrudis, Sant Carles, Sant Mateu, Sant Miquel or Sant Joan. When it comes to strolling, the steep streets of the old quarter of the town of Ibiza, Dalt Vila, are a true trip to the past. They take you to one of the best-preserved Renaissance walled enclosures in the Mediterranean, declared by UNESCO a World Heritage Site in 1999, along with other heritage assets like the Phoenician settlement of Sa Caleta, the Punic necropolis of Puig des Molins and the Posidonia oceanica meadows.

A visit to the town's historic quarter cannot be complete without going



to the Archeological, Contemporary Art and Puget Museums in the Dalt Vila area. If what you are looking for is also going shopping, on the hunt for something really genuine, you cannot miss the famous Las Dalias flea market, with its hippy atmosphere and craft stalls, or the Sant Joan Craft market.

Ibiza also has a wide culinary offer in autumn, where many restaurants serve typical food from the island, made with seasonal and local products, that will delight everyone: *bullit de peix* (a fish stew with potatoes and rice on the side), *frita de porc*, *frita de calamar*, *sofrit pagès*... are some of the typical dishes made with seasonal produce.

And, this is how Ibiza becomes a perfect place to travel to in autumn to enjoy a getaway full of charm. A 'warm' revelation that will never cease to surprise you because, in Ibiza, the sun always shines.



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CI

The region hopes to recover its five million British travellers

THE CANARY ISLANDS,

safety, security, and nature to recover unforgettable trips

Taiana González
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2019 was not the best year for international tourism in the Canary Islands, but it is the reference year before Covid-19. Two years ago, fifteen million visitors chose this holiday destination, more than five million travelled from the UK, and these are the figures they aspire to recover. Three things define where people are travelling to: sun and sand, nature parks, and good health coverage. The archipelago meets all these requirements, and they are confident that around 70 percent of pre-pandemic business will be recovered in November and December.

The United Kingdom is the primary source market for the Canary Islands and represents a third of all international arrivals. It is a market that mainly travels to the islands to rest and enjoy time with family, and what they most highly value is the weather and safety.

Progress in vaccinations, 67 percent

of the British population have already been fully vaccinated and 78 percent in Spain, suggests that the market “will recover significantly” and the Canary Islands “are in an excellent position for the winter season because it will be one of few sun and beach destinations with good weather and it is not too far away from source markets”, says

Yaiza Castilla, Regional Minister for Tourism.

“We are facing customers in need of getting back to ‘basics’, looking for experiential values to revamp their routines and live quality moments”, Castilla explains. At the moment, the Canary Islands are presenting their entire product portfolio, with a special focus on sun and beach and



The Canary Islands will be promoted in UK cities during the WTM to boost winter sales.

nature, but “taking into account, the extraordinary sensitivity travellers show for local values and local gastronomy. The islands’ culture and identity are taking centre stage, and all this helps to offer a matchless proposal”.

Looking towards the future, we are working on a strategy to extend the average time people stay for, focusing on specific targets. For the silver customers, over fifty-year-olds, advertising focuses on hiking, diving, kayaking, short Atlantic Ocean cruises and the choice of a hundred hotels and specialised spa & wellness centres. Thinking of elite athletes, the proposal highlights the islands’ natural conditions for active sports and their first-rate facilities for high-level training. And for remote workers, great Coworking and CoLiving spaces have been promoted to rejuvenate the destination, refreshing the brand and attracting highly qualified professionals to work on their projects while in the Canary Islands.

The British on the archipelago

During the second quarter of 2021, the British contributed 29 million

Euros in turnover, a much lower figure than the 1,102 million Euros achieved in the same period of 2019. Despite this, the thought of getting back to pre-pandemic levels is possible and the archipelago promises to be one of the most popular holiday destinations for Christmas and the New Year. It is even seen “as winter’s big winner”.

After the English Travel traffic light system was scrapped and rules for getting back home were eased –now fully vaccinated people do not have to take as many tests– British tour operators have confirmed bookings have soured. Entrepreneurs have their chips set on recovering a market known for having average spendings of between 107 Euros on the island of La Palma and 146 on Tenerife; The average time people stay also varies: 8.32 days in Tenerife and 8.75 on Fuerteventura.

A survey carried out by **Jet2** confirms that two-thirds of its British customers now feel safe when travelling, the highest level since the beginning of 2020. And in the Canary Islands, they believe that by the end of December, “the foundations will

be set for a sustained and speedy recovery in the coming years, as the pandemic and the fear associated with it are overcome”.

Connectivity, the greatest obstacle

Before Covid-19, the islands had direct flight connections with 153 airports in 27 different countries on 770 regular routes operated by 25 airline companies. Due to the pandemic, connectivity dropped considerably, and as the Canary Islands are an archipelago, this had a major impact on them. To get back to business, stimulus policies have been implemented, and the situation for the winter season “looks very different”. According to airline schedules, the islands will be connected on 140 different routes.

“The outlook for the coming months is quite positive based on the regular airline capacity for winter, which is already nine percent higher than that of winter 2019–2020. And apparently, the potential demand is also strong, although people are now booking much later”, acknowledges the Regional Minister for Tourism.

“
Regular air traffic
for winter, already 9
percent better than
winter 2019-2020

Responsible entrepreneurs

“We are adapting by implementing protocols and guidelines and by remembering that safety and security are essential when talking about tourist experiences”, stated **Jorge Marichal**, president of the Tenerife, La Palma, La Gomera and El Hierro Non-hotel accommodation and Hotel Association **Ashotel**.

Marichal, a businessman who also chairs the Spanish Confederation of Hotels and Tourist Accommodation

(**CEHAT**), also pointed out that “hotels were responsible for and took an active part in setting out the rules so that tourism businesses did not see their image damaged in terms of safety and security”. Spain is a shining example of how tourism can carry on, that holidays can be taken and that stay-overs can be safe in controlled environments”.

In addition to protocols and guidelines that have become international standards, “healthcare services are sufficient and formidable. People are well aware of the situation, and the country’s vaccination rate highlights how important health is to the Spaniards, and not only our own but also that of our customers”.

The Canary Islands at WTM
At the **World Travel Market (WTM)**

trade fair, the Canary Islands will present its eight islands as fully re-activated tourism destinations that have adapted to the new Post Covid era. The Regional Ministry of Tourism and the entire private sector’s goal is to “restore the confidence professionals have in the destination, keeping them updated on the measures being implemented to guarantee safe holidays for their customers and offering multiple options for entertaining and relaxing holidays”, stated Yaiza Castilla.

Concurrently to the trade fair, the Canary Islands will also launch a striking advertising campaign in different UK cities to attract the attention of its end customers “to boost winter sales and early bookings for summer”. ■

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As you like it

PR

Costa Adeje, an oasis of peace (and safety) in southern Tenerife

The Tenerife-based resort faces the return to normal with new health guarantees and all that is required to provide a safe and high quality destination for tourists.



Costa Adeje is the perfect place in which to satisfy our urge to discover the world again in complete safety. A different place with thousands of exciting things to do as a couple, as a family or with friends. A trip that will give each visitor a sensation they will never forget when they return home.

Costa Adeje is a plural destination in many ways, where each experience is new and must be lived to the full. Known across Europe for its 300 days of sunshine a year, this resort in southern Tenerife

faces the return to normal with vigour and above all, with every guarantee. In this sense, the City Council has recently implemented a new hygiene and health hallmark that certifies compliance with the COVID-19 prevention measures. The hallmark, known as Accredited Healthy Destination (AHD), is now displayed by many establishments in the area and is backed by the scientific guarantee of Laguna University and the University Institute of Tropical Diseases and Public Health of the Canary Islands.



Visitors can thus enjoy the benefits of this destination with every reassurance, in a controlled environment that has all the necessary tools to ensure a completely safe holiday.

Costa Adeje is a unique location with many different things to do as a couple, as a family or with friends. Heavenly beaches such as Playa de Fañabé or Playa del Duque, water sports or the famous Siam Park, elected the best Water Park in Europe for the tenth year running, are just a few of the recommended activities in which to enjoy the exceptional climate of the region all the year round.

The mountains, rural landscapes and trails of Costa Adeje are also important tourist attractions. A paradise of diversity, preserved thanks to a sustainable tourism model. One perfect example is Barranco del Infierno, one of the most popular trails on the island.

Costa Adeje is also about tradition and roots, as can be clearly seen in its singular architecture and its amiable, helpful people. As well as its taste, since its bars and restaurants are the perfect places for

“
An infinite number of destinations in one, with every guarantee of hygiene and health and the highest quality tourism”



discovering the gastronomy of the Canary Islands, with flavours that are typical of the islands and cannot be found anywhere else in the world.

The resort also has accommodation fit for great tourist locations, with all types of establishments and the most extensive grand luxury offering on the island. In this regard, for the most demanding palates, it has Michelin star restaurants like the Nub, at the Bahía del Duque Hotel, and El Rincón de Juan Carlos, at the Royal Hiway Corales.

An infinite number of destinations in one, with every guarantee of hygiene and health and the highest quality tourism.



+

INFORMATION:

www.adeje.es

Growth strategy for 2021-2025

SPANISH HOTEL CHAINS

are carrying on with their expansion plans in the country despite the crisis

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Spanish hotel chains have learned from other crises that the key to resistance is to be counter-cyclical, as long as their financial situation allows. In other words, take advantage of when demand is low and invest in strengthening their position in the market, either by adding new hotels to their portfolios or refurbishing those they already have. And they show by example.

The case of **Sercotel Hotel Group** stands out because it intends to double in size from now to 2025, adding to its current 57 hotels and 5,150 rooms another 48 with 5,059. This year, they have already signed ten of the twelve planned annually in their business plan from now to 2025. All are urban hotels located in Spanish capitals, so they hope to meet their goal. Large hotel chains like **Barceló Hotel**

Group include national and international expansion plans within their growth strategies. In 2022 this hotel chain will open a 104-room hotel in Huesca; that same year, H10 Hotels will open the **H10 Málaga** hotel, with 138 rooms; and **Palladium Hotel Group** will open the **TRS Ibiza** hotel, with 379. **Catalonia Hotels & Resorts**, on their part, are going to expand their hotel in Menorca, which will have 46 rooms, and start operating an-

other one in Malaga with 72.

Apple Leisure Group (ALG) is also continuing to increase its presence in Spain. It will start running a 390-room hotel in Mallorca in 2022 and another one with 440 in Fuerteventura two years later.

Medium-sized hotels chains are also growing

Medium-sized hotel chains are also seen as a growth alternative for independent hotels and small groups, thus nurturing their expansion plans in the country. This is the case of **Alda Hotels**, which, with 45 properties and 1,165 rooms, plans to double its offering by December 31, 2022, reaching a hundred properties with 2,400 rooms, focusing on the northern part of the peninsula and including hotels, guesthouses, inns, hostels and tourist apartments.

Ona Corporation has chosen to increase its presence in Spain with 1,005 new rooms that it will open in two properties on the island of Mallorca and one in Costa Brava and the Costa del Sol in 2022; these will be followed a year later by one on the Costa de la Luz, another on the Costa del Sol and a third in Valencia. In 2022, **Room Mate Group** will open two properties in the Balearic Islands and Málaga, with 60 and 169 rooms, respectively.

Vincci Hoteles has extended its deadline for new incorporations until 2023 but will start with a new property in Seville this year, followed by another one in Málaga next year and one in Valencia the following year. Three in total with 226 rooms.

Also before the end of the year, **Hoteles Silken** will add to its portfolio the **Silken Maravilla Palace** in Estepona with 49 rooms, and currently under construction; while for 2022, **ADH Hotels & Resorts** will grow with two more properties and 650 rooms; and Aqua Hotel Group will start operating in Santa Susanna (Barcelona) the **Atzavara Hotel & Spa**, a five-star hotel with 465 rooms. A year later, it will be **Gloria Thalasso Hotels'** turn to open a five-star hotel, this time in Costa Teguisé (Lanzarote), and with 335 rooms. Other hotels chains have more projects

on the go, but these are in their initial stages. Examples being **Iunion Hotels**, currently negotiation the incorporation of two new properties that will open in 2022-2024 with a total of 300 rooms, and **THB Hotels** that are in conversations to add another three and some 500 rooms by 2021-22; For 2021-2022, **Hotelatelier** is also negotiating a 76-room property; while for 2022, **Checkin Hotels** plans for two more with 280 rooms and **Soho Boutique Hotels** has five in development including 210 rooms.

Repositioning plans

Some hotel chains took advantage of the months of forced closure imposed by the pandemic to undertake major remodeling projects to raise the quality of their offering and reposition it in better market segments to sell at higher average prices once things got back to business.

Therefore, growth projects have not just stopped with openings. **Magic Costa Blanca** has plans to refurbish and extend its Fenicia Hotel, and **Protur** plans to do the same with one of its five-star hotels. Both hotels are expected to open in 2022. In that same year, **Oca Hotels** will complete the renovation of another two in Asturias and Galicia, adding 104 more rooms. ■

“

Medium-sized hotel chains are seen as a growth alternative for independent hotels and small groups, thus nurturing their expansion plans in Spain



In 2022, Palladium Hotel Group will open its TRS Ibiza five-star hotel with 379 rooms. An all-inclusive, only adults hotel in San Antonio.

PR

Affirming the luxury All-Inclusive Resort model as a profitable investment

Developing a luxury all-inclusive resort is an economically resilient business decision that produces an attractive, sustainable resort concept delivering wide-reaching positive impact. Here are the five key reasons why developers are increasingly choosing to build or convert to a luxury all-inclusive property.

1. Luxury all-inclusive resorts deliver 'more' to guests

Today's luxury all-inclusive resorts offering includes more spacious accommodations and oversized suites; more a-la-carte restaurants with diverse fine-dining, international options; more activities and entertainment; and more exclusivity with a "hotel within a hotel" preferred vacation club options. Delivering "more" has further shaped the definition of a luxury all-inclusive resort, which is built on the pillars of comfort, customization, cost and convenience, and truly allows consumers to unwind and relax.

Apple Leisure Group's subsidiary AMResorts was founded with the mission of presenting a quality all-inclusive resort product. We saw an opportunity to change the perception with an elevated-caliber product and succeeded at it.

2. Luxury all-inclusive resorts achieve a solid ROI

Luxury all-inclusives need to maintain higher occupancy and RevPAR levels in order to achieve a higher dollar contribution margin and be profitable. Fueling a resort's year-round occupancy, though, is intrinsically tied to distribution, so aligning with the right hotel operator partner who can help power occupancy through a connected distribution network is invaluable to achieving a healthy ROI, even during ramp-up periods or times of crisis. The strength of the luxury all-inclusive re-



sort space is a resort operator's demonstrated track record of penetrating the market

3. Lenders are drawn to luxury all-inclusive projects

Since any hospitality real estate venture poses risks, profit potential is a key differentiator when it comes to lenders making funding choices. Luxury all-inclusive resorts have captured the attention of lenders because they are a proven highly-profitable segment. Brand choice for a luxury all-inclusive is a seal of approval that also resonates with lenders. AMResort's breadth of expertise, experience and insights into the luxury all-inclusive market speaks volumes about a project's potential success, and it provides lenders with a significant level of confidence.

4. Luxury all-inclusives elevate local economies

Luxury all-inclusive resorts transform destinations by dramatically boosting the local economy. Delivering unrivaled luxury suggests an elevated level of hotel service and an increased guest-to-staff ratio in order to execute that service flawlessly. A destination's improved employment levels is a distinct result. Higher service levels result in well-trained employees who acquire skills that make them more market-

able and upgrade a destination's available talent pool. Local economies further benefit from the opportunity for luxury all-inclusives to source local products to convey authentic destination flavor and by them encouraging guests to head off-property for local experiences.

5. Luxury all-inclusives are positioned to thrive post-pandemic and beyond

Post-pandemic, the luxury all-inclusive model is expected to perform quite well. The concept of a "luxury bubble" without sacrificing vacation quality attracts sophisticated consumers, plus there is immense confidence that these upmarket properties are adhering to the strictest hygiene protocols and safety measures to ensure guest well-being. Brand adaptability to evolving customer demands is extremely vital as the hospitality industry emerges from the pandemic, and the luxury all-inclusive segment is a flexible model providing that game-changing detailed personalization for guests.

INFORMATION:

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SVP Development
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ABBA HOTELS	BERLIN, 51-53 ENTRESUELO	BARCELONA	933632330	reservas@abbahotels.com	www.abbahotels.com	23	1.939
ACCOR HOTELS	AREQUIPA, 1	MADRID	911030119	susana.lamata@accor.com	www.accorhotels.com	5000	650.000
ACORN HOTELS	VILLARROEL, 106	BARCELONA	934520000	info@acornhotels.com	www.acornhotels.com	2	144
ACTA HOTELS	JUSEP IRLA I BOSCH 3-5	BARCELONA	902222103	f.rafales@actahotels.com	www.actahotels.es	11	1.059
AD HC HOTELS	SMANIEGO 20	VALENCIA	963921377	info@adhc-hotels.com	www.adhc-hotels.com	4	118
ADH HOTELS & RESORTS	ALCALÁ, 54	MADRID	915122711	contactanos@adh-hotels.com	www.adh-hotels.com	3	1.264
ADRIAN HOTELS	PARIS, S/N	TENERIFE	922713333	info@adrianhoteles.com	www.adrianhoteles.com	3	737
ALDA HOTELS	PRACTINA DA ALGALIA DE ARBIBA, 3	A CORUÑA	62598975	info@aldahotels.com	www.aldahotels.es	45*	1.165
ALEGRIA HOTELS	CTRA-N-II KM.672,6	BARCELONA	937676684	hell@alegria-hotels.com	www.alegria-hotels.com	16	2.554
ALEXANDRE HOTELS	AVDA. MARIA FORTUNY, 70, 2º	TARRAGONA	977346011	jescorfe@alexandrehotels.com	www.alexandrehotels.com	6	1.685
ALG EUROPA (AMResort)	ALG EUROPA (AMResort)	MALLORCA	971465611	info@amresort.eu	https://www.amresort.eu.com/	50	13.082
ALLSUN HOTELS - ALLTOURS ESPAÑA	FLUVA, 7	MALLORCA	971436101	upreine@allsunhotels.com	www.allsun-hotels.es	30	6.322
ALMA HOTELS	MALLORCA, 271	BARCELONA	933684490	info@almahotels.com	www.almahotels.com	2	131
ALTAMAR HOTELS & RESORTS	AVDA. LA CORNISA, 21	IAS PALMAS	928560700	reception@altamarhotel.com	www.altamarhotels.com	3	384
AMIC HOTELS MALLORCA	VISTA ALEGRE, 1	ILLES BALEARS	902400661	central@amic-hotels.com	www.amic-hotels.com	5	504
AQUABEL GROUP (HOTEL CHABOQUEHOTELS&7MNHOTELS&9)	DEL COMERC, 17	BARCELONA	937678211	info@aquabelgroup.com	www.aquabel.com/www.chaboquehotels.com	9	1.900
AR HOTELS & RESORTS	AVDA. JUAN CARLOS I, 48	ALICANTE	965832618	calida@ar-hotels.com	www.ar-hotels.com	3	514
ARCEA HOTELS	Gra. APADOMAIL	ASTURIAS	984834358	info@arceahotels.com	www.arceahotels.com	6	241
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ATIRAM HOTELS	CAIATRANA, 32	BARCELONA	934177300	jorge_cruzae@atirahotels.com	atirahotels.com	11	916
ATICA21 HOTELS	AVDA. LINARES RIVAS, 4 BAJO	A CORUÑA	981257481	jcalite@overavante.com	www.atica21hotels.com	7	627
AUEL HOTELS	CONSELL DE CENT, 263, ENTLO	BARCELONA	933232570	info@auelhotels.com	www.uelhotels.com	9	900
AXOR HOTELS	CAMPEZO, 4	MADRID	913121960	info@axorhotels.com	www.axorhotels.com	2	502
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BE LIVE HOTELS	ENRIQUE GRANADOS, 6 EDIF. A, 2ª PLANTA	MADRID	915406030	yolanda.quiros@belivehotels.com	www.belivehotels.com	29	9.485
BEATRIZ HOTELS	CONCLUSOS DE TOLEDO, S/N	TOLEDO	925269100	beatriz@beatrizenrihotels.com	www.beatrizenrihotels.com	4	1.252
BEDA HOTELS - EVENTS HOTELS	POLIGONO GALERIA CALLE U, Nº3 (EDIFICIO JUJA)	NAVARRA	948842010	marketing@bedahotels.com	www.bedahotels.com	6	393
BEST HOTELS	AVDA. ANTONIO MACHADO, 66, LOCAL 22	MAJAGA	977351505	expansion@besthotels.es	www.besthotels.es	37	12.077
BEST WESTERN SPAIN HOTELS, S.L.	CLEMENTINA ARDERIU 17, 1º5º	BARCELONA	662067730	javier.devillanueva@bwhotelgroup.com	www.bestwestern.es	9	660
BEST PRICE HOTELS	AVENIDA DIAGONAL, 70	BARCELONA	935991271	info@bestpricehotel.com	hoiesbestprice.com	4	157
BETH HOTELS	VIA AUGUSTA 167	BARCELONA	936116727	jrodriguez@bethhotels.com	www.bethhotels.com	5	145
BG HOTELS	NEOPATRIA, 3A	MALLORCA	971268706	info@bg-hotels.com	www.bg-hotels.com	7	1.765
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CATALONIA HOTELS & RESORTS	CORCEGA, 323	BARCELONA	932360000	prese@catloniahoteles.es;market@catloniahoteles.com	www.catloniahoteles.com	74	11.176
CHECKIN HOTELS	CTRA. N-II, KM. 672, LOCAL B	BARCELONA	952974717	reservas@checkinhotels.com	www.checkinhotels.com	17	2.336
CHIC AND BASIC	PRINCESA, 50	BARCELONA	932954650	julia@chicandbasic.com	www.chicandbasic.com	7	296
CIUTAT HOTELS	TURO D'EN BRUGUET, 2	BARCELONA	938796220	granollers@ciutathotels.com	www.ciutathotels.com	4	263
CMS HOTELS	PINTOR OLLET, 3	CASTELLON	902464555	www.cms-hotels.com	www.cms-hotels.com	3	309
CLUB ALDANA	MELINDRAGA, 2	IAS PALMAS	928169870	sec-lue@aldana.com	www.aldana.de	9	2.600
CONCEPT & DESIGN HOTEL GROUP	JAUME I SIB 1ª PLANTA - GRAN RASPALLS	IBIZA	971393268	info@concepthotelgroup.es	www.concepthotelgroup.es	6	204
CONDES HOTELS	PASSEIG DE GRACIA 73	BARCELONA	934450000	info@condeshotels.com	www.condeshotels.com	3	293
CONFORT HOTELS	MARBELLA, 30 PLAZA DE PALMA	MALLORCA	971288210	info@conforthotels.es	www.conforthotels.com	2	189
CORAL HOTELS	VINAGRERA, 7	SANTA CRUZ DE TENERIFE	922389240	info@coral-hotels.com	www.coral-hotels.com	11	1.633
COSTABUENO HOTELS SCLL & PETITS GRANIS HOTELS DE CAVALUNA	TURISME, 1	GIRONA	972600034	info@costabruenohotels.com	www.costabruenohotels.com	44	2.110
CREA HOTELS	HERMAN CORTES, 41	MALLORCA	971818284	lillo@llor.com	www.crea-hotels.com	6	577
DANIYA HOTELS	AVDA. DENIA 133	ALICANTE	965150309	admin@alicante.daniyahotels.es	www.daniyahotels.com	2	257
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DERBY HOTELS COLLECTION	VALENCIA, 284	BARCELONA	933668800	info@derbyhotels.com	www.derbyhotels.com	23	1.272
DOMUS HOTELS	PLAZA LONGORA CARBAJAL, 1 5º	ASTURIAS	985275151	reservas@domus-hotels.es	www.domus-hotels.es	8	671
DON JUAN HOTELS	RIERA, 77	GIRONA	972365700	direccion@donjuanhoteles.com	www.donjuanhoteles.com	2	1.124
DREAMPLACE HOTELS & RESORTS	ALCALDE WALTER PRETZMANN, S/N	SANTA CRUZ DE TENERIFE	922717230	controller@dreamplacehotels.com	www.dreamplacehotels.com	6	1.722
DUNAS HOTELS & RESORTS	EINSTEIN, S/N	IAS PALMAS DE GRAN CANARIA	928445326	comercial@hoteldesdunas.com	www.hoteldesdunas.com	4	1.192
ECO HOTELS	MALLORCA, 735 3ºº	BARCELONA	932375966	info@ecohotels.com	www.ecohotels.com	5	456
EIX HOTELS	SALIDA 35 AUTOPISTA INCA-SA POBLLA	MALLORCA	971575094	eixhotels@eixhotels.com	www.eixhotels.com	3	858
EIZASA HOTELS	AV. CESAR AUGUSTO 27	ZARAGOZA	976444555	info@eizasahotels.com	www.eizasahotels.com	9	602
ELE HOTELS	TUSET, 20/24, 7ºB	BARCELONA	930179149	www.elehotels.com	www.elehotels.com	5	542
EMSAHOTELS	S'ESPARTAR, 2	IBIZA	971340101	emsa@emsa-hotels.com	www.emsa-hotels.com	2	256
ESPAHOTEL, S.A.	PADILLA 32, BAJO DCHA	MADRID	913697380	espaotel@espaotel.es	www.espaotel.es	3	250
ESTIVAL GROUP	CAMI DEL RECO, 15	TARRAGONA	977371910	info@estivalgroup.com	www.estivalgroup.com	12	2722
EUROPE HOTELS INTERNATIONAL	AVDA. RAFAEL PUIG, 38	TENERIFE	922757700	direccion@europa-hotels.org	www.europa-hotels.org	8	1.052
EVENIA HOTELS	MUNTANER, 403 ENTLO 1	BARCELONA	932418574	comercial@eveniahotels.com	www.eveniahotels.com	11	1.872
FARANDA HOTELS	AVDA. DE PORTUGAL, 7 - BAJO	ASTURIAS	985343805	info@fergushotels.com	www.farandahotels.com	25	3.171
FERGUS HOTELS	GREMI HORTOLANS, 11, PISO 1 PUERIA 12	ILLES BALEARS	971006007	info@fergushotels.com	www.fergushotels.com	12	2.884
FERRER HOTELS	TER, 21 3ª PLANTA, POL. SON FUSTER	MALLORCA	971850024	info@ferrerrhotels.com	www.ferrerrhotels.com	6	728
FONTECRUZ HOTELS	SANTA ENGRACIA, 18 ESC 4 - 2ª DCHA	MADRID	914295330	mmartinez@fontecruzhotels.com	www.fontecruzhotels.com	5	238
FUERTE GROUP HOTELS	AVDA. PUERTA DEL MAR, 15	MAJAGA	952820022	comunicacion@fuerte-group.com	www.fuertehotels.com/	7	1.851
G.S.M. HOTELS	MONTEARAGON 7, 4ª LOCAL 2	MADRID	913190607	gsmhotels@gsmhotels.es	www.gsmhotels.es	47	7.208
GALLERY HOTELS	PASSEIG DE GRACIA 61 1ª 1ª	BARCELONA	932722085	galleryhotels@galleryhotels.com	www.galleryhotels.com	3	291
GARBI HOTELS	POTOSI, 7	GIRONA	972367704	admon@hotelsgarbi.com	www.hotelsgarbi.com	7	1.259
GARDEN HOTELS	MENESTRALS, 5 POL. CAN MATZARI	MALLORCA	971888400	info@gardenhotels.com	www.gardenhotels.com	11	2.204
GARGALLO GRUPO HOTELERO	VIA LAETANA, 23 - 4º	BARCELONA	932689060	miguel@gargallohotels.es	www.gargallohotels.es	19	1.518
GF HOTELS	AVENIDA BRUSSELS, 16	SANTA CRUZ DE TENERIFE	922716624	angelomas@gfhotels.com	www.gfhotels.com / www.gfvictoria.com	5	1.603
GLORIA THAJASSO & HOTELS	IAS MARGARITAS, S/N	IAS PALMAS	928128500	direccioncomercial@gloriapalaceh.com	www.gloriapalaceh.com	4	1.138
GOLDEN HOTELS	MARCONI, 16	BARCELONA	937671626	marcos@goldenhotels.com	www.goldenhotels.com	7	1.989
GRAN ISLA HOTELS	AVDA. DEL GOLFE, 1 APART. JUTLANDIA	MALLORCA	971691900	bookings@granisla.com	www.granisla.com	4	495
GRUP SOTERAS HOTELS	PASSEIG DE LA MARINA, 212	BARCELONA	936651900	toni.loper@grup-soteras.com	www.grup-soteras.com	5	449
GRUPO ABADES	AUTONIA A32 KM.189	GRANADA	958327200	abad@ades.com	www.abades.com	8	770
GRUPO ANDILANA	PASEO MADRIZ, 5, 1ª 1ª	BARCELONA	932372795	www.grupandilana.com/hoteles/	www.grupandilana.com/hoteles/	3	165
GRUPO ANFI	BARRANCO DE LA VERGA, S/N	IAS PALMAS DE GRAN CANARIA	928152990	info@anfi.es	www.anfi.es	2	296
GRUPO AR HOTELS	PASEO CASTELLANA, 140-5º; EDF. LIMA	MADRID	915902860	eventos@arhotels.com	www.arhotels.com	4	790
GRUPO BALI	LUIS PRENDES, 4	ALICANTE	966813612	comercial@grupobali.com	www.grupobali.com	3	1.125

HOTELIER COMPANIES

Company	Address	Country/State	Tel +34	E-mail	Web	Hotels	Rooms
GRUPO HESPERIA	AVDA. MARE DE DEU DE BELLVITGE, 3	BARCELONA	932180300	plopez@hesperia.com	www.hesperia.com	28	4899
GRUPO HOTUSA	MALLORCA, 351	BARCELONA	932681010	comunicacion@grupohotusa.com	www.grupohotusa.com	221	22.263
GRUPO IBERSOL	VENDRELL, 2	TARRAGONA	977380405	marphic@bersol.es	www.ibercol.es	3	678
GRUPO LOPESAN	ALCADE ENRIQUE JORGE, 1	GRAN CANARIA	902099935	marketing@lopesan.com	www.lopesan.com	21	8.144
GRUPO PIERRE & VACANCES	PLAZA DE CATALUÑA, 9 1º - 1ª	BARCELONA	934342126	marketing@lopesan.com	www.pierrevacances.com/es-es	40	4.500
GRUPO PIÑERO	PLAZA MEDITERRANEO, 5	MALLORCA	971787000	contacto@grupo-pinero.com	www.grupo-pinero.com	27	14.153
GRUPO PULITZER HOTELS	BALMES, 7 7ºD	BARCELONA	933040244	info@grupopulitzer.com	www.grupopulitzer.com	4	422
GRUPO REINO HOTELS	RECOGIDAS, 53	GRANADA	95828911	direccion@reino.com	www.reino.com	4	169
GRUPOTEL HOTELS & RESORTS	CTRA. ARTA-PIO, ALCUDIA, 68	MALLORCA	971850061	central@grupotel.com	www.grupotel.com	46	8.898
GUJART HOTELS	CONSTANT RIBALAIAGA, 7	GIRONA	972347000	rtorregas@gujart.com	www.gujarthotels.com	8	1.029
H10 HOTELS	NUMANCIA, 185 - 1ª PLANTA	BARCELONA	934304147	h10@h10hotels.com	www.h10hotels.com	65	16.261
HCC HOTELS	DIPUTACION, 264	BARCELONA	934817350	comercial@hcc.com	www.hcc.com	6	541
HD HOTELS & RESORTS	CTRA. DEL RINCON S/N CENTRO CIAL LAS ARENAS	LAS PALMAS	928491212	marketing@hdhotels.com	www.hdhotels.com	4	581
HELIO5 HOTELS	MALLORCA, 7	MALLORCA	971264250	info@helios-hotels.com	www.helios-hotels.com	4	1.022
HG-HOTELS	AVDA-DIAGONAL, 626, 2ª 1ª	BARCELONA	932541390	hotels@gestion@grupohg.com	www.hg.com	10	1.041
HILTON	AVDA. DE LA HISPANIDAD, 2-4	MADRID	673122070	maria.sanz@hilton.com	www.hilton.com	6683	1.000.000
HIPOTELS	ESTANVOL, 18	MALLORCA	971587512	info@hipotels.com	www.hipotels.com	30	6.836
HIM HOTELS - WHALAI HOTELS	JAUME III, 26, 2do entresuelo F	MALLORCA	971425586	p.a.dirgenera@himhotels.net	www.himhotels.net	20	3.450
HOSPEDERIAS DE EXTREMADURA	BENITO ARIAS MONTANO, 1 ESCALERA 1,3ª, OFICINA 2	BADAJOS	924870597	comercial@hospederiasdeextremadura.es	www.hospederiasdeextremadura.es	8	270
HOSPES HOTELS	SERRANO, 40	MADRID	914362766	hospes@hospes.com	www.hospes.com	9	475
HOTELANIA	AVDA. GRAN VIA, S/N	MURCIA	96837289	reservas@hotelania.com	www.hotelania.com	2	255
HOTELIES ANDALUCES CON ENCANTO (HACE)	PASEO DE LA CAPELLANA, 143 9ª PLANTA	MADRID	915159450	petipalace@hotelietel.com	hotelietel.com	36	2.205
HOTELIES BEGONA	AVDA. DE LA COSTA, 44	ASTURIAS	956815266	comercial@hace.es	www.hace.es	4	-
HOTELIES BENIDORM	AVDA. FILIPINAS, 7	ALICANTE	985133909	begonapark@hoteliesbegonia.com	www.hoteliesbegonia.com	3	374
HOTELIES CENTER	PLAZA ISABEL LA CATOLICA, 6	ALICANTE	966831822	reservas@hoteliescenter.com	www.hoteliescenter.com	3	824
HOTELIES DE CANTABRIA	FINCA LOS CUAREZOS, S/N	GRANADA	958219669	comercial.marketing@hoteliescenter.com	www.hoteliescenter.com	9	1.205
HOTELIES EL CHURRA	AVDA. MARQUES DE LOS VELEZ, 12	MURCIA	968238400	olimpio@hoteliescantabria.com	www.hoteliescantabria.com	3	206
HOTELIES ELBA	AVDA. MATAPINONERA, 11	MADRID	914320111	hotelchurra@elchurra.net	www.elchurra.net	2	187
HOTELIES GAVIMAR	AVDA. FDO. TARRAGO, 27, 1º	MALLORCA	971657189	gpcorcu@hotelieselba.com	www.hotelieselba.com	16	3.054
HOTELIES GLOBALES	LAS SIRENAS, 17	MALLORCA	971132300	gavimar@gavimar.com	www.gavimar.com	3	603
HOTELIES HOLIDAY WORLD	ARAGON, 281 5ª 1ª	BARCELONA	934675857	compras@hoteles2.com	www.hoteles2.com	2	178
HOTELIES INTUR	AVDA. DEL SOL, 340, KM 215,6	MALAGA	952579757	cliente@holidayworld.es	www.holidayworld.es	4	864
HOTELIES MA	PIA MANUEL CANO, 2	CASTELLON	964392726	www.intur.com	www.intur.com	10	975
HOTELIES MARINA D'OR	MOVANO, 8	CASTELLON	958287447	reservas@hoteles-ma.es	www.hoteles-ma.es	2	260
HOTELIES MEDITERRANEO	AVDA. PAPA LUNA, 96	CASTELLON	964010184	sandra.ramire@marinador.com	www.marinador.com	7	1.340
HOTELIES MONTE	VIRGEN DE LUJAN, 8	SEVILLA	954343111	reservas@hotelesmediterraneo.com	www.hotelesmediterraneo.com	3	486
HOTELIES MONTEMAR	GENARO RIESTRA, 8	ASTURIAS	985400100	hmdrcom@hotelesmonte.com	www.hotelesmonte.com/es/	3	273
HOTELIES NORAT	AVDA. LUIS CASAS 32	ASTURIAS	986733399	info@hotelesmontemar.com	www.hotelesmontemar.com	3	421
HOTELIES POSEIDON	ESTEROS, 3	HUELVA	959311250	honorat@hotelesnorat.com	www.hotelesnorat.com	5	212
HOTELIES RH	LA PIPA 1, EDIF. GENIT. LOCALES 2 Y 3	ALICANTE	965850200	comercial@hotelespatato.com	www.hotelespatato.com	2	203
HOTELIES SAINT MICHEL	GREMI VELLUTERS, 21 POL. SON ROSSINYOL	ILLES BALEARS	965850400	poseidon@hotelesposeidon.com	www.hotelesposeidon.com	8	1.800
HOTELIES SANTOS	JIJAN BRAVO 8	MADRID	971274822	central@hotelesrh.com	www.hotelesrh.com	18	1.925
HOTELIES SERVIGROUP	AVDA. EUROPA, 6	ALICANTE	965855900	hsm@saintmichel.net	www.saintmichel.net	16	2.797
HOTELIES SILKEN	AVDA. ZABALGANA 1	ALAVA	945188800	comercial@silken.com	www.h-silken.com	12	2.972
HOTELIES THE	AVDA. DE ANSITE 3, 1º 35011	LAS PALMAS	928224166	servigroup@servigroup.es	www.servigroup.com/es	19	4.819
HOTELIES VAR	ALAMEDA DE SANTA EUFEMIA, 24 ENTLO.	SEVILLA	954155144	silken@hoteles-silken.com	www.hoteles-silken.com	26	3.226
				marketing@hotelessthe.com	www.hotelessthe.com	29	3085
				info@hotelesvar.com	www.hotelesvar.com	4	231

HOTELIER COMPANIES

Company	Address	Country/State	Tel +34	E-mail	Web	Hotels	Rooms
HOUIM HOTELS	VILLAGAR AROSA, 8	MALLORCA	971491511	info@houimhotels.com	www.houimhotels.com	2	199
HOWMA-APARTHOTELS	PUEBLO GANARIO LOCAL 404	TENERIFE	922790964	online@hophotels.com	www.hovima-hotels.com	6	1.626
HOPHOTELS & RESORTS	AVILLUS COMPANYS, S/N	BARCELONA	937664420	central@hophotels.com	www.hophotels.com	18	4.147
HUSA-HOTELS	SABINO DE ARANA, 27	BARCELONA	935101300	comercial@husa.es	www.husa.es	50	50
IBB HOTELS	PLAZA EXPLANADA, 57 PLANTA 2	MENORCA		central@ibbhotels.com	www.ibbhotels.com	13	1.317
IBEROSTAR HOTELS & RESORTS	GENERAL RIERA 154	MALLORCA	971077000	www.iberostar.com	www.iberostar.com	103	34.599
IBIZA FEELING	RAMON Y CAJAL, 2	IBIZA	971343614	info@ibiza-feeling.com	www.ibiza-feeling.com	4	302
ILUNION HOTELS	ALBACETE, 3 - PLANTA 9ª, Edificio Torre ILUNION	MADRID	913839494	marketing@ilunionhotels.com	www.ilunionhotels.com	28	4.625
ILUSION HOTELS & RESORTS	VIA ASIMA 20, DESPACHO 22	MALLORCA	871704306	dp@ilusionhotels.com	www.ilusionhotels.com	4	451
IMG HOTELS	SAN JOSE 21	SEVILLA	954217307	info@imghotels.com	www.imghotels.com	3	276
INSOTEL HOTEL GROUP	ARAGON, 71	IBIZA	971195150	t.torres@insotel.com	www.insotel.com	8	2.480
INTERCONTINENTAL HOTELS GROUP	BROADWATER PARK	BUCKINGHAMSHIRE	44(0)18651200	jesus.salmeron@ihg.com	www.ihg.com	5000	749.721
INTERGROUP HOTELS	MENDEZ NUÑEZ, 1 - 4ºD	SEVILLA	954293820	info@intergroup.com	www.intergroup.com	10	277
INTURHOTEL	CTRA. S'HORTIA - FELANITX, 5	MALLORCA	971167088	reservas@inturhotel.com	www.inturhotel.com	6	1.118
INVISAHOTELS	VICENTE CUERVO, 9	IBIZA	971311500	headoffice@invisahotels.com	www.invisahotels.com	7	1.518
IZAN HOTELS	TRUJILLO 2, LOCAL COMERCIAL, 15 EDIFICIO GERALDO I	MADRID	915913322	central@izanhoteles.es	www.izanhoteles.es	3	520
JM HOTELS	CTRA-ALICANTE-CARTAGENAKM. 17.200	ALICANTE	966690236	dircomercial@jhotels.com	www.jhotels.com	2	220
JS HOTELS	CTRA. ALCUDIA-ARTA, 1	MALLORCA	971851206	dircomercial@jhotels.com	www.jhotels.com	12	1.584
KAKTUS HOTELS	GAUDI, 9	BARCELONA	937662327	m.sarquella@kaktushotels.com	www.kaktushotels.com	5	1.120
KEY HOTELS	VIA AUGUSTA, 95	TARRAGONA	977236900	berenguer@key-hotels.com	www.key-hotels.com	2	139
LOUVE HOTELS	VILLAGE 5, ETAGE 750 PLACE L'ELIPSE	FRANCIA	33(0)4914600	presselouve@louvre-hotels.com	www.louvrehotels.com/	1.500	97.000
LUIS-HOTELS	AVDA. DE ITALIA, 8	LAS PALMAS	928774050	reserva.casero@luis-hotels.com	www.luis-hotels.com	2	227
MAC HOTELS	GREMIO TINTOREROS, 25 A	ILLES BALEARS	971010930	mac-hotels@mac-hotels.com	www.mac-hotels.com	2	1.296
MACIA HOTELS	ZACATIN, 25	GRANADA	958285806	jarfas@mac-hotels.com	www.mac-hotels.com	8	876
MAGIC COSTA BLANCA	AVDA. LAIGUERA, 3 - EDE. ATRIUM PLAZA BAJO	ALICANTE	965851121	umerdhan@magic-hotels.com	www.magic-hotels.com	13	2.677
MAJESTIC HOTEL GROUP	AUSAS MARCH 48, BÑOS	BARCELONA	934881717	info@majestichotelgroup.com	www.majestichotelgroup.com	13	941
MAJESTIC RESORTS	PLAZA BAVARO, PROV.LA ALTAGRACIA	REPUBLICA DOMINICANA	8092219898	info.puntacana@majestic-resorts.com	www.majestic-resorts.com/hotels/	4	2.335
MANGLI HOTELS	AVDA. FRANCIA S/N URB. MIL PALMERAS	ALICANTE	965321822	reservas@manolithotels.com	www.manolithotels.com	3	352
MAR HOTELS GROUP	GRAN VIA ASIMA, 1	ILLES BALEARS	971436688	info@marhotels.com	www.marhotels.com	2	286
MARINIS HOTELS	NALLAMBIES, Nº41	SON SERVERA	971585805	info@marinshotels.com	www.marinshotels.com	3	341
MARITIM HOTELS	EL BURGADO, 1	MADRID	922379000	info.ten@maritim.de	www.maritim.com	30	50
MARQUIS HOTELS	OBISPO HURTADO, 12	GRANADA	958223305	info@marquis-hotels.com	marquis-hotels.com/	3	92
MARRIOTT INTERNATIONAL INC.	ZORRILLA, 29 BAJO	MADRID		cov.cubria@marrriott.com	www.espanol.marrriott.com	7.500	1,4 millones
MARSENSES	GREMI FORNERS, 8 PLANTA 1, PUERTA 13, POLIGONO SON CASTELLO	ILLES BALEARS	971722669	hola@marsenses.com	www.marsenses.com	5	768
MATAS ARNALOT GRUPO	BASA RODONA, 3	BARCELONA	938940320	info@matasarnalot.com	www.matasarnalot.com	2	137
MAXI HOTELS	LOPEZ RUBIO, EDF. TUNDIDORES, 12	GRANADA	958253612	info@maxihotels.es	www.maxihotels.com	5	124
MED PLAZA	PASSEIG GENERAL MENDOZA, 1 PLANTA 6	GIRONA	972205212	rtabregat@medplaza.com	www.medplaza.com	17	4.070
MEDINA HOTELS	FLORIDA, 3	ALICANTE	965867669	direccion@medinahotels.com	www.medinahotels.com	3	475
MEDIUM HOTELS	PROVENÇA, 288 S'ATICO	BARCELONA	932096640	comercial@mediumhotels.com	www.mediumhotels.com	5	285
MEDSUR HOTELS	AVDA.MARINA BAVA, 23	ALICANTE	965854712	info@medsur-hotels.com	www.medsur-hotels.com	5	513
MELIAHOTELS INTERNATIONAL	GREMIO TONELEROS, 24 (POL.IND.SON CASTELLO)	MALLORCA	971224400	comunicacion@melia.com	www.meliainternacional.com/es	322	84.407
MIX HOTELS	ANTONIO Mª CALCOVER, 10 - 12	LLUCMAJOR	971466017	customer.care@mixhotels.com	www.mixhotels.com	5	360
MIL HOTELS	BARTOLOME CAPELL, 23	MALLORCA	971361390	jillcomp@milhotels.com	www.milhotels.com	6	1.706
MONARQUE HOTELS	BARQUILLO, 36 1ª PTA 3	MADRID	913084610	central@monarquehotels.es	www.monarquehotels.es	6	1.250
MP HOTELS	MEETING POINT SPAIN - C/ TEOWALDO POWWER, SN 2ª PTA 1-217	LAS PALMAS	928143668	helenaborro@mp-hotels.com	mp-hotels.com	60	13.248
MS HOTELS	LOS INDOS, 23	MALAGA	952384700	amargua@ms-hotels.com	www.ms-hotels.com	6	701
MSH MALLORCA SENSES HOTELS	LISBOA, 4	MALLORCA	971031030	comercial@senseshotels.com	www.senseshotels.com	3	476
MUR HOTELS	LUIS DORESTE SILVA, 95	LAS PALMAS DE GRAN CANARIA	928296262	comercial@murhotels.com	www.murhotels.com	4	574
MY WAY MEANINGFUL HOTELS	ABAMA RESORT, EDIF. OFICINAS	TENERIFE	922589600	info@myway-resorts.com	www.myway-resorts.com	3	516

HOTELIER COMPANIES

Company	Address	Country/State	Tel +34	E-mail	Web	Hotels	Rooms
NEST SYNE	AVDA DEL OJD, 25 1º OF. 6	VALENCIA	963261291		www.nestysynehotels.com	2	65
NEW MAURITIUS HOTELS LIMITED (BEACHCOMBER HOTELS)	BOTANICAL GARDEN STREET	CUREPEPE	2306019000	beachcomber@bchot.com	www.beachcomber-hotels.com	9	2.100
NH HOTEL GROUP	SANTA ENGRACIA, 120 7º	MADRID	914519718	communication@nh-hotels.com	www.nh-hotels.es	354	54.830
NUMEZI NAVARRO HOTELS	COMTE D'URGELL 230	BARCELONA	935522620	comthotel@nhotels.es	www.nhotels.com	13	1.256
OASIS HOTELS & RESORTS	GOBELAS 17, URBLA FLORIDA	MADRID	913728333	jreservas@oasishotels.com	www.oasis-hotels.com/	7	2.885
OCA HOTELS	MIGUEL FERRO CAVEIRO S/N	A CORUÑA	881850091	calidat@ocahotels.es	ocahotels.com	26	1.320
OD HOTELS	ATENAS 30-46	IBIZA	971591214	javier.tor@odgroup.es	odgroup.es	6	424
OIHTELS	TERRER, 13	TARRAGONA	977352325	dtb@oihtels.es	www.oihtels.es	16	4.125
OLIA HOTELS	GRAN VIA ASIMA, 4-5ª PL. POL. SON CASTELLO	ILLES BALEARS	971436455	olia@oliahotels.com	www.oliahotels.com	2	141
OLIVIA HOTELS	PLAÇA CATALUNYA, 19	BARCELONA	933168700	info@oliviahotels.es	www.oliviahotels.es/	5	682
OLYMPIA GRUPO	MAESTRO SERRANO, 3	VALENCIA	963033392	ventas@olympiagrup.com	www.olympiagrup.com	5	353
ONA HOTELS	CALABRIA, 129, ENTLO.	BARCELONA	933930630	sara.ortiz@nacorporation.com	www.onahotels.com	32	5.150
ONE SHOT HOTELS	CEDACEROS, 10 - 4ª planta	MADRID	914204001	booking@onesthotels.com	www.onesthotels.com	10	486
ONIX HOTELS	GRAN VIA DE LES CORTS CATALANES, 967-981	BARCELONA	933034154	bzb@onixhotels.com	www.onixhotels.com	3	165
PABISA HOTELS	AV. FRAY JOAN LLABRES, 10	MALLORCA	971749266	secretariageral@pabisa.com	www.pabisa.com	2	354
PALAFOX HOTELS	MARQUES DE CASA JIMENEZ, 1-3-5 EDIF. CAPITAN PORTOLES	ZARAGOZA	976237700	hotel.palafox@palafoxhotels.com	www.palafoxhotels.com	6	922
PALIA HOTELS	PASEO MALLORCA, 32 A. ENTLO.	ILLES BALEARS	971213533		www.palia.es	8	1.790
PALLADIUM HOTEL GROUP	AVDA. BARTOLOME ROSSELLO, 18 APARTADO 476	ILLES BALEARS	971313811	marketing@palladiumhotelgroup.com	www.palladiumhotelgroup.com	48	13.885
PANORAM HOTELS	CERVANTES, 19 BAJO IZQ.	MADRID	913600818	info@panoramhotels.com	www.panoramhotels.com	8	691
PANORAM DE TURISMO DE ESPAÑA, S.M.E. S.A.	JOSE ABASCAL, 2-4, 6ª PL	MADRID	915166700			98	6.032
PESTANA HOTEL GROUP	RUA JAU, 54	LSBOA	315 2 844 2001		www.pestana.com	93	11.000
PIJAVASOL IBIZA HOTELS	METGE JAUME SERRA, S/N	IBIZA	971304078	info@grupopijavaso.com	www.pijavasoibizahotels.com	37	4.474
PORT HOTELS	ESTOCOLMO, 4	ALICANTE	955852200	porthotels@porthotels.es	www.porthotels.es	11	1.778
PORTAVENTURA WORLD (Port-Aventura Entertainment, S.A.U.)	ALCAIDE PERE MOJAS, KM 2	TARRAGONA	902702220	portaventura@portaventura.es	https://www.portaventuraworld.com/	6	2.406
PORTRBLUE HOTEL GROUP	GREMI DE CIRUGIANS I BARBERS, 48, PISO 2ª K	MALLORCA	971546200	juanna.gonzalez@portblue.com	www.portbluehotels.com	4	647
POSDAS DE ESPAÑA	JORGE JUAN 9	MADRID	91571735	central@posdasdespana.com	www.posdasdespana.com	4	344
POUSADAS DE COMPOSTELA	VIRE DA CERCA, 27	A CORUÑA	98 1569350	info@pousadasdecompostela.com	www.pousadasdecompostela.com	5	107
PREMIUM SUITES	DIJUTACION 195	BARCELONA	934533419	info@akosuite.com	www.premiumsuiethotels.com	2	33
PRESTIGE HOTELS	AVDA. NORD, 45	GIRONA	972252125	prestigewelcome@prestige-hotels.com	www.prestige-hotels.com/es/	5	898
PRETUR	MENENDEZ PELAO, 7	IAS RIOJA	941270638	info@pretur.com	www.pretur.com	4	336
PRINCESS HOTELS	ANTONIO GAUDI, 62	TARRAGONA	977318959		www.princess-hotels.com	21	9.562
PRINSOTEL	DEL TER, 27, POL. SON FLUSTER	MALLORCA	971706070	prinsotel@prinsotel.es	www.prinsotel.es	5	1.008
PROTUR HOTELS	AVDA BELLAISTA, 2	MALLORCA	971587520	sarabauza@proturhotels.com	www.proturhotels.com	18	3.660
PY HOTELS AND RESORTS	AV. PAPAGAYO 22	IAS PALMAS DE GRAN CANARIA	928519300	info@pyhotels.com	www.pyhotelsandresorts.com	2	598
R2 HOTELS	ARTISTAS CANARIOS, 8	IAS PALMAS DE GRAN CANARIA	928546050	jvalencia@r2hotels.com	www.r2hotels.com	8	1.613
RAFAEL HOTELS	MENDEZ ALVARO, 30	MADRID	915399021	rafaelhotels@rafaelhotels.com	www.rafaelhotels.com	6	791
RESORTS MALLORCA HOTELS INTERNATIONAL / MOVABLES	FRAY JUNIPERO SERRA, 6 ENTRESUELO	MALLORCA	629692709	tomas.massamnet@sunwing.net	www.ric-hotels-burgos.com	7	1.694
RICE HOTELS	AVENIDA REYES CATOLICOS, 30	BURGOS	947271000			4	204
RUI HOTELS & RESORTS	LLAUT, S/N, RIU CENTRE	MALLORCA	971743030	prensa@riu.com	www.riu.com	100	49.832
ROBINSON HOTELS	ROBINSON CLUB CALA SERENA	MALLORCA	971659504	region@robinson-ep.com	www.robinson-ep.com	50	50
ROC HOTELS	ENRIQUE ALZAMORA, 6, 8º	ILLES BALEARS	971213090	gmralles@roc-hotels.com	www.roc-hotels.com	7	2.225
ROOM MATE HOTELS	DE LA PALMA, 10	MADRID	913995777	info@room-matehotels.com	www.room-matehotels.com	27	2.186
ROSMAR HOTELS	PAU CASALS 8-10	GIRONA	972364422	rosamar@rosamarhotels.com	www.rosamarhotels.com	5	885
SABINA HOTELS	NA PENVAL, 1	MALLORCA	971585214	j.gamars@sabinahotels.com	www.sabinahotels.com	2	332
SALLES HOTELS	POL. IND. PAEC. 4	GIRONA	650370101	ylandas@salleshotels.com	www.salleshotels.com	9	971
SANDOS & MARCONFORT HOTELS	AVDA. PRINCIPIES DE ESPAÑA, 1 NAVE 1 BAJOS. ES FIGUERAL	MALLORCA	971783300	marketing.eu@sandos.com	www.sandos.com // www.marconfort.com	11	4.166
SANSI HOTELS	AVDA. PEARSON, 1-3	BARCELONA	932063880	pedrabals@sansihotels.com	www.sansihotels.com	3	220
SARDINERO HOTELS	CADIZ, 22	CANTABRIA	942205000	hotelbahia@sardinerohotels.com	www.gruposardinerohotels.com	4	408

HOTELIER COMPANIES

Company	Address	Country/State	Tel +34	E-mail	Web	Hotels	Rooms
SB HOTELS	PLAZA EUROPA 9-11, PLANTA 24	BARCELONA	935011400	oficinacentral@sbhotels.es	www.sbhotels.es	9	1.702
SBH HOTELS & RESORTS	AVDA. AGUSTIN MILLARES, 2	IAS PALMAS	928875982	comercial@sbhtue.com	www.sbhtue.com	9	3.281
SEASIDE HOTELS	AVDA. MOVA, 8	IAS PALMAS	928763308	marketing@seaside-hotels.com	www.seaside-hotels.com	12	2.305
SELENTA GROUP	AUDIAGONAL, 662-664, PLANTA 2 - MODULO D EDIFICIO PLANETA	BARCELONA	936003030	info@selentagroup.com	selentagroup.com/contacto/	7	2.614
SENAVOR HOTELS & RESORTS	CARRETERA FARO SABINAL, S/N	ALMERIA	950627010	mgaldoo@playseanor.es	www.senavor.com	43	10.506
SERAMAR HOTELS	AVDA. 16 DE JULIO, 85 POL. SON CASTELLO	MALLORCA	971437266	dir.comercial@seramarhotels.com	www.seramarhotels.com	4	820
SERCOLE HOTEL GROUP	PARIS, 120 1ª P	BARCELONA	933636363	comunicacion@sercole.com	www.sercolehotelgroup.com	57	5.150
SERRANO HOTELS	AVDA. CALA AGULLA, 123	MALLORCA	971564312	comercial@serranohotels.com	www.serranohotels.com	5	710
SERVATUR HOTELS & RESORTS	DORAMAS, 4	MENORCA	928152777	servatur@servatur.com	www.servatur.com	13	2.349
SETHOTELS	CARPORT, 9	VALENCIA	971356017	sethotels@sethotels.com	www.sethotels.com	9	944
SH HOTELS	DE LA PAZ 28 - 5ª	VALENCIA	960911900	sh@sh-hotels.com	www.sh-hotels.com	5	630
SIR HOTELS	VOORBURGVAL 2714-5	AMSTERDAM			www.sirhotels.com	6	559
SIRENIS HOTELS & RESORTS	DES CUBELLS 32	ILLES BALEARS	971312512	info@srenishotels.com	www.srenishotels.com	9	3.709
SIXA HOTELS	AVDA. TRES DE MAYO	SANTA CRUZ DE TENERIFE				2	206
SOHO BOUTIQUE HOTELS	PARC BIT, EDIFICIO 17, ISAAC NEWTON, S/N, LOCAL C6	PALMA DE MALLORCA			www.smyhotels.com	11	1.682
SOMMOS HOTELS	ALAMEDA DE COLON, 9 3-6	MALAGA	952225277	info@sohohotels.com	www.sohohotels.com	29	1.368
SPRING HOTELS	PASEO DE ANCOLES, 5	HUESCA	974551011	benasque@sommoshotels.com	www.sommoshotels.com	2	144
STILL HOTELS	JUAN CARLOS, 1, 38	SANTA CRUZ DE TENERIFE	922787745	spring@springhotels.com	www.springhotels.com	3	1.070
SUN COMFORT GROUP	GRAN VIA ASIMA, 4-7ª POL. SON CASTELLO	MALLORCA	971207114	comercial@sun-comfort.com	www.stilhotels.com	7	906
SWEET HOTELS	GLORIETA CARRASCO, BLOQUE 3-5 ESC. 1 BAJO	ALICANTE	965852453	booking@sun-comfort.com	www.sun-comfort.com	3	707
TEMPLE HOTELS	CORREOS, 8	VALENCIA	963535282	comercial@weethotels.com	www.sweethotels.com	6	281
THE LEADING HOTELS OF THE WORLD	AVDA. PORTUGAL, 2	LEON	987410058	ponterrada@templehotels.com	www.templehotels.com	3	301
TORRELUZ HOTELS	VIA ALEMANIA, 14-6º	MALLORCA	971850033	thb@thbhotels.com	www.thbhotels.com	16	2.788
TORSE HOTELS	GRAN VIA, 59	MADRID	915591750	madridd@lhw-offices.com	www.lhw.com	mas de 430	50
TRAVELODGE HOTELS ESPAÑA	CTRA. ARTA - CANYAMEL, KM 5	MADRID	971841134	dir.comercial@torredecanyamel.com	www.torredecanyamel.com	4	120
TUAGSA	PLAZA FLORES, 3	ALMERIA	950234399	torreluz@torreluz.es	www.torreluz.es	3	108
TUDANCA HOTELS	SAN RAFAEL, 1-3	VALENCIA	962872060	info@torsehotels.com	www.torsehotels.com	2	436
UNIVERSAL HOTELS	HERMOSILLA, 57 1º D	MADRID	911697850	carlos.nunez@traveledge.co.uk	www.traveledge.es/	5	621
UNICO HOTELS	CTRA. MADRID - IRUN, A-1 KM 153	BURGOS	947506011	reservasaranda@hotelestudanca.com	www.hotelesstudanca.com	8	1.242
UR HOTELS	PARQUE GONZALEZ HONTORIA, S/N	CADIZ	956505611	clientes@lugasa.com	www.lugasa.com	9	217
URHOTELS	PLAZA URQUINAONA, 6 PLANTA 8	BARCELONA	933104363	info@unicohotels.com	www.unicohotels.com	5	330
VALADOLID HOTELS	GREMIO CIRUJANOS Y BARBEROS, 25	MALLORCA	97171746	central@universalthotels.es	www.universalthotels.es	17	2.013
VALLEHOTELS	AVDA. ALEXANDRE ROSSELLO, 29 ENTLO	ILLES BALEARS	971725600	info@urhotels.com	www.urhotels.com	3	170
VERSER HOTELS	ARIBAU, 171 2-2	BARCELONA	931816348	central@urh-hotellers.com	www.urh-hotellers.com	9	800
VERTICE HOTELS	LUZ 5	MALLORCA	971032000	recepcon@valentihotels.com	www.valentihotels.com	12	4.177
VINCCI HOTELS	NUÑEZ DE ARCE, 11	VALLADOLID	983298811	comercial@hotelesvalhadid.com	www.hotelesvalhadid.com	4	122
VIVA HOTELS & RESORTS	PLAZA DE LA CATEDRAL, 10	AVILA	920255100		www.veladadhotels.com	2	243
VIP HOTELS	TARRAGONA, S/N, PLAYA DE FIGUERETAS	ILLES BALEARS	971302804	ibizaplaya@verserhotels.com	www.verserhotels.com	3	398
ZAFIRO HOTELS	REPUBLICA ARGENTINA, 1	SEVILLA	955063100	dtor.comercial@verticehotels.com	www.verticehotels.com	5	690
ZAFIRO HOTELS & RESORTS	RAFAEL CABRERA, 18, 2AB	IAS PALMAS DE GRAN CANARIA	928391517	info@zifhotels.com	www.zifhotels.com	6	1.201
ZENIT HOTELS	AVABEL SEGURA, 11 EDIFA BHO. CENTRO ALBATROS ARROYO DELLA VEGA	MADRID	914902650	info@vincchotels.com	www.vincchotels.com	39	5.412
ZIFRO HOTELS	AGUSTIN ARGÜELLES, 1	MALLORCA	971869500	info@hotelesviva.com	www.hotelesviva.com	7	1.387
ZIRRO HOTELS	GRAL DIAZ PORLIER, 101	MADRID	915620807	marketing@zifrohotels.com	www.zifrohotels.com/es/	5	479
ZIT HOTELS	MAR 1 ESTANY, 35	MALLORCA	971897006	info@zifrohotels.com	www.zifrohotels.com	12	3.301
ZIT HOTELS	PZA. ARAGON, 2 - 1ª PLANTA	ZARAGOZA	902474902	central@zenithotels.com	www.zenithotels.com	26	2.032
ZIT HOTELS	COLONIA EUROPA, S/N	CASTELLON	964401040	reservas@zithotels.com	www.zithotels.com	5	1.247

ILUNION Hotels



We are the chain of hotels run by the ONCE Social Group, created in 1988.

The company was created with a clear social purpose, and operates 28 hotels all around Spain, in both city and resort destinations.

Our mission is to offer all our guests an outstanding, innovative, sustainable experience, enhanced by the dedication of a unique human team.

Our goal is clear: to continue proving to the sector, to our shareholders and to society that success is possible by means of a unique, sustainable business model that combines financial and social returns.

After many difficult, uncertain months, we are now gradually reopening our hotels, incorporating two new destinations, both in the Basque Country, and bringing the total number of hotels in operation to 28, with the reopening of the **ILUNION Alcora** in Seville last July.

Late last March, **ILUNION San Sebastián**, our hotel No. 27, reopened after temporarily shuttering during

the COVID-19 outbreak. This familiar, much-loved hotel in San Sebastián's El Antiguo neighbourhood, close to Ondarreta beach, has a 4-star rating and 90 rooms.

The hotel is being integrally renovated, equipped with the most-demanding accessibility and sustainability requirements, making it the benchmark for quality in the city. The work will bring the hotel up to the standards of our chain, the only one in Spain to hold Universal Accessibility and Sustainability certification for all its establishments. We are excited to add this new hotel to our offer, in a celebration of one of Spain's most international destinations, San Sebastián.

ILUNION San Mamés reopened late last May. A newly built hotel close to Bilbao Intermodal station, one of the busiest areas in the city.

It is the first hotel in the Basque Country to be run as a special employment centre, where more than 85% of our employees have a disability of some type.

The **ILUNION San Mamés** is a city four-star hotel with 168 rooms, with six rooms designed to be fully accessible for people with reduced mobility. Its 11 floors are home to meeting rooms, a cafeteria, a breakfast room, an Internet Point and several common areas. Totally accessible for people with a disability, it is fully equipped with technical aids to help people with reduced mobility and other disabilities.

The hotel is equipped with all the latest technology to keep energy consumption efficient and sustainable. It is fitted with LED lighting, an air conditioning system without refrigerant gases to avoid emissions and sanitary hot water provided by air source heat pumps with a system

for recovering residual heat. Both the façade and envelope feature high-performance mineral wool thermal insulation.

Lastly, **ILUNION Alcora Sevilla**, closed for more than 18 months after being used as a medical centre, and now totally renovated, reopened its doors late last July.



The remodelling included a complete refitting of the lobby, with new furniture in the waiting and reception areas, including an accessible counter for people with reduced mobility. The lift opening onto the hall and the access to the outdoor pool have been adapted for people with reduced mobility.

We also updated more than 250 rooms, equipping many of them with facilities for people with disabilities. Lastly, we extended the lobby bar area, the buffet restaurant and the fitness room.

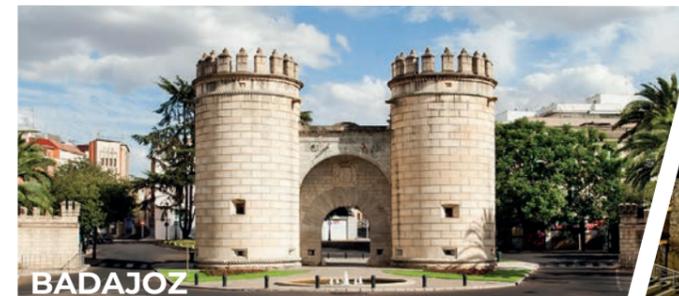
These changes, added to good results from our holiday destinations this summer, make for a bright future, with 28 establishments in full swing, figures on the rise, enormous acceptance from our guests and a fully dedicated team.



INFORMATION:

www.ilunionhotels.com

THE BEST URBAN DESTINATIONS TO ENJOY THIS AUTUMN



BARCELONA: ILUNION Bel Art, ILUNION Auditori, ILUNION Almirante & ILUNION Barcelona. **MADRID:** ILUNION Suites, ILUNION Alcalá Norte, ILUNION Atrium & ILUNION Pío XII. **MALAGA:** ILUNION Málaga. **VALENCIA:** ILUNION Valencia 4, ILUNION Valencia 3, ILUNION Aqua 4 & ILUNION Aqua 3. **BADAJOS:** ILUNION Golf Badajoz. **MERIDA:** ILUNION Mérida & ILUNION Las Lomas. **SAN SEBASTIAN:** ILUNION San Sebastián. **BILBAO:** ILUNION Bilbao & ILUNION San Mamés. **ZARAGOZA:** ILUNION Romareda. **SEVILLE:** ILUNION Alcora Sevilla.

Golfers have emerged with the pandemic, and golf trips are teeing off strong

The best golf destination in the world is starting to bounce back

With around 400 golf courses, kind weather, specialised hotels and an incomparable complementary offering, Spain's position as a safe destination is strong, and it hopes for golf tourism to make a come back this autumn.



Pula Golf Resort in Son Servera, Mallorca, generates more natural resources than what it uses.

Spain has the ideal landscape and great weather for golf and around 400 different golf courses to choose from. But despite all these advantages, and even though golf is a very safe activity that has been gaining more and more

registered players these last twenty months, the sector has still seen itself significantly affected by the pandemic. As explained by the president of the **Spanish Golf Course Association (AECG)**, **Luis Nigorra**, in an interview with **HOSTELTUR**,

“Golf is a very safe sport because it is played in groups of up to four players, outdoors and with no physical contact needed”.

Even so, after the lockdown, “it was decided that the few things players normally shared would be removed such as the rakes in the bunkers and the ball washers, and a system was set up to leave the flags fixed”. These measures were grouped into a pioneering set of standards elaborated by the Royal Spanish Golf Federation, the Spanish Association of Managers, the Spanish State Secretary of the Ministry of Tourism, and the **Institute of Tourism Quality**. “Today, these measures have already been withdrawn”, explains Nigorra, who also adds that in certain situations, technology was a great help in getting things up and running again just after lockdown. “In terms of bookings and payments, digitali-

sation has been important to minimise contact between people. These tools continue to be used today, but we can now see more players at the reception desks and shops”.

Spanish golf courses compete at an advantage in recovery because “I believe that now, connections with Spain are better than with many other countries”, explains Nigorra. “Vaccination campaigns have picked up speed, and we are seen as a safe place to travel. We must not forget that Spain is the world's top golf tourism destination, and therefore we hold a strong position”, he adds.

He points out why Spain is the world's favourite golf destination: “There are great golf courses, and we also have some of the world's best holiday hotel chains. If we add to this Spain's way of life, how we welcome tourists, and what we can offer in terms of culture and food, I believe we can look to the future with certain optimism”.

He adds another significant fact: “Tourism must be sustainable, and that benefits us”. The Association of Golf Courses president explains that “golf can help redistribute tourism and therefore contribute to having tourism all year round in Spain”. “This will help to take a lot of pressure off infrastructures and stabilise the tourism sector's job market since we will be able to provide work throughout the year, and ultimately, make tourism more sustainable”, he stresses.

Good prospects

Every year, Spain welcomes 1.2 million tourists who travel to enjoy their favourite sport. This generates a direct impact of 5,418 million Euros per year. According to data included in the study carried out by the **IE University** with the **Royal Spanish Golf Federation** and **AECG** referring to the year before the pan-



The Canary Islands is a tourist destination where you can play golf all year round. Abama Golf in the picture.

dem, 2019, this increases to 12,769 million when including indirect and induced economic impacts.

COVID-19 has had a substantial impact on these figures because golf courses were closed for months. After analysing the evolution of golf courses since the pandemic broke out, the **AECG**, representing 180 golf courses, estimates that turnover has dropped by 42 per cent on average, with an impact calculated at 5,563 million Euros on Spain's economy, quite bad news when thinking that international tourism represents one of the main sources of income, representing up to 80 percent, at many golf courses in Andalucía and the Levante area

Golf, a safe sport played outdoors and with social distancing, has gained followers in Spain since the pandemic, so the data contrasts with this increase in popularity, and this is because it depends a great deal on domestic mobility and the arrival of international tourists and owners

of second homes that are near golf courses.

Nigorra states that the prospects for recovery are positive, although, at the moment, they differ depending on the area and how dependant they are on the different source markets. Golf destinations that rely on European markets such as Germany, Austria, and France have recovered better than those more dependent on the British market. “Now, heading into autumn, it appears that travel restrictions in the UK have been lifted, and it looks like the British market will be able to start travelling again comfortably. This is very important because the UK is one of our most important source markets”, he highlights.

“The outlook is good: The travel situation is getting back to normal, and with the vaccination campaigns picking up speed, golf players are starting to travel again. I think there was a great yearning, and we hope autumn will be good”, he asserts. ■

AND

Properties have a Health Guarantee Seal

The light of Andalusia returns more inspiring than ever

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British tourists are a top priority for Andalusia. Traditionally its primary foreign market, it has always known how to attract them with its pleasant weather, beautiful beaches, historical-artistic heritage and the joy of its people. After the British Government announced its decision to ease restrictions for international travel from the first of October, regaining arrivals from the UK has become a fundamental goal for the **Andalusian Department of Tourism**. For this reason, from the end of September, direct contact with tour operators and agencies will be intensified with promotional activities like the recent participation in the London **Global Travel Week**, where specialists from the Regional Ministry met with representatives of some sixty travel

agencies from the British market to remind them of the region's great tourism products and to talk to them about what's new and the measures being adopted in this tourist destination that is very well-known for its safety and security.

The United Kingdom is also one of the places chosen for an itinerant direct-to-customer promotion that will visit eight different cities in Andalusia's major European markets to show people everything the region has to offer and boost the recovery of international tourism. This campaign, called **'Andalucía wants you back'**, seeks to encourage potential customers to come back to Andalusia once mobility restrictions have been lifted, and attract new potential visitors.

In addition to the spaces dedicated to each of Andalusia's provinces, there will be interactive areas to promote the region's different segments and micro products. There will also be daily flamenco shows, food exhibitions, dance

classes, and sports activities. This promotional campaign started in Lisbon and then moved to Dublin, arriving in London in October and undertaking a significant first contact role there before the World Travel Market.

The president of the **Costa del Sol's Hotel Association (AEHCOS)**, **José Luque**, tells HOSTELTUR that a primary asset of this area, one of the British tourists' favourites, is its incredible diversity, from the allure of its micro tourist destinations (towns with true Andalusian roots as their main indigenous resource) to its excellent hotel offer". Besides the fantastic Andalusian weather "with three springs and one summer", the region offers hotels for sun and beach tourism as well as other "charming ones like boutique and urban hotels, and properties integrated within their natural surroundings or in unique buildings of great cultural attraction". It also offers others that are specialised in meetings, wellness or golf tourism. Proof of the region's high standards is the significant number of five-star hotels it is home to.

Like most hotels in Andalusia, those on the Costa del Sol have also been certified with the **"Andalucía Segura"** (Safe Andalucía) seal launched in 2020. Hotels from all over the region have received this seal that certifies they comply with specific safety conditions and response criteria when faced with any kind of incident related to COVID-19 in a proactive and preventive way. Luque also adds that "practically all of the sector's workers have already had their second jab", so when staying at our hotels, you are guaranteed complete protection. ■



The Atalaya Seville Tower Lookout has reopened to offer panoramic views of the city to any tourist looking to enjoy the experience.

After slowly getting back to business after the summer months, these last weeks have seen a surge in major events all over the country

Conference tourism is thriving in Spain

The recovery of conference tourism in Spain is being "quite abrupt and strong", according to the president of the **Spanish Association of Conference Centres (APCE)**, Iker Goikoetxea, who points out that "after summer, all of Spain's conference centres have seen a major uplift in business".

As health measures and restrictions are being eased and in some cases even lifted, "everything is contributing to a strong recovery, even in terms of international business". The industry is seeing that companies and associations are "yearning to be back and have a great need to get together, and recover in-person meetings after months of difficulty".

Safe venues

The head of this association that brings together thirty-one Spanish conference centres explains that venues have implemented all of the health measures stipulated by the government, and in some cases even more: "All those we proactively felt would guarantee the safety we needed to transmit".

"There was a time when meetings as such were almost a taboo, and we have overcome this by pursuing safety and security, implementing measures, and demonstrating that at the events held, many during the pandemic, there have been no infections or outbreaks", something that he attributes to the fact that things have been done "the right way and professionally". "Today, with many events behind us, and an abrupt and significant recovery, I can categorically say that, fortunately, in-person meetings cannot be substituted by technology", he adds.

From guaranteeing social distancing to limiting the number of attendees, managing flow rates to avoid overcrowding and impeccable cleaning protocols, gels and airing, digitalisation has also been used to avoid contact with objects. Keeping users informed has also been a top priority to provide a sense of tranquillity. And it is also important to point out that "people knew all about what measures were being taken and took responsibility for those that affected them. Teams were trained appropriately, and attendees, suppliers and the entire value chain worked coordinately with each other"



The 7th Medical Laser Congress Top 100, held at Kursaal in September.

As a result, the situation for conferences in Spain "is good". The president of APCE and director of **Kursaal, San Sebastián's Conference Centre and Auditorium**, states that: "Spain is a good example of how to turn such a difficult situation like the one we had not so long ago around". "It is also exemplary in achieving very high vaccination rates, which has had a positive effect. So, compared to other countries, "the situation to compete on a one to one basis is good" because we are now at a time when "things are restarting and moving on from a worldwide crisis".

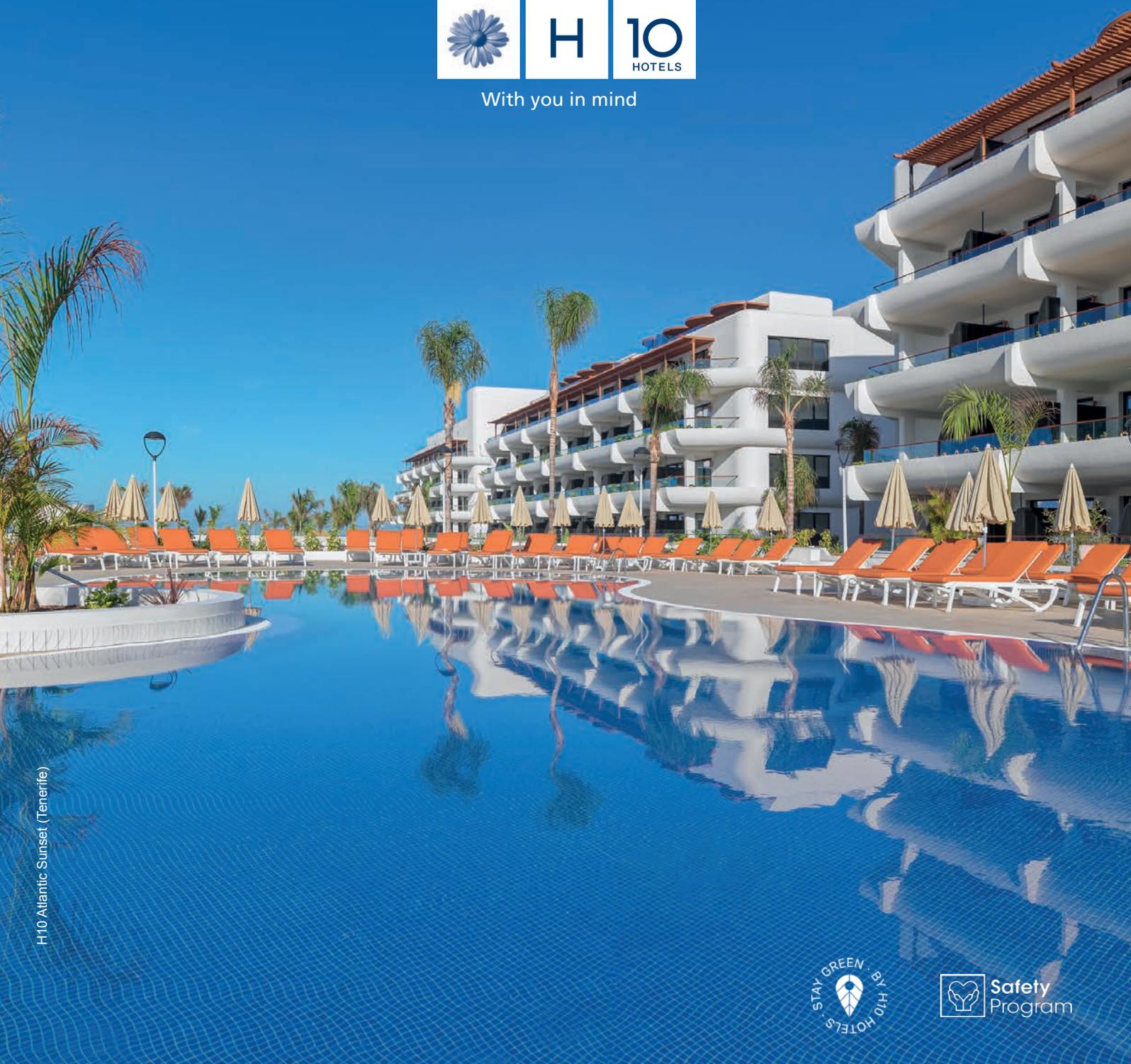
The outlook is favourable: "What we anticipated months ago, autumn being a milestone for recovery, is now a fact", he concludes. Although he also states that 2021, as a whole, will not be a good year, but that "seeing how autumn is going and the number of bookings that have been confirmed, we do expect and hope 2022 to be similar to the years before the pandemic". ■

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