

Barceló
HOTEL GROUP

Barceló Hotel Group

We are the hotel division of the Barceló Group, one of the most important integrated tourism companies in the world.



Barceló Hotel Group

For more than 85 years, we have been giving the best we have to offer. As a family business, we have progressively evolved into what we are today: the third-largest hotel company in Spain. Most importantly, we have accomplished this without ever losing our essence.

Providing excellent service is our way of life and all that we know.

We create hotels with innovative concepts and a pioneering, original and unique business model.



Multinational
family business



Hotel division:
Barceló Hotel Group



Travel division:
+700 agencies, tour
operators and an
airline company



21 COUNTRIES



3RD IN SPAIN



42ND IN THE WORLD



235
HOTELS
4* and 5*

(+100 HOTELS
IN THE USA)



+27,000
EMPLOYEES



4 BRANDS

Barceló Hotel Group

We focus on diversification because everyone is unique, so we reach out to our guests in order to offer what they really want.

To reach this goal, our portfolio is made up of four brands and four different ways of understanding and experiencing the Barceló Hotel Group.





ROYAL HIDEAWAY
LUXURY HOTELS & RESORTS

Barceló
HOTELS & RESORTS

Occidental
HOTELS & RESORTS

allegro
HOTELS

ROYAL HIDEAWAY
LUXURY HOTELS & RESORTS

LUXURY – DESTINATION HOTELS

Barceló
HOTELS & RESORTS

UPPER UPSCALE – HOTELS WITH AMAZING CONCEPTS

Occidental
HOTELS & RESORTS

UPSCALE – EASY-LIVING HOTELS

allegro
HOTELS

UPPER MIDSACLE – HAPPY SOUL HOTELS



ROYAL HIDEAWAY
LUXURY HOTELS & RESORTS

Royal Hideaway Luxury Hotels & Resorts Destination hotels focused on experiential luxury.

Positioned in the luxury segment as guardians of ultimate exquisiteness with special locations, this brand features unique, select and exclusive establishments. We are linked to art and culture, and always strive for authenticity, an attention to detail and discretion.

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Barceló Hotels & Resorts

Hotels that offer original experiences at state-of-the-art city and leisure hotels and resorts.

Establishments with exciting concepts aimed at providing guests with the exclusiveness of a unique experience. They focus on innovation and creativity in a friendly atmosphere to enjoy the local culture.



Occidental
HOTELS & RESORTS

Occidental Hotels & Resorts

Easy-living hotels that highlight service, professionalism, diversity and simplicity.

Occidental aims to provide guests with an experience in which everything centres around relaxation and comfort. These hotels range from a waterfront location on an idyllic Caribbean beach to the bustling city centre of a European metropolis.

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allegro
HOTELS

Allegro Hotels invite guests to enjoy active leisure at unique destinations where energy, freedom and fun are the main theme.

Leisure and urban hotels and resorts designed for enjoyment. A brand statement that is simple yet inspiring: Enjoy life.


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ROYAL HIDEAWAY

LUXURY HOTELS & RESORTS

Barceló
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A modern lounge area with a rocky wall and geometric pendant lights. The room features a large, textured rock wall on the right side. The ceiling is white with a geometric pattern of triangles. Numerous white, geometric pendant lights hang from the ceiling. In the foreground, there is a white, modular sofa and several white armchairs arranged around small, round tables. The floor is dark and reflective.

We showcase the most
extraordinary and inimitable
aspects of each destination.

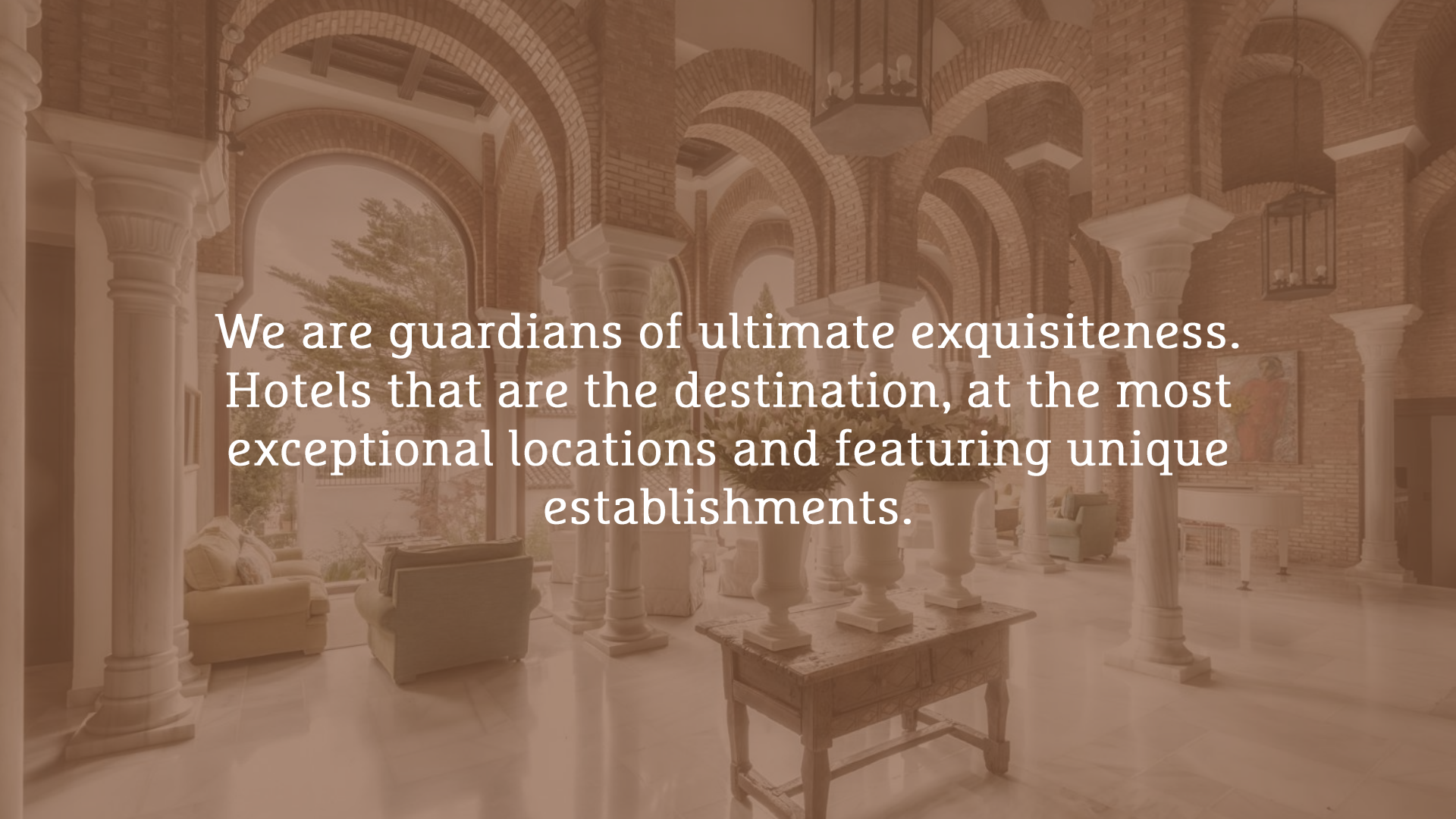
A person is sitting on a bed in a cabana, looking out at the ocean. The scene is framed by light-colored curtains. The person is wearing a white tank top and white shorts, and has their hands behind their head. The ocean is visible in the background, with waves breaking on the shore. The overall tone is warm and serene.

We want our guests to enjoy
luxurious, extraordinary and
incomparable experiences.


This is the essence of

ROYAL HIDEAWAY

LUXURY HOTELS & RESORTS

The image shows a luxurious, multi-level interior space, likely a grand lobby or atrium. The architecture is characterized by a series of repeating arches supported by thick, classical columns. The floor is highly reflective, showing the surrounding environment. In the foreground, there is a wooden console table with several large, ornate vases. To the left, there are comfortable-looking sofas. In the background, a white grand piano is visible, along with more seating and decorative elements. The overall atmosphere is one of elegance and grandeur.

We are guardians of ultimate exquisiteness.
Hotels that are the destination, at the most
exceptional locations and featuring unique
establishments.

A modern, minimalist bedroom with a large bed, a desk, and a decorative wall with circular cutouts. The room is brightly lit, featuring a large window with a view of the ocean. The bed is made with white linens and a wooden headboard. A desk with a chair is visible in the background. The wall behind the bed has a decorative pattern of circular cutouts. The overall aesthetic is clean and contemporary.

Always linked to art and culture, with an iconic identity honoured by the most prestigious industry awards.

Our DNA

We are a destination and not just a hotel, a life event as opposed to an experience, a place in which to interpret time instead of watching it fade away.

A person is holding a globe in the center of the frame. The globe shows the continents of North and South America. The background is a wall covered in a large-scale map of the world. The entire image has a warm, sepia-toned overlay. The text "Royal Hideaway around the world" is centered over the globe.

Royal Hideaway around the world

Royal Hideaway around the world

4 countries – 9 hotels – 1,718 rooms

6 hotels
in operation

3 hotels
opening soon

1,197 rooms
in operation

521 rooms
opening soon

A world map with a light beige background. The landmasses are outlined in a darker beige. Four specific locations are highlighted in a dark brown color: Spain in Europe, the Dominican Republic in the Caribbean, Mexico in North America, and Cape Verde in the Atlantic Ocean. Two callout boxes with white backgrounds and dark brown borders are connected to the map by thin lines. The first callout box is positioned over the Dominican Republic and contains a small, dark brown map of the island. The second callout box is positioned over Cape Verde and contains a small, dark brown map of the archipelago. In the bottom left corner, there is a dark brown rectangular box containing white text.

Royal Hideaway around the world:

Spain
Dominican Republic
Mexico
Cape Verde

Our hotels

ROYAL HIDEAWAY

LUXURY HOTELS & RESORTS

Spain

Asia Gardens, a Royal Hideaway Hotel
Formentor, a Royal Hideaway Hotel
La Bobadilla, a Royal Hideaway Hotel
Royal Hideaway Corales Resort
Royal Hideaway Sancti Petri
Santa Catalina, a Royal Hideaway Hotel

Mexico

Royal Hideaway Playacar

Dominican Republic

El Embajador, a Royal Hideaway Hotel

Cape Verde*

Royal Hideaway Jasmin* (2018)

Royal Hideaway La Bobadilla



Royal Hideaway Sancti Petri




Royal Hideaway Corales Resort



Royal Hideaway Formentor



A woman with long blonde hair, wearing sunglasses and a dark top, is sitting in a white lounge chair. She is holding a glass and looking towards the camera. In the background, a man with a beard and sunglasses is sitting in another lounge chair, looking away. The scene is set outdoors with lush greenery and a warm, golden light. The text "Our way of being" is overlaid in the center of the image.

Our way of being

Our way of being

The Royal Hideaway vision:

We are guardians of ultimate exquisiteness. The spirit of Royal Hideaway combines classic and modern elements to reflect the most extraordinary, authentic and inimitable aspects of each destination.

The Royal Hideaway mission:

We awaken in our guests the joy of discovering, feeling and living through exquisite and unforgettable experiences.





We are authenticity

We preserve the essence, roots and soul of each destination in order to offer unique experiences, without illusions.

A chef in a white uniform is shown from the chest up, focused on plating a dish. The chef is holding a clear glass vial and pouring a golden liquid, likely a sauce or oil, onto a piece of salmon on a white plate. The plate also contains a piece of bread and some green garnishes. The background is softly blurred, showing the chef's uniform and the kitchen environment. The overall lighting is warm and professional.

We are details

Every experience is care, finesse and personalisation to make each guest feel special.



We are discretion

We are always available to guests and address their needs with the utmost respect and absolute privacy.



This leads to our heart:

The art of fine moments

The art of fine moments

Exceptional service in a fascinating setting linked to culture and authenticity. A passion for the extraordinary, striving for perfection in every detail.

The Royal Hideaway customer

The Royal Hideaway customer

We are Marco and Julia, a couple between the ages of 44 and 46 years, passionate about culture and small details.

Since our work leaves us very little free time for enjoyment, every minute counts when we travel. We like to make the most of the time we spend together.

We always look for exceptional hotels that are environmentally friendly and offer experiences that cannot be found elsewhere.

We appreciate quality, discretion and exquisite taste. We don't settle for anything. We want to experience the most extraordinary aspects of every destination.





Royal Hideaway experiences

The essence of Royal Hideaway is to offer extraordinary experiences that are only available at our hotels. Unique and unexpected sensations at every destination.

From the instant our guests begin to feel excited about planning their trip, they begin to discover why a Royal Moment is much more than an experience.



More than just breakfast,
it is an unforgettable memory for the taste buds.



Royal Breakfast



Because classical music is not just listened to, it is experienced whilst immersed in a Mediterranean breeze.




Formentor
Sunset Classics



Because every experience creates a special bond
between the guest and the hotel.



**Extraordinary
Experiences**



Because entering the Royal Hideaway
Corales Resort is like diving into the Atlantic Ocean.

**Immersive
Experiences**

The belief that every trip has a soul and
that special moments are an art.
This is Royal Hideaway.

A modern, multi-story resort building with a swimming pool and lounge area. The building is white with large windows and balconies. In the foreground, there is a swimming pool with a wooden deck and a white lounge chair with cushions. The sky is blue with some clouds. The overall scene is a luxurious resort setting.

ROYAL HIDEAWAY

LUXURY HOTELS & RESORTS

Barceló
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Barceló

HOTELS & RESORTS

Welcome on board

Barceló
HOTEL GROUP

A black and white photograph of a woman in a bikini lying on a sun lounger in a pool area. The pool has a mosaic tile floor and is surrounded by a wooden deck with a striped pattern. The text "At Barceló, we don't want our guests to simply enjoy an experience" is overlaid on the image.

At Barceló, we don't want our guests to simply enjoy
an experience



We want them to live it

This is how the brand came to be

Barceló


HOTELS & RESORTS

We design original and creative experiences that always go the extra mile. Unique moments our guests will never forget.



Our DNA

We exist to create and innovate. The challenge is to always meet the expectations of our guests, anticipate their requests and create memorable moments.

A person is holding a globe of the Earth in front of a background of scattered papers. The globe is the central focus, showing the continents and oceans. The text is overlaid on the globe.

Barceló Hotels & Resorts around
the world

Barceló Hotels & Resorts

21 countries – 76 hotels – 23,616 rooms

67 hotels
in operation

9 hotels
opening soon

21,800 rooms
in operation

1,816 rooms
opening soon



Barceló around the world:

- Spain
- Italy
- Greece
- Germany
- Czech Republic
- Bulgaria
- Morocco
- Egypt
- Dominican Republic
- Mexico
- Cuba
- Guatemala
- Aruba
- Nicaragua
- Costa Rica
- El Salvador
- Ecuador
- Cape Verde
- Hungary
- United Arab Emirates
- China

Our hotels

EMEA

Spain
Italy
Greece
Germany
Czech Republic
Bulgaria
Morocco
Egypt

*New hotels: Hungary, Cape Verde, United Arab Emirates and China

LATAM

Mexico
Dominican Republic
Aruba
Cuba
Ecuador
Nicaragua
Costa Rica
El Salvador
Guatemala

Barceló Torre de Madrid



Barceló Emperatriz



Barceló Portinatx

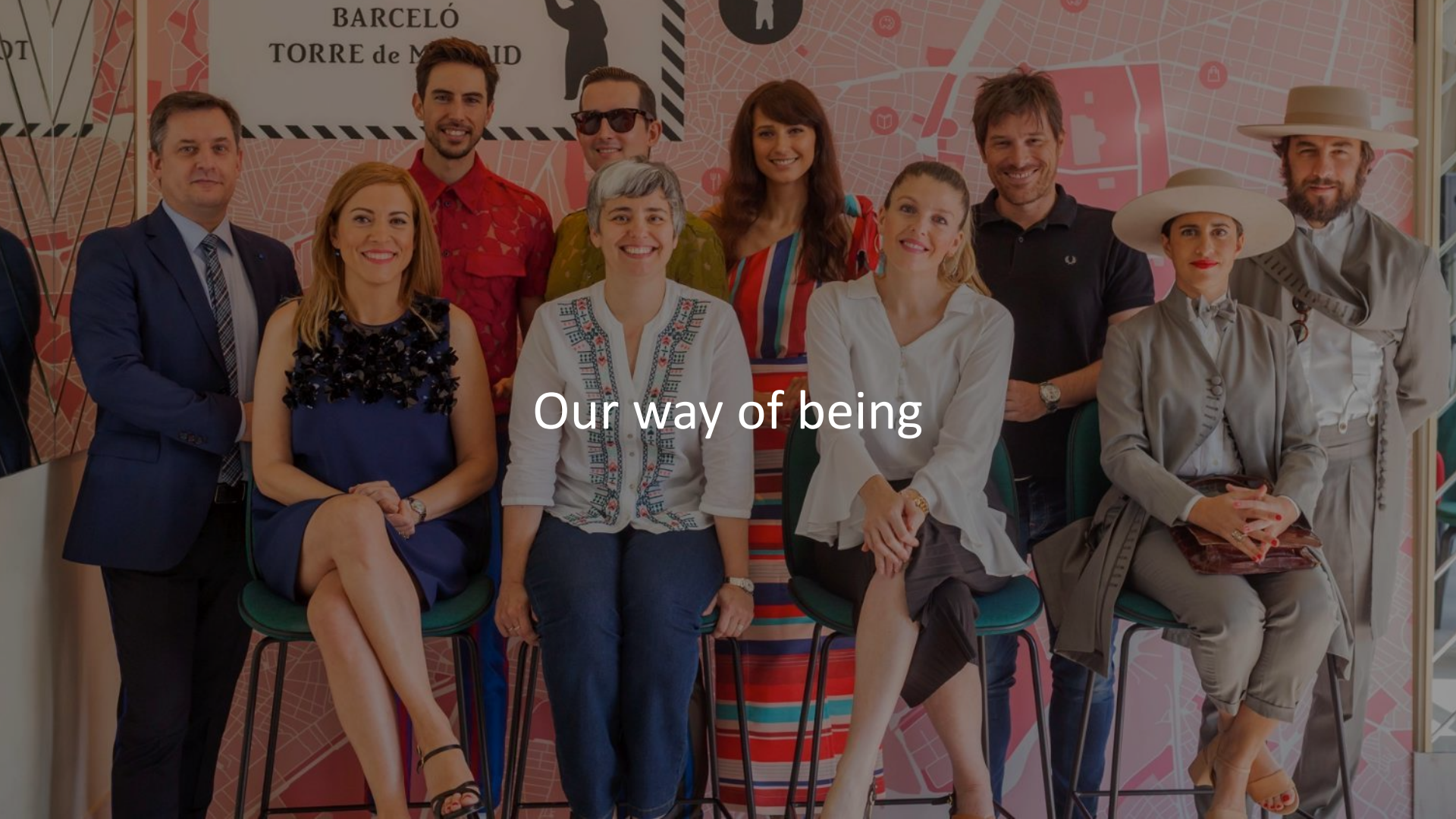


Barceló Maya Tropical



Barceló Bávaro Grand Resort





BARCELÓ
TORRE de M...

Our way of being

Our way of being

The Barceló vision:

We never settle for less. We always go the extra mile to create memorable moments.

The Barceló mission:

We use foresight to create unique experiences and concepts that meet all the expectations of our guests.



A dark, futuristic hotel hallway with a large porthole window on the right showing a galaxy. In the center, a white spherical object sits on a circular base. The hallway has a dark ceiling with recessed lights and a dark floor with circular patterns. The overall atmosphere is sleek and modern.

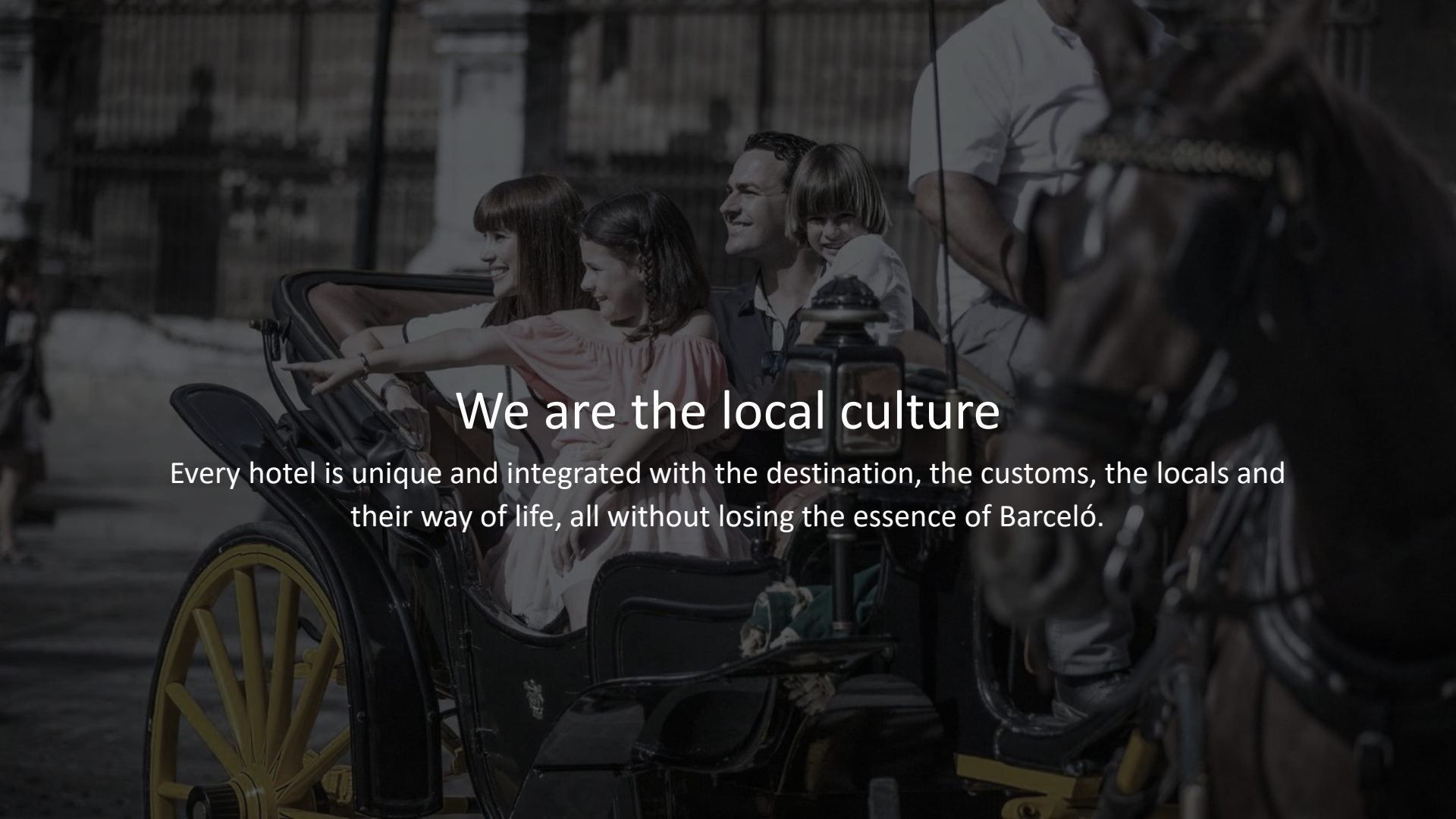
We are creativity

We build hotels with unique and inimitable concepts that range from a space station to a hotel co-created by guests.



We are approachability

Our Guest Experience Managers make the lives of our guests easy and pleasant. We take care of everything so guests can focus on simply having a good time.



We are the local culture

Every hotel is unique and integrated with the destination, the customs, the locals and their way of life, all without losing the essence of Barceló.

A dimly lit dining room. In the foreground, a round table is set for two with white plates, glasses, and napkins. A single red rose in a glass vase sits in the center. Behind the table is a white cabinet with two wine bottles and a lantern. A large black pendant light hangs above the table. The background wall features a framed picture of a tree with fruit. The overall atmosphere is quiet and elegant.

All of this defines our philosophy:

Live up to **more**

Live up to **more**

Barceló is the experiences that await. It is being amazed.

It is exceeding the expectations of our guests.

It is the art of innovation.

The Barceló customer

The Barceló customer

We are Samuel and Laura, a couple aged 38 and 40, who love to pursue the experiences that await.

We have spent our lives travelling the world, discovering and taking in the local cultures of the places we visit.

We search for that extra something that isn't always easy to find. We don't settle for the same as always; we want unique, exciting and unforgettable experiences.

This also applies to hotels: we don't settle for just any establishment. We want special locations and hotels where we can feel like a local. We want our stay to become an experience.



Barceló experiences

At Barceló, guests are always the main focus.

We are experts in sweeping them off their feet and offering the unique experiences they have always wanted, even before they ask.

Staying at a Barceló establishment is much more than staying at a hotel.



It is turning a healthy breakfast into a delicious meal.

B-LikEat






It is enjoying rooms equipped with what you need before you request it.

B-Room





It is discovering a city's most authentic spots by
the hand of excellent hosts.

B-Locals



It is watching kids have a great time as they develop their creativity.

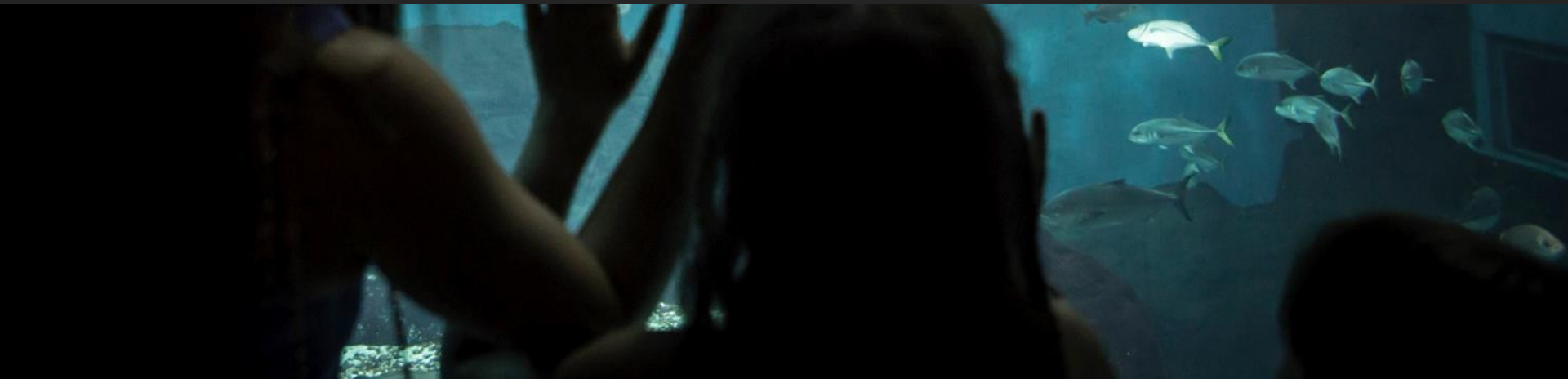
Happy Minds





It is connecting with every destination through unique experiences.

Local Experiences



At Barceló, every bite, every moment and every
experience is much more. It becomes an
unforgettable memory.



Barceló

HOTELS & RESORTS

Barceló

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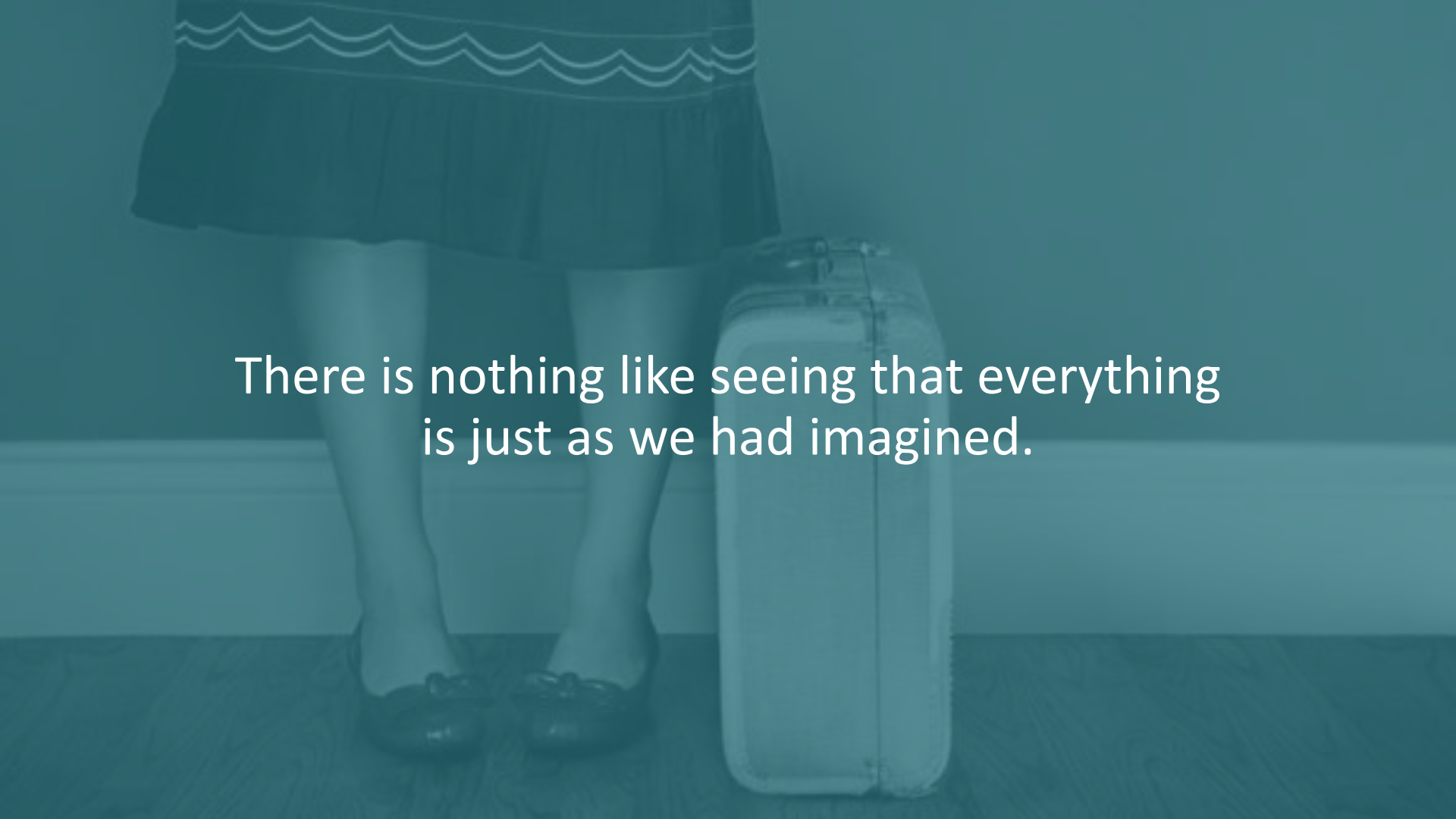
Occidental

HOTELS & RESORTS

Barceló
HOTEL GROUP

A photograph of a bedroom with a teal overlay. The room features two beds with white linens, a desk with a chair, and a large window with a view of a balcony. A ceiling fan is visible. The text "Everyone likes to receive what they've been promised." is centered in white.

Everyone likes to receive what
they've been promised.

A photograph of a person's lower half, showing a dark, pleated skirt with a white scalloped waistband, and dark lace-up shoes. A light-colored suitcase is on the floor to the right. The entire image is overlaid with a semi-transparent teal color.

There is nothing like seeing that everything
is just as we had imagined.



This is how we came to be

Occidental

HOTELS & RESORTS

We make difficult things easy.
Fewer worries result in greater enjoyment.
This is why we believe in the democratisation of good
service and in a peaceful, quality holiday
at the best price.

A child is jumping on a bed in a hotel room. The room is dimly lit with a blue tint. In the background, another child is sitting at a desk, and a third child is standing nearby. The room features a large bed with white linens, a desk with a chair, and a window with curtains.

Our DNA

Occidental is comfort, practicality, functionality and intelligence.

Above all, it is knowing that you are in good hands.

We speak the same language as our guests and we understand what they are looking for when they stay with us.

A person is holding a globe of the Earth. The globe is the central focus, showing continents and oceans. The word 'AFRICA' is clearly visible on the top half of the globe. The person's hands are visible at the bottom, supporting the globe. The entire scene is overlaid with a semi-transparent teal color. In the background, there are many scattered papers or documents, some with text and some with images, creating a sense of a workspace or library. The text 'Occidental around the world' is centered over the globe in a white, sans-serif font.

Occidental around the world

Occidental around the world

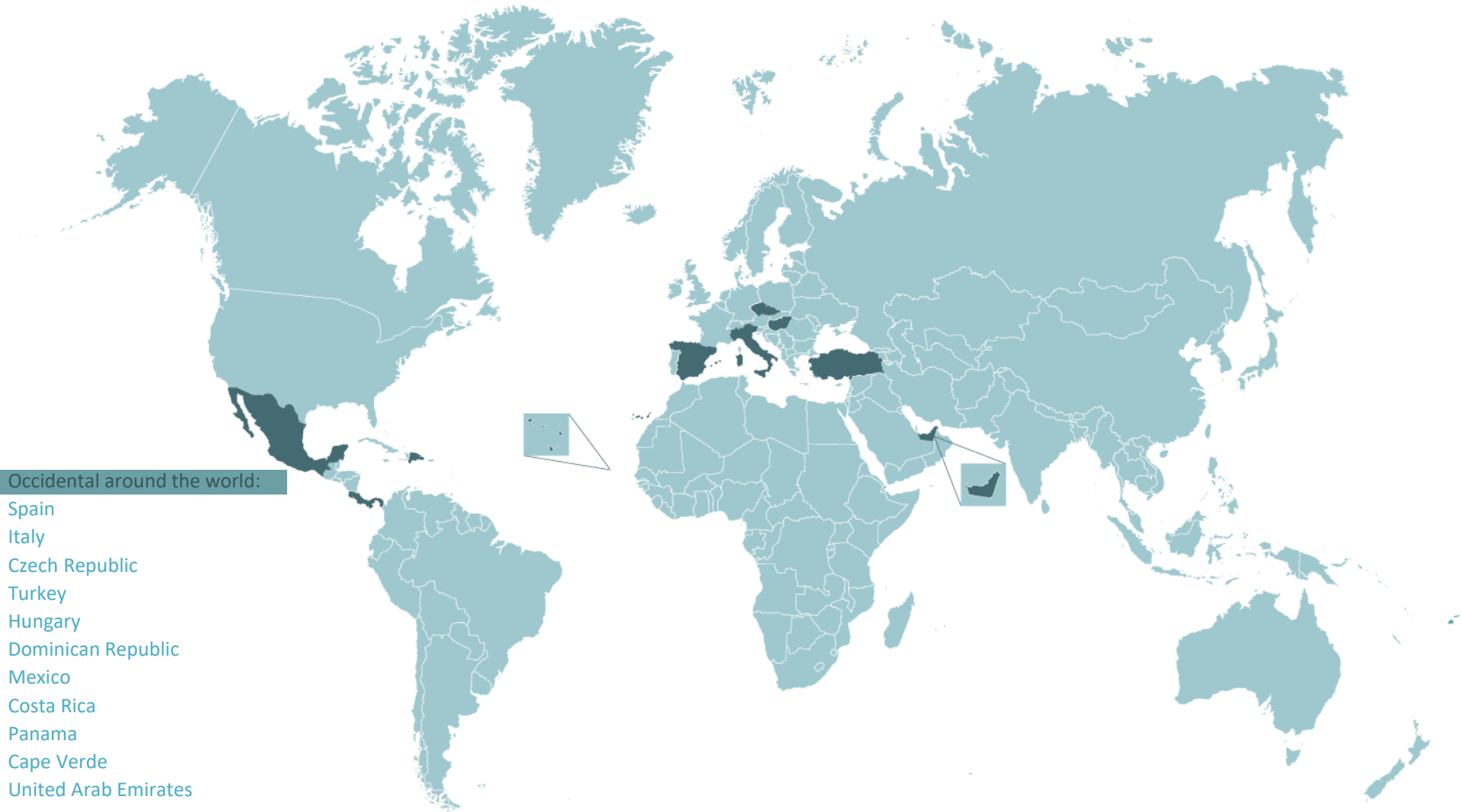
9 countries – 44 hotels – 11,851 rooms

39 hotels
in operation

5 hotels
opening soon

10,806 rooms
in operation

1,045 rooms
opening soon



Occidental around the world:

- Spain
- Italy
- Czech Republic
- Turkey
- Hungary
- Dominican Republic
- Mexico
- Costa Rica
- Panama
- Cape Verde
- United Arab Emirates

Our hotels

Occidental
HOTELS & RESORTS

EMEA

Spain
Italy
Hungary
Czech Republic
Turkey
*Cape Verde
*United Arab Emirates

LATAM

Mexico
Dominican Republic
Costa Rica
Panama



Occidental Cozumel



Occidental Papagayo



Occidental Atenea Mar



Occidental Lanzarote Playa





Our way of being

Our way of being

The Occidental vision:

We connect with our guests to offer what they are looking for: an intelligent, practical and easy experience.

The Occidental mission:

We make difficult things easy. We fulfil our promises and bend over backwards to please our guests.



A photograph of a male healthcare professional in a white lab coat smiling warmly at a patient. The patient is seen from the back, wearing a white hospital gown. They are in a hospital room, with a tray of food on a table in the foreground. The entire image is overlaid with a semi-transparent teal color.

You can trust us

If we promise something, we follow through. It couldn't be any other way.



We appreciate comfort and simplicity

We make every stay a comfortable experience with all the conveniences and zero concerns.

A photograph of a spa setting with a thatched roof. Two therapists in dark uniforms with white accents are massaging guests. One therapist is standing and massaging a man's back, while another is seated and massaging a woman's back. The woman is smiling and has a white flower in her hair. The scene is overlaid with a semi-transparent teal filter.

We have empathy

We put ourselves in the shoes of every guest and adapt to their needs for guaranteed enjoyment, 24 hours a day.

A photograph of a woman with long, dark, wet hair crouching on a sandy beach. She is looking directly at the camera with a slight smile. Her hair is dripping with water. In the background, another person is sitting on the sand, looking away. The entire image has a blue tint.

Our essence stems from all of this:

easy living hotels

easy living hotels

We make the lives of our guests easier. This is how we view things, and we call it “easy living”. We want our guests to enjoy every experience as much as possible and with minimal worries.

The Occidental customers

The Occidental customers

We are Eva and Daniel, a couple between the ages of 34 and 36 years with two beautiful daughters. We love technology, people and the world.

We enjoy travelling, discovering new places, meeting new people and exploring cities.

We want modern hotels in good locations near the places we will visit; they should be perfect for families and fulfil their promises.

We are always looking for new experiences, but without sacrificing comfort, simplicity, ease and peacefulness.



Occidental experiences

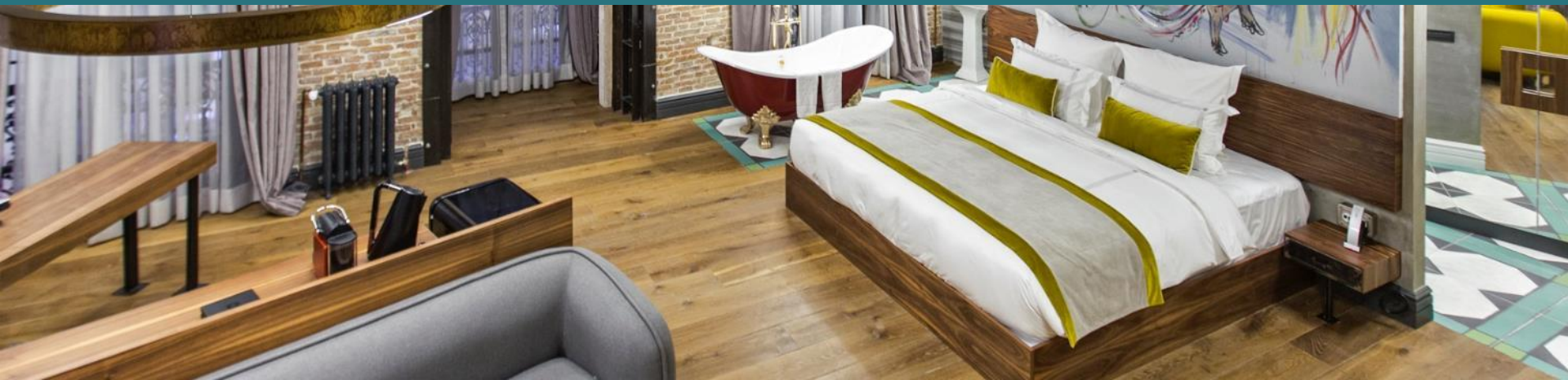
Occidental experiences are pure inspiration:
from stepping onto the sand of an idyllic Caribbean beach to feeling the
vibrant energy of a major European city.





It is experiencing luxury without leaving the hotel.

Royal Level





It is watching kids have a great time as they develop their creativity.

Happy Minds






It is enjoying delicious snacks
at any time.

O! Market





It is having access to a technological experience,
anytime and anywhere.

O! Tablet

It is enjoying a holiday without complications or
concerns.

This is easy living. This is Occidental.

A wide-angle photograph of a resort pool at sunset. The sun is low on the horizon, casting a warm glow over the scene. Several palm trees are scattered around the pool, and a gazebo is visible on the right side. The pool's surface reflects the sky and the surrounding landscape. The overall atmosphere is serene and relaxing.

Occidental

HOTELS & RESORTS

Barceló

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allegro

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Everyone likes to live life
and to make the most of every moment.

A photograph of two divers, a man and a woman, sitting on the edge of a boat. They are both wearing full scuba diving gear, including wetsuits, BCDs, tanks, and regulators. They are smiling and making hand gestures. The man is on the left, and the woman is on the right. The background is a body of water. The entire image has a semi-transparent pink overlay.

We want to capture what distinguishes us:
that joy that can be felt in everything we do.



This is how we came to be

allegro
HOTELS

We use all our energy to bring life to a place
where there is always something to celebrate,
something to discover, something to learn;
in essence, something to enjoy.
A colourful place in constant movement.

A young boy with blonde hair is smiling and looking towards the camera. He is on a sandy beach, leaning over a sandcastle he is building. The background shows the ocean and a clear sky. The entire image has a semi-transparent pink overlay.

Our DNA

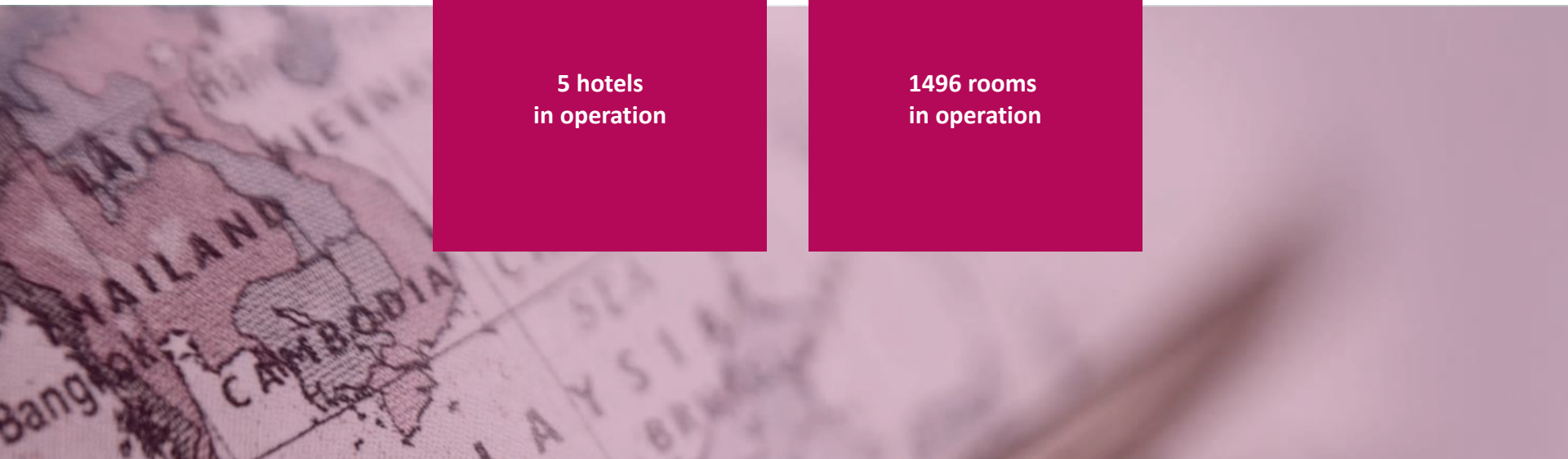
Allegro is Energy, Freedom and Fun written here with capital letters.
We are committed to making good times happen and to making
them the very best.

A person is holding a globe of the Earth. The globe is centered on the Americas, with 'AMERICA' visible at the top. The person's hands are visible at the bottom, supporting the globe. The entire image is overlaid with a semi-transparent red filter. In the background, there is a pattern of falling confetti or small paper pieces, creating a festive or celebratory atmosphere.

Allegro around the world

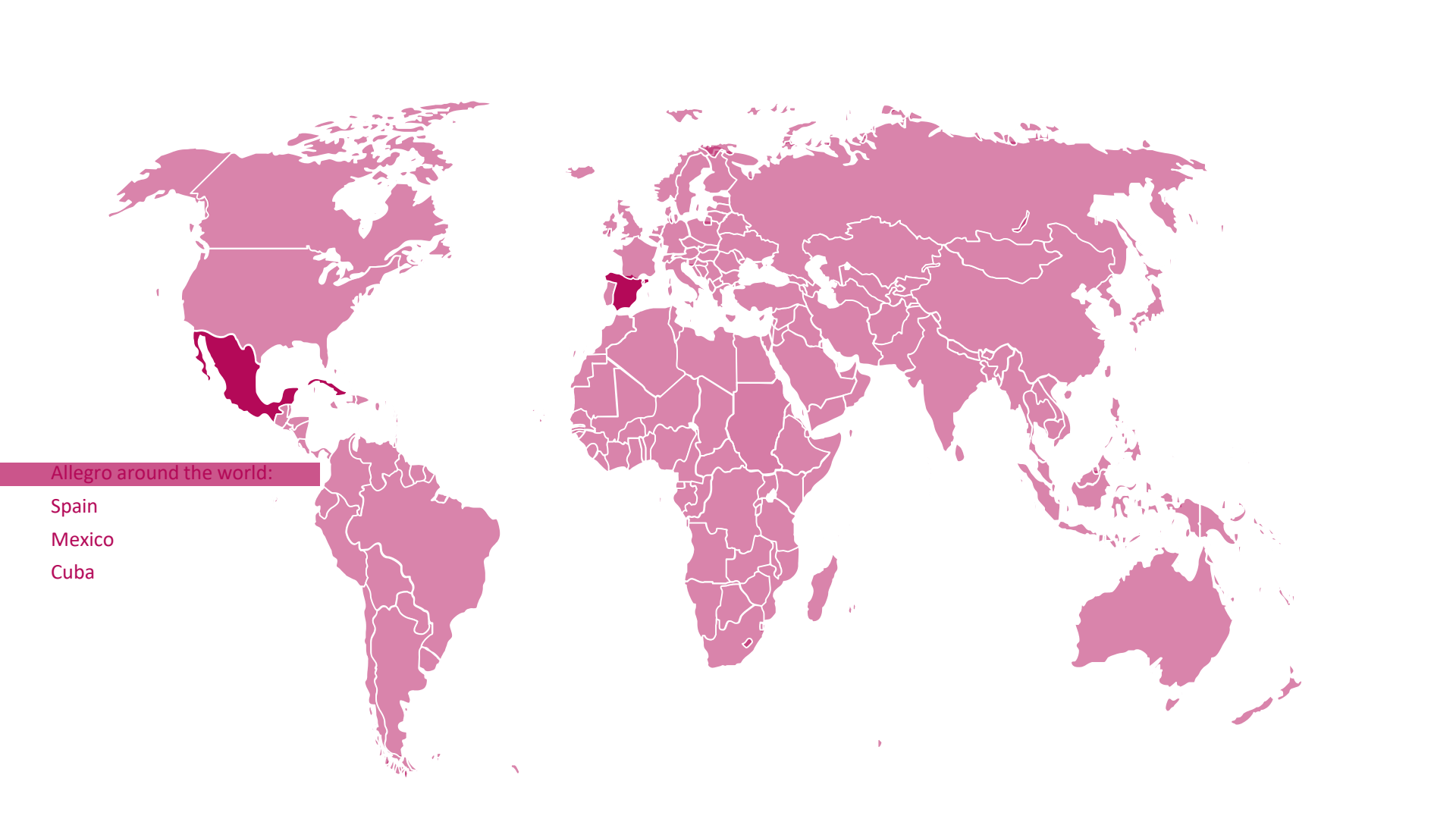
Allegro around the world

9 countries – 5 hotels – 11,851 rooms



5 hotels
in operation

1496 rooms
in operation



Allegro around the world:

- Spain
- Mexico
- Cuba



allegro
HOTELS

Our hotels

EMEA

Spain

LATAM

Mexico
Cuba

Allegro Playacar



Allegro Cozumel



Allegro Isora



Allegro Granada

Hotel allegro Granada



We are joyful

This is our declaration of enthusiasm.

We want to capture that joy that is evident in everything we do.

A young boy is sliding down a water slide. He is smiling broadly and pointing his right hand towards the camera. He is wearing dark swim trunks with a red stripe. The background is a solid, vibrant orange-red color. The text is overlaid on the image in white.

We are dynamic

There's always something to celebrate, something to discover,
something to learn.



We are efficient

Practical, agile solutions: time is for sharing and enjoying.

Because our philosophy is:

enjoy *life*

Barceló

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