

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.

[Further information](#)

2°

Chain in Spain

30

One of the Top 30 largest chains in the world

+300

Hotels (Leisure 53% - Urban 47%).

66.000

Rooms

30

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®

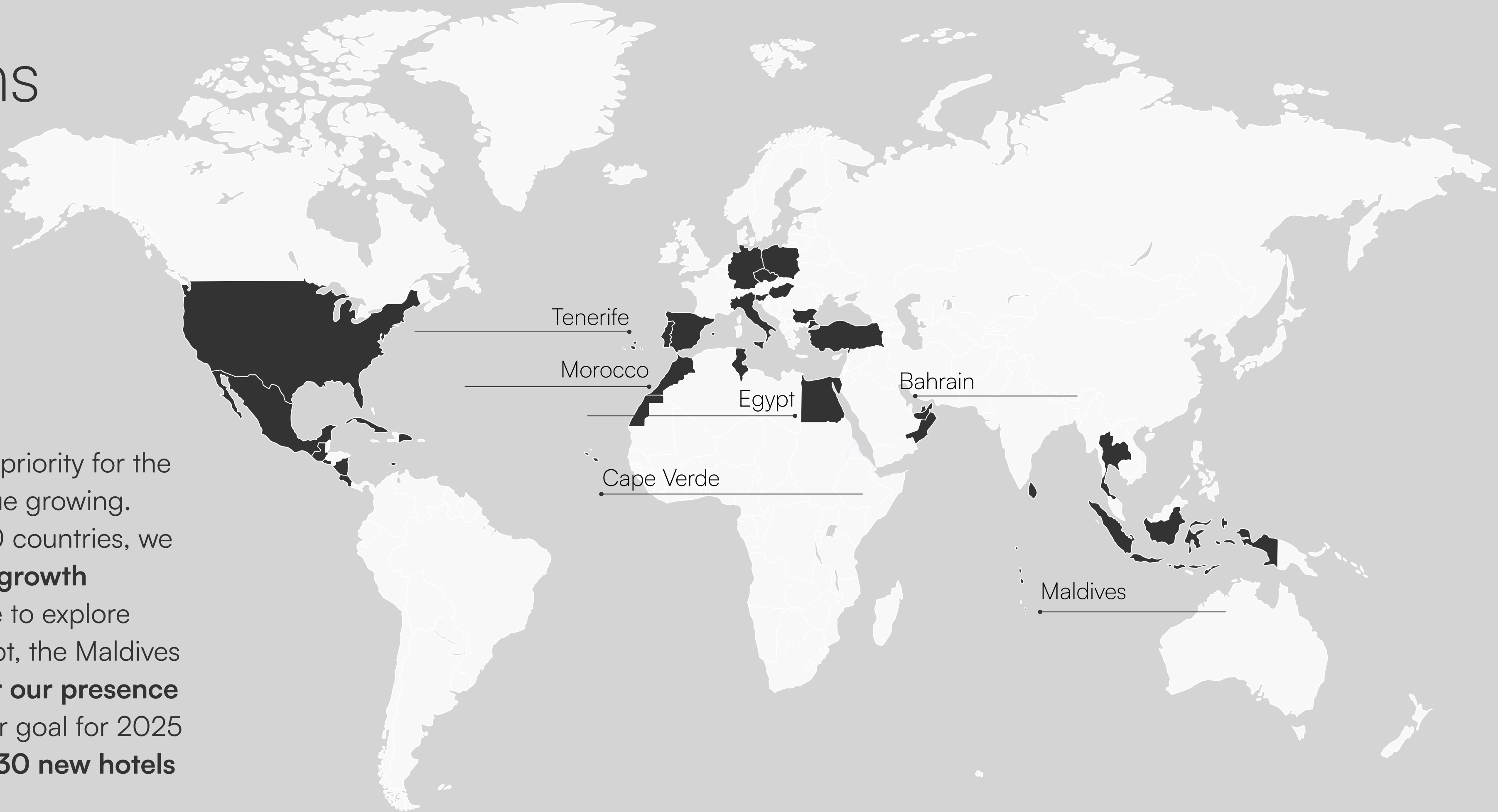
One of the **10** strongest hotel brands in the world.



Best hotel management company in the world according to the 2024 World Travel

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 2025 is to add between **25 and 30 new 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.

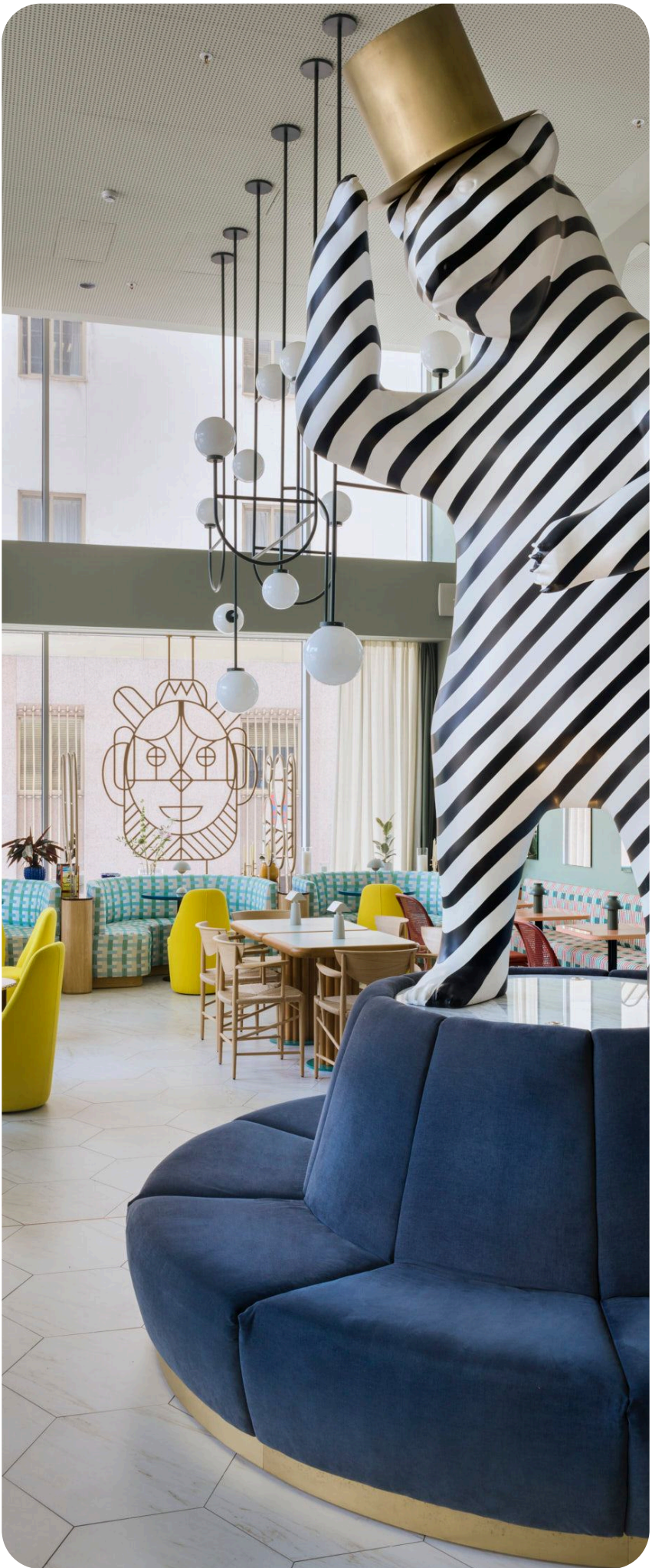
The Barceló Hotel Group remains firmly committed to **specialisation, diversification and differentiation** as we strive to create unique and unrepeatable moments at our hotels. All of this is carried out under the marketing of our four brands, which ultimately offer **different ways to enjoy the travel 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 **8 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.

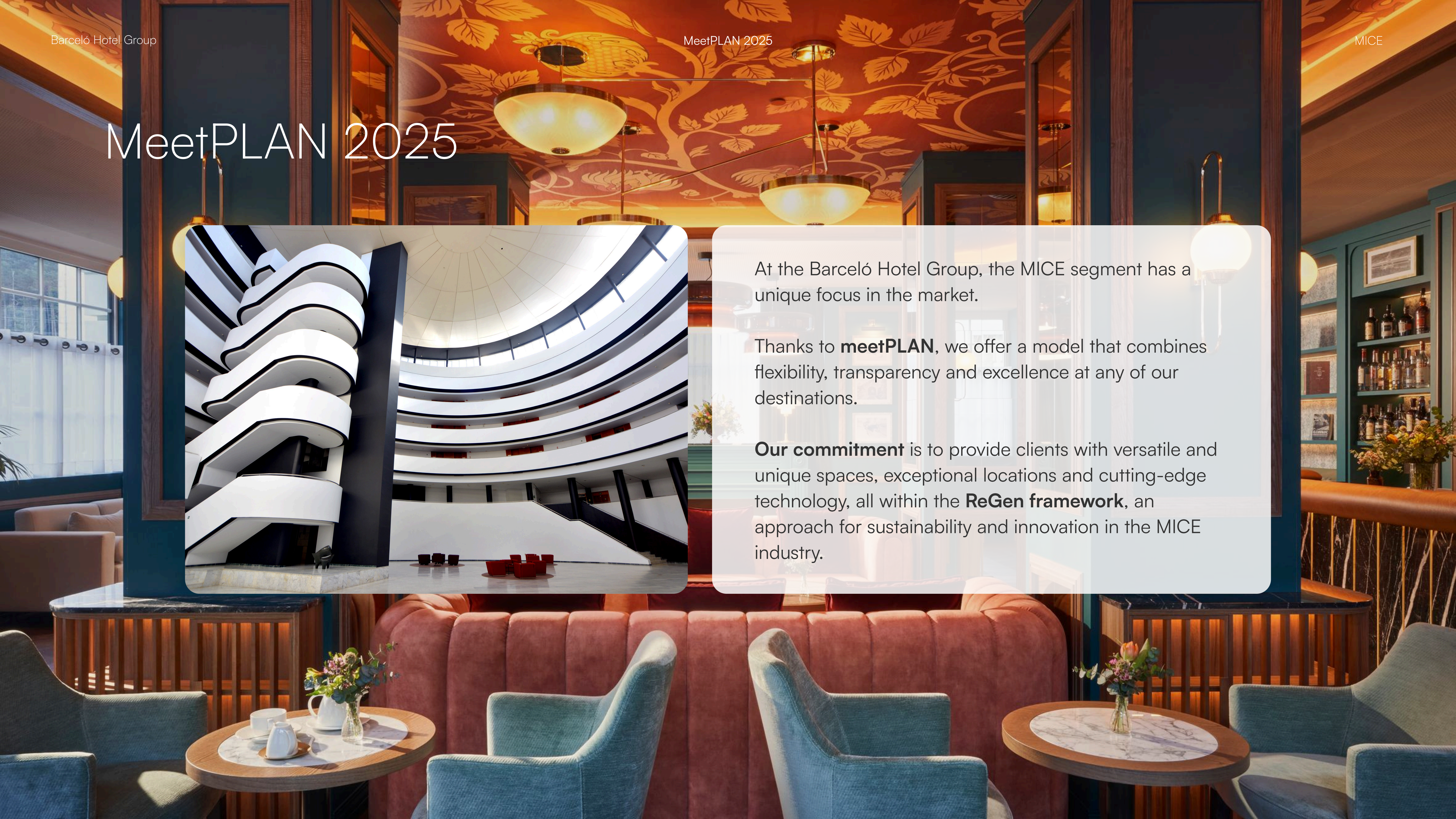
MeetPLAN 2025



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 2025

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 at 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

CÁCERES

Barceló Cáceres

MANAMA

Barceló Hotel &
Residences, Bahrain

RABAT

Hotel Borj Rabat

ALICANTE

Hotel Albahía

CAIRO

Barceló Cairo Pyramids

MURCIA

Allegro Murcia Azarbe

SEVILLA

Occidental Sevilla Viapol

AL MUSSANAH

Barceló Mussanah Resort

CASABLANCA

Barceló Casablanca

OURENSE

Barceló Ourense

TANGIER

Occidental Tánger

ANKARA

Occidental Ankara

FEZ

Barceló Fès

PAMPLONA

Occidental Pamplona

VIGO

Occidental Vigo

BILBAO

Occidental Bilbao

ISTANBUL

Occidental Taksim

MeetPLAN €75

ALICANTE

Barceló La Nucia Hills
Barceló La Nucia Palms
Occidental Pueblo Acantilado

ALMERÍA

Barceló Cabo de Gata

BARCELONA

Barceló Raval
Occidental Atenea Mar
Occidental Diagonal 414

BILBAO

Barceló Bilbao Nervión

CÁDIZ

Barceló Conil Playa
Barceló Costa Ballena
Royal Hideaway Sancti Petri

CASABLANCA

Barceló Anfa 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

JAKARTA

The Orient Jakarta, a
Royal Hideaway Hotel

JEREZ

Hotel Jerez Centro
Barceló Jerez Montecastillo
Barceló Montecastillo Golf

LEÓN

Barceló León Conde Luna

LJUBLJANA

Occidental Ljubljana

MADRID

Occidental Aranjuez

MÁLAGA

Barceló Marbella
Occidental Fuengirola
Occidental Torremolinos

MARRAKECH

Barceló Palmeraie

MURCIA

Barceló Murcia Siete Coronas
Occidental Murcia Agalia

NEVSEHIR

Barceló Cappadocia

OVIEDO

Barceló Oviedo Cervantes

ROME

Occidental Aran Park

SAN SEBASTIÁN

Barceló Costa Vasca

SEVILLE

Barceló Sevilla Renacimiento

TANGIER

Barceló Tánger

MeetPLAN €100

BARCELONA

Barceló Sants

BUDAPEST

Barceló Budapest Hotel

DUBAI

Dukes The Palm, a
Royal Hideaway Hotel

HAMBURG

Barceló Hamburg

HUELVA

Barceló Aracena

BALEARIC ISLANDS

Barceló Hamilton Menorca
Barceló Illetes Albatros
Occidental Playa de Palma

MADRID

Barceló Emperatriz
Barceló Imagine

MÁLAGA

Barceló Málaga
Occidental Puerto Banús

PRAGUE

Occidental Praha
Occidental Praha Five
Occidental Praha Wilson

ROME

Hotel Midas Roma
Occidental Aurelia

VALENCIA

Barceló Valencia

WARSAW

Barceló Warsaw Powiśle

MeetPLAN €150

CANFRANC

Canfranc Estación, a
Royal Hideaway Hotel

MADRID

Barceló Torre de Madrid

MALÉ

Barcelo Nasandhura Malé



Addendum | Contact Directory

meetPLAN €55

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Addendum | Contact Directory

meetPLAN €75

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meetPLAN €150

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