

# Barceló Hotel Group MeetPLAN



# Barceló Hotel Group, committed to the MICE segment

Welcome to **Meet Plan**, the MICE proposal that combines unique spaces in strategic locations with our highest standards for **sustainability, gastronomy and technology** to ensure top-level meetings and conferences.

Experiential innovation at the service of trends that allow us to design memorable meetings and events in the best destinations, regardless of the project's scope.

At Barceló Hotel Group, attention to detail and over 90 years of expertise make us the perfect allies in proving that excellence is part of our DNA.



For further  
**information and  
bookings**

2º

Chain in Spain

30

One of the Top 30 largest chains in the world

+300

Hotels (Leisure 53% - Urban 47%)

66.000

Rooms

31

Countries

4

Brands

Barceló Hotel Group was founded in Mallorca in 1931, and hotels have been our **passion and vocation** for three generations. Making guests happy is our driving force.

**Brand Finance**®

One of the **10** strongest hotel brands in the world.



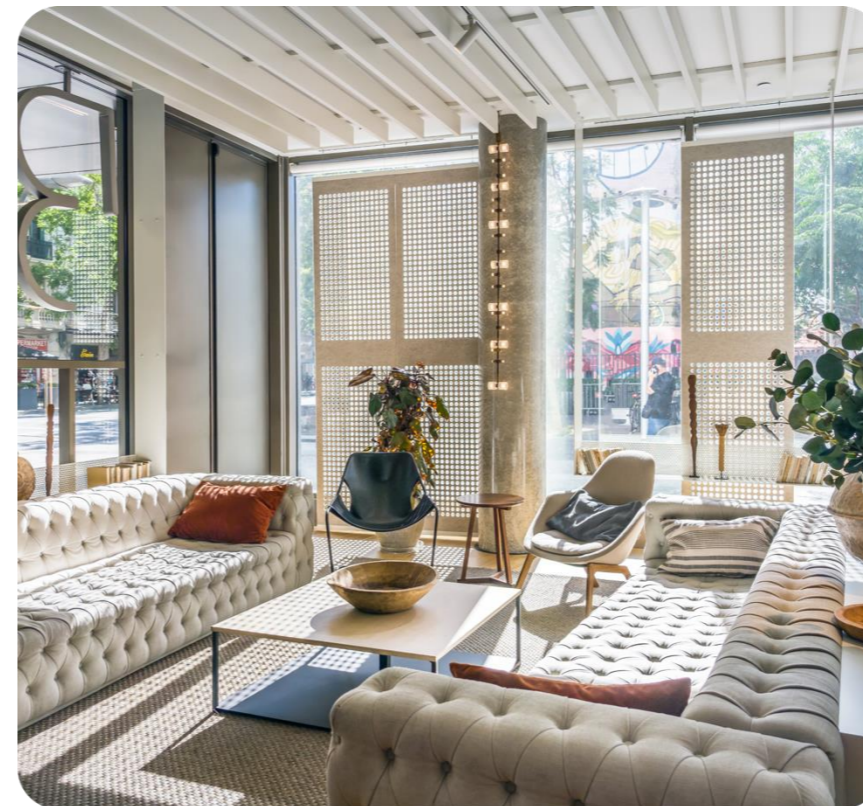
**Best hotel management company** in the world according to the 2025 World Travel Awards.

# Next destinations

The Barceló Hotel Group's priority for the next few years is to continue growing. With over 300 hotels in 30 countries, we want to maximise our vast **growth potential**. We will continue to explore **new regions**, such as Egypt, the Maldives and Bahrain, as we **bolster our presence** in existing destinations. Our goal for 2026 is to **hotels to our portfolio**.



# Leaders in experiential innovation



Backed by over 90 years of experience in the hospitality industry, the Barceló Hotel Group is a **pioneer** in experiential innovation, offering **unique and different** activities and concepts to customers, designed for and by them.

The Barceló Hotel Group remains firmly committed to **specialisation, diversification and differentiation** as we strive to create unique and unrepeatable moments at our hotels. All of this is carried out under the marketing of our four brands, which ultimately offer **different ways to enjoy the travel experience.**



## ROYAL HIDEAWAY

LUXURY HOTELS & RESORTS

At Royal Hideaway Luxury Hotels & Resorts, we believe in offering authentic and genuine experiences that reflect the essence of the best moments. We believe that luxury is experiential; it is found in the extraordinary moments our guests experience as they enjoy the journey and discover the most authentic aspects of each destination. That's why **we delve into the history, culture, art, fine dining, architecture**, and essence of each of our destinations, so that our guests can enjoy unique, world-class experiences. Exceptional. Full of emotion. Transformative.



## Barceló

HOTELS & RESORTS

**The pursuit of inspiration** is our lifestyle. This is why we design creative and innovative concepts that give a special **spark** to our destinations, making them more vibrant, interesting and varied, and to our guests, awakening their creativity and desire to explore. They also drive the hotel industry by leading trends and paving the way for a new way to travel: modern, non-conformist, inspiring, local and sustainable. At Barceló Hotels & Resorts, we want every trip to have special energy, **a spark that awakens and inspires us.**



## Occidental

HOTELS & RESORTS

At Occidental Hotels & Resorts, we view the hotel experience **as the trip's soul**. A close companion with the perspective and courtesy of the best host imaginable, capable of stimulating travellers who seek little adventures.

We represent the **role of a facilitator** or a link between guests and their travel experience.

Our locations are designed to immerse travellers in the adventure of every destination as we awaken their senses and make sure we always feel within reach. **Occidental Hotels & Resorts cater to guests**. Their travel style. Their way of living.



## allegro

HOTELS

Our **'only good vibes'** culture reflects all the positive feelings that a person, situation, or place can radiate.

At Allegro Hotels, we believe a trip is the perfect time to **share truly happy moments**. Like a meeting in which our hotels are a positive oasis for guests, a place where they can feel free and happy.

A place where there **is always something to celebrate**, something to imagine or discover, no matter how small or simple, and something to enjoy. In essence, a place with the energy needed to bring a smile to your face.

# Committed to regenerative tourism

**Barceló ReGen** is the Barceló Hotel Group's sustainability strategy aimed at maximising our positive impact on destinations, in line with tourism that is more **responsible and sustainable**. More regenerative.

Barceló ReGen allows us to contribute to a more just **local and global** economy as we help protect people and the environment. It is our commitment to transform the travel segment and our roadmap towards a sustainable and responsible future in the tourism industry.



Since December 2023, Barceló Hotel Group has been recognized by the GSTC (Global Sustainable Tourism Council) for our '**Barceló ReGen Standards,**' making us the first Spanish hotel chain to achieve this recognition and one of the few in the world to have it.

In 2022, several Barceló hotels earned the **Biosphere seal**, a certificate that falls within the principles of sustainability and continuous improvement to promote sustainable growth in the tourism industry.

# Cuisine starring local aspects

The Barceló Hotel Group's restaurants cater to experiential innovation and showcase local ingredients for guests to savour (and remember).

It already holds **8 Michelin stars and 10 Repsol Suns.**

## La Santa María

This gastrobar is an experience that takes diners on a culinary journey around the world, specialising in 'travelling tapas' that invite guests to feast on the most popular foods in the world.



## Arrozante

Restaurants specialising in rice and paella dishes, backed by one of Spain's best rice chefs: Carlos Otaola.

# Cuisine starring local aspects

**BLikEat**  
 Buffet breakfast featuring local, organic and seasonal ingredients, serving the latest foodie trends in the form of a delicious, healthy, varied, quality and appealing breakfast.



## **B-Lounge Lobby Bar**

A meeting point for a relaxing coffee or a cocktail at the end of the day.

## **8 MICHELIN stars**

The Barceló Hotel Group's restaurants currently hold eight MICHELIN stars: El Rincón de Juan Carlos (2), San Hô (1) and Il Bocconcino (1) at Royal Hideaway Corales Resort; Poemas by Hermanos Padrón (1) and Muxgo (2) at Santa Catalina, a Royal Hideaway Hotel; and Canfranc Express (1) at Canfranc Estación, a Royal Hideaway Hotel.

# Bespoke venues for memorable events

## Convention centers



**Convention centers.**  
+25,000 m2 of meeting spaces in Spain and the largest convention centre in the Caribbean.

## Golf



Golf course designed by Jack Nicklaus at Barceló Montecastillo.

The Lakes, one of the Dominican Republic's best golf courses, designed by PB Dye.

## Well-being



**Spas and Wellness**  
Andalusia's largest spa.  
The largest Thalasso Center in the Canary Islands

# Barceló Experiences

Barceló Experiences is an innovative platform for selling activities. It invites guests to discover destinations through authentic and sustainable experiences created **by local experts**. With over **1,800 destination experiences** and **+200 SME partners**, this initiative drives the industry's digitalisation and regenerative tourism.

Every hotel becomes a sales channel for experiences, creating value for guests, suppliers and destinations.

All of these local experiences are available to MICE clients.

# MeetPLAN 2026



At the Barceló Hotel Group, the MICE segment has a unique focus in the market.

Thanks to **meetPLAN**, we offer a model that combines flexibility, transparency and excellence at any of our destinations.

**Our commitment** is to provide clients with versatile and unique spaces, exceptional locations and cutting-edge technology, all within the **ReGen framework**, an approach for sustainability and innovation in the MICE industry.



# MeetPLAN 2026



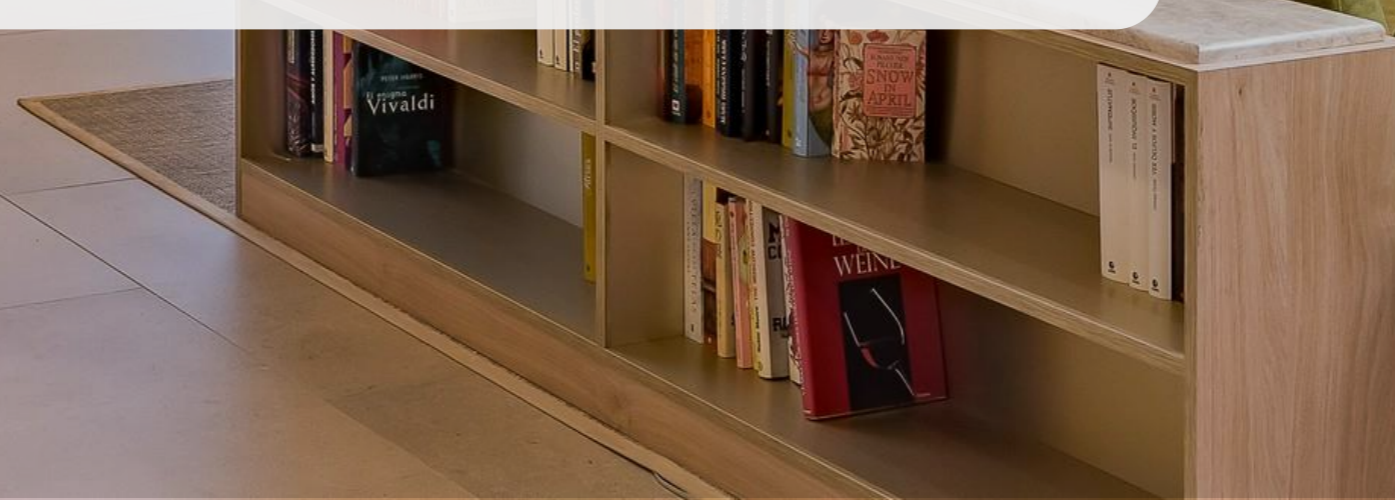
MeetPlan is based on:

- **Four pricing levels** tailored to each hotel, but with the certainty that the services included **are top quality and always the same**, regardless of the hotel selected.
- **Greater predictability and transparency** for organisers, making planning easier and without complications.
- **Greater flexibility**, allowing clients to choose the hotel that best fits their needs, without sacrificing quality and service.

+75 hotels

1 product

4 pricing levels



# Services included in MeetPLAN

Services included in all hotels:

1 product



Use of the main meeting room  
(full day)



Flipchart/  
Screen



Work  
lunch



Wi-Fi



2 coffee breaks



Basic writing  
materials

# Pricing levels

MeetPlan is a product designed for all types of businesses, from small companies to large corporations, with guaranteed service quality and personalisation for any type of client. Prices are divided into four levels assigned to each hotel accordingly, guaranteeing the same services for a consistent, top-quality experience at any destination.

€55 — €75 — €100 — €150

Prices per person for groups ranging from 10 to 100 people, subject to availability.  
VAT included. Additional services will be quoted separately.



# MeetPLAN 55€

AGADIR

[Allegro Agadir](#)

CASABLANCA

[Barceló Casablanca](#)

MURCIA

[Allegro Murcia Azarbe](#)

RABAT

[Hotel Borj Rabat](#)

ALICANTE

[Hotel Albahía](#)

CAIRO

[Barceló Cairo Pyramids](#)

MANAMA

[Barceló Hotel & Residences,  
Bahrain](#)

SEVILLA

[Occidental Sevilla Viapol](#)

BILBAO

[Occidental Bilbao](#)

DUBAI

[Barcelo Business Bay Dubai](#)

OURENSE

[Barceló Ourense](#)

TÁNGER

[Occidental Tánger](#)

CÁCERES

[Barceló Cáceres](#)

FÈS

[Barceló Fès](#)

PAMPLONA

[Occidental Pamplona](#)

VIGO

[Occidental Vigo](#)

# MeetPLAN 75€

## ALMERÍA

[Barceló Cabo de Gata](#)

## ALICANTE

[Barceló La Nucia Hills](#)  
[Barceló La Nucia Palms](#)  
[Occidental Pueblo Acantilado](#)

## AL MUSSANAH

[Barceló Mussanah Resort](#)

## ANKARA

[Occidental Ankara](#)

## BILBAO

[Barceló Bilbao Nervión](#)

## BARCELONA

[Barceló Raval](#)  
[Occidental Atenea Mar](#)  
[Occidental Diagonal 414](#)

## CÁDIZ

[Barceló Costa Ballena](#)  
[Royal Hideaway Sancti Petri](#)

## CANARY ISLANDS

[Barceló Playa Blanca](#)

## CASABLANCA

[Barceló Anfa Casablanca](#)  
[Royal Hideaway Casablanca](#)

## DRESDEN

[Occidental Dresden Newa](#)

## DUBAI

[Barceló Al Jaddaf](#)

## GRANADA

[Barceló Carmen Granada](#)  
[Barceló Granada Congress](#)

## HUELVA

[Barceló Punta Umbría Beach Resort](#)

## ISTANBUL

[Barceló Istanbul](#)  
[Occidental Taksim](#)

## JEREZ

[Barceló Jerez Montecastillo](#)  
[Barceló Montecastillo Golf](#)

## JAKARTA

[The Orient Jakarta, a Royal Hideaway Hotel](#)

## LEÓN

[Barceló León Conde Luna](#)

## LJUBLJANA

[Occidental Ljubljana](#)

## MURCIA

[Barceló Murcia Siete Coronas](#)  
[Occidental Murcia Agalia](#)

## MADRID

[Occidental Aranjuez](#)

## MÁLAGA

[Barceló Marbella](#)  
[Occidental Fuengirola](#)  
[Occidental Torremolinos](#)

## MARRAKECH

[Barceló Palmeraie Oasis Resort](#)

## MALTA

[Barceló Fortina Malta](#)

## NEVSEHIR

[Barceló Cappadocia](#)

## OVIEDO

[Barceló Oviedo Cervantes](#)

## PORTUGAL

[Occidental Faro](#)

## ROME

[Occidental Aran Park](#)

## SEVILLA

[Barceló Sevilla Renacimiento](#)

## SAN SEBASTIAN

[Barceló Costa Vasca](#)

## VALLADOLID

[Barceló Valladolid](#)  
(Opening soon)

## TÁNGER

[Barceló Tánger](#)

# MeetPLAN €100

BARCELONA

Barceló Sants

BUDAPEST

Barceló Budapest Hotel

BALEARIC ISLANDS

Barceló Hamilton Menorca

Barceló Illetas Albatros

Occidental Playa de Palma

Barceló Ponent Beach

CANARY ISLANDS

Barceló Santa Cruz Contemporáneo

HAMBURG

Barceló Hamburg

HUELVA

Barceló Aracena

WARSAW

Barceló Warsaw Powiśle

MADRID

Barceló Emperatriz

Barceló Imagine

MÁLAGA

Barceló Málaga

Occidental Puerto Banús

MURCIA

Palacio San Juan a Royal Hideaway Hotel

PRAGUE

Occidental Praha

Occidental Praha Five

Occidental Praha Wilson

ROME

Barceló Roma

Occidental Aurelia

VALENCIA

Barceló Valencia

PARIS

Occidental Paris Levallois

# MeetPLAN 150€

CANFRANC

Canfranc Estación, a  
Royal Hideaway Hotel

MADRID

Barceló Torre de Madrid

BALEARIC ISLANDS

Barceló Nura

MALÉ

Barceló Nasandhura Malé

CANARY ISLANDS

Santa Catalina, a Royal Hideaway  
Hotel

Barceló Tenerife



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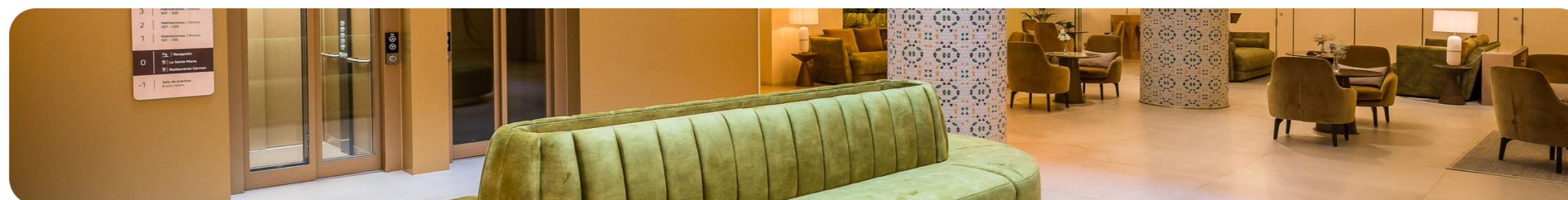


# Addendum | Contact Directory

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## MeetPLAN €150

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A modern conference room with a long, light-colored wooden table and several red upholstered chairs. The room has large windows in the background, and a potted plant is visible. The lighting is warm and focused on the table.

**Make It Happen**

Barceló Hotel Group