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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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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 making

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, 714,688 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, Malaga, 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, Malaga, 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, Malaga 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, Malaga,

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.

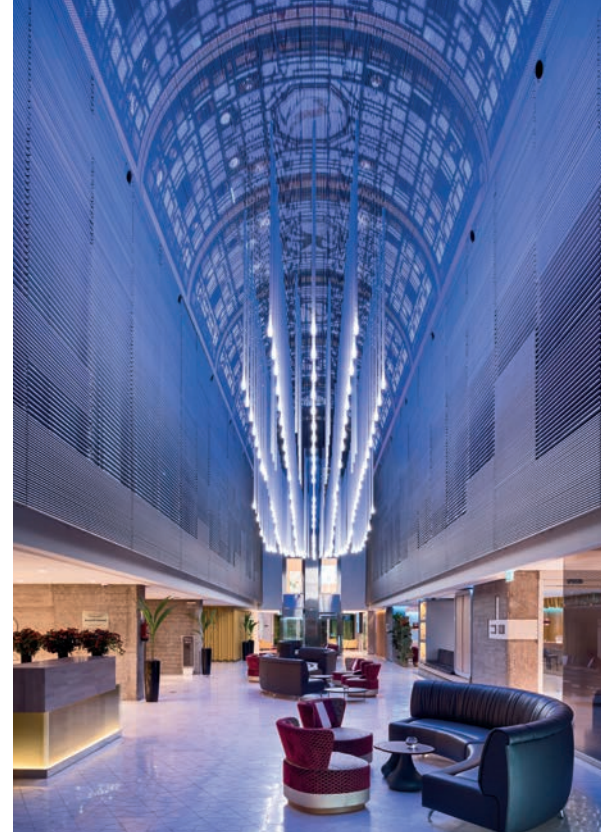
1.- Sustainability

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

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, Andalusia 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,

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HOTELS IN MAJORCA & CANARY ISLANDS | TORREMOLINOS | LLORET DE MAR | MADRID



The beaches of Lloret de Mar, Girona and Catalonia, have Wifi (Picture: De amaios 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 Carhuela in Torremolinos.

In the eastern regions, Catalonia is top of the list when it comes to beaches with free WIFI: Vilanova Beach and Geltrú, Casteldefels, Vilassar de Mar, Sant Vicenç de Montalt, Mataró, Calella, Badalona, San Sebastian, Barceloneta, Somorrostro, Nova Icària, 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 Capellán. 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 Illetes 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 Andalusia (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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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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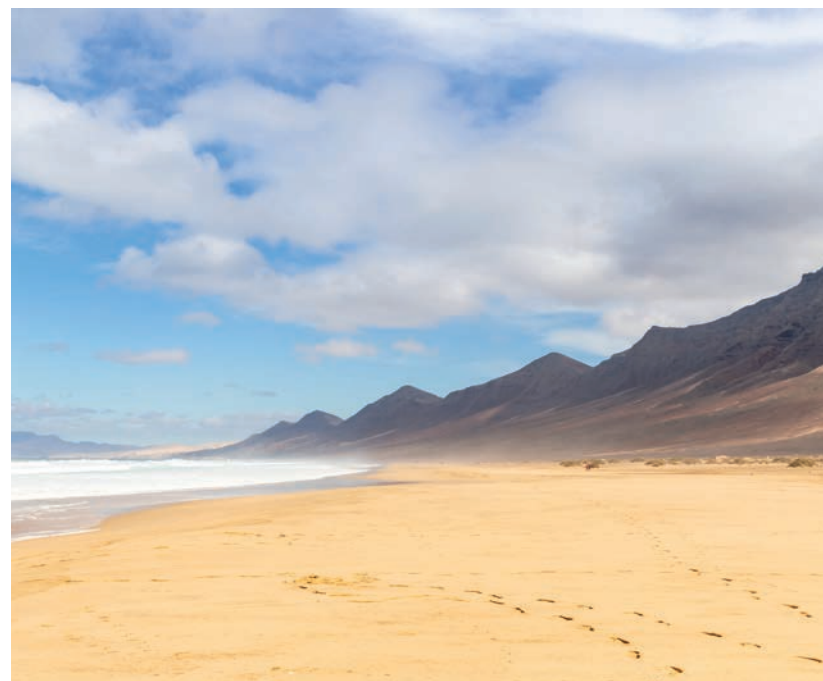


Travelers' Choice™ Awards 2021

Ranking list by TripAdvisor's users

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,

where enjoying life is an art



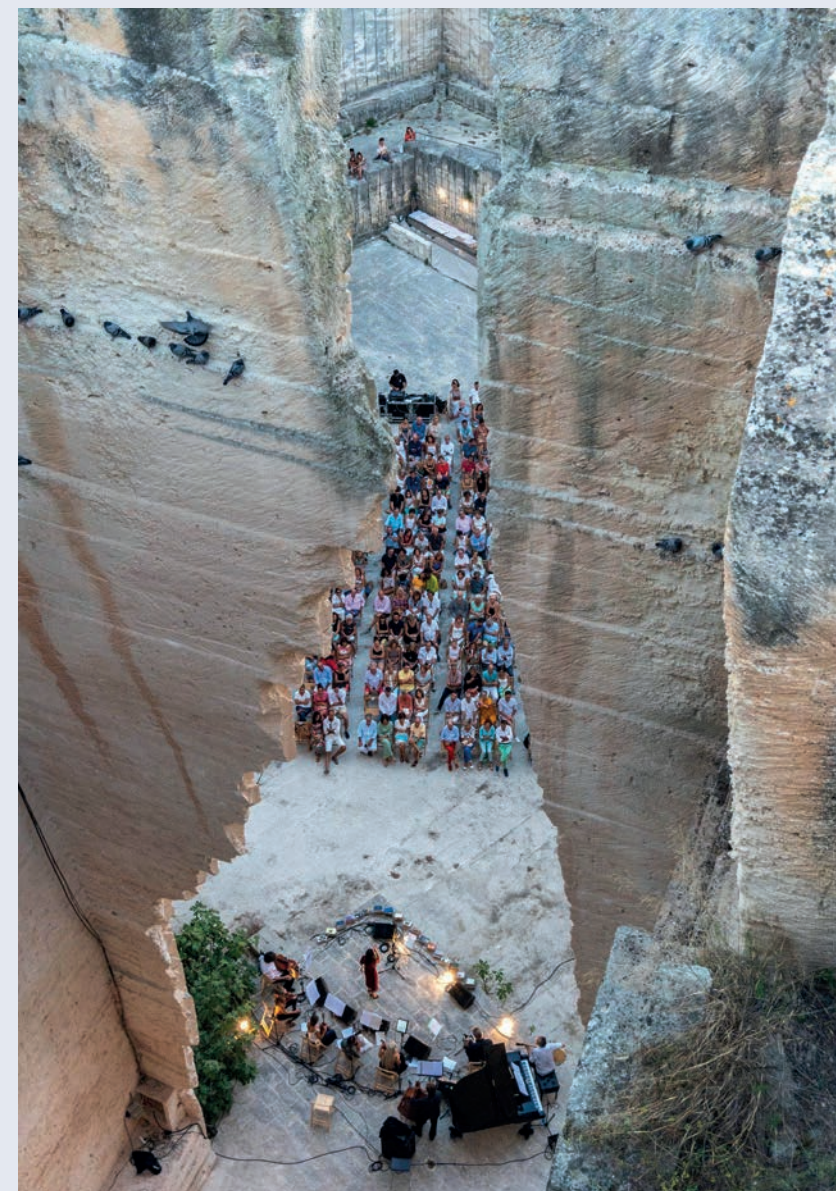
Travelling to the island is a good idea any time of the year. The possibility of connecting with nature, enjoying its vast and varied art and culture, and delighting in its rich gastronomy make Menorca a paradise beyond its coastline and beaches.

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 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:

www.menorca.es

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 to 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

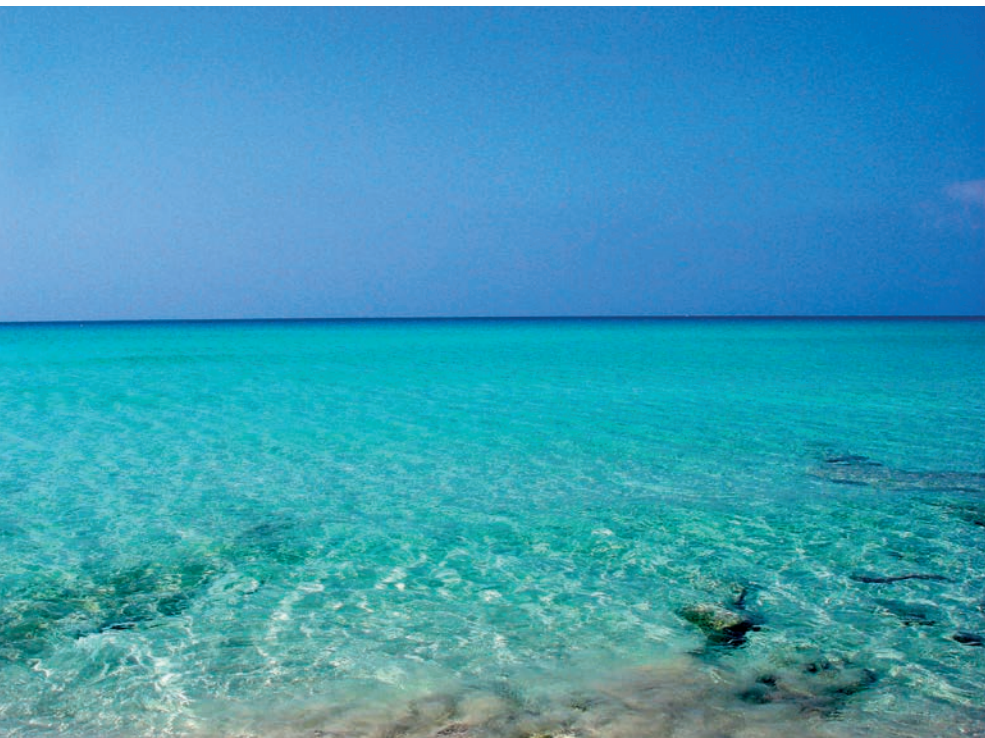
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The fantastic weather and the cared-for natural surroundings are some of the Balearic Islands' strengths. Formentera's coast is in the picture.

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 agro-tourism 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 Eulalia, Serendipity, Skuma, Le Comptoir, Ses Escuelas, Can Mimosa, Es Mirador des Port, Sidrastur, Lilau, Musset, Le 27, Sa Carboneria, Estel, Project Social, Sa Brasa and Marvent.



INFORMATION

www.visitsantaeulalia.com

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.



INFORMATION:

www.ibiza.travel

www.ibizasabor.es/en



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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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.

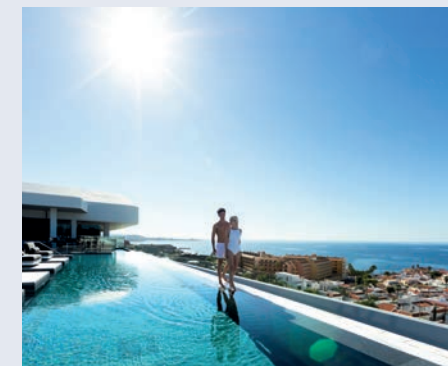


Visitors can thus enjoy the benefits of this destination with every reassurance, in a controlled environment that has all the necessary tools to ensure a completely safe holiday.

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



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 Hideaway Corales.

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

“
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 Teguise (Lanzarote), and with 335 rooms. Other hotels chains have more projects

on the go, but these are in their initial stages. Examples being **Ilunion 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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FARANDA HOTELS	AIDA, DE PORTUGAL, 7 - BAJO	ASTURIAS	985343805	info@fergushotels.com	www.farand-hotels.com	25 3.171
FERGUS HOTELS	GREMÍ HORTOLANS, 11, PISO 1 PUERTA 12	ILLES BALEARS	971006007	info@fergushotels.com	www.fergushotels.com	12 2884
FERRER HOTELS	TER, 21 3ª PLANTA, POL.SON.FUSTER	MALLORCA	971850024	info@ferrer-hotels.com	www.ferrer-hotels.com	6 728
FONTECRUZ HOTELS	SANTA ENGRACIA, 18 ESC 4 - 2º DCHA	MADRID	914295330	nmartinez@fontecruz-hotels.com	www.fonetcruz-hotels.com	5 238
FUERTE GROUP HOTELS	AIDA, PUERTA DEL MAR, 15	MÁLAGA	952970022	comunicacion@fuerte-group.com	www.fuertehotels.com/	7 1.851
G.S.M. HOTELS	MONTEARAGON 7, 4º LOCAL 2	MADRID	913190607	gsm-hotels@gsm-hotels.es	www.gsm-hotels.es	47 7.208
GALLERY HOTELS	PASSEIG DE GRACIA 61 1ª 1ª	BARCELONA	932722085	gallery-hotels@gallery-hotels.com	www.gallery-hotels.com	3 291
GARBI HOTELS	POTOSI, 7	GIRONA	972367704	admon@hotelgarbi.com	www.hotelesgarbi.com	7 1.259
GARDEN HOTELS	AVENIDA BRUSELAS, 16	MALLORCA	971889400	info@garden-hotels.com	www.garden-hotels.com	11 2.204
GARGALLO GRUPO HOTELERO	VIA LAETANA, 23 - 4º	BARCELONA	932689060	miguel@gargallo-hotels.es	www.gargallo-hotels.es	19 1.518
GF HOTELS	AVENIDA BRUSELAS, 16	SANTA CRUZ DE TENERIFE	922716624	angelcomercial@goriapalaceh.com	www.ghotels.com / www.ghictoria.com	5 1.603
GLORIA THAJASSO & HOTELS	LAS MARGARTAS, S/N	LAS PALMAS	928128500	direccioncomercial@goriapalaceh.com	www.goriapalaceh.com	4 1.138
GOLDEN HOTELS	MARCONI, 16	BARCELONA	937671626	marcos@golden-hotels.com	www.golden-hotels.com	7 1.989
GRAN ISLA HOTELS	AIDA, DEL GOLF 1. APART. JUTLANDIA	MALLORCA	971691900	bookings@ggranisla.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 ABADÉS	AUTONIA A92 KM.189	GRANADA	958327200	abades@abadés.com	www.abades.com	8 770
GRUPO ANDILANA	PASEO MADRIZ, 5, 1º 1ª	BARCELONA	932372705	www.grupandilana.com/hoteles/	www.grupandilana.com/hoteles/	3 165
GRUPO ANFI	BARRANCO DE LA VERGA, S/N	LAS 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@ar-hotels.com	www.ar-hotels.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	AIDA. MARE DE DEU DE BELLVITGE, 3	BARCELONA	932180300	plopez@esperiaworld.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	marphelic@bersol.es	www.ibercol.es	3 678
GRUPO LOPESAN	ALCAIDE 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		www.pierreenvacances.com/es-es	40 4.500
GRUPO PIÑERO	PLAZA MEDITERRANEO, 5	MALLORCA	971787000	contact@grupo-pinero.com	www.grupo-pinero.com/	27 14.153
GRUPO REINO HOTELES	BALMES, 7 7ºD	BARCELONA	933040244	info@grupopulitzer.com	www.grupopulitzer.com	4 422
GRUPO HOTEL HOTELES & RESORTS	RECIGODAS, 53	GRANADA	95828911	direccion@gruporeino.com	www.gruporeino.com	4 169
GUJART HOTELES	CIITA. ARTIA-PTO. ALCIDIA, 68	MALLORCA	971850061	central@grupotel.com	www.grupotel.com	46 8.898
H10 HOTELES	CONSTANT RIBAIGLIA, 7	GIRONA	972347000	rtorregas@gujart-hotels.com	www.gujart-hotels.com	8 1.029
HCC HOTELES	NUMANCIA, 185- 1ª PLANTA	BARCELONA	934304147	h10@h10hotels.com	www.h10hotels.com	65 16.261
HD HOTELES & RESORTS	DIPUTACION, 264	BARCELONA	934817350	comercial@hcc-hotels.es	www.hcc-hotels.es	6 541
HELIOUS HOTELES	CIITA. DEL RINCON S/N CENTRO CIAL LAS ARENAS	LAS PALMAS	928491212	marketing@hd-hotels.com	www.hd-hotels.com	4 581
HELOS HOTELES	CARABELA, 7	MALLORCA	971264250	info@helios-hotels.com	www.hellos-hotels.com	4 1.022
HILTON	AIDA-DIAGONAL, 626, 2º 1ª	BARCELONA	932541390	hotels@gestion@grupohg.com	www.hilton-hotels.com	10 1.041
HIPOTELS	AIDA. DE LA HISPANIDAD, 2-4	MADRID	673122070	maria.sarm@hilton.com	www.hilton.com	6683 1.000.000
HIM HOTELES - WHALAI HOTELES	ESTANYOL, 18	MALLORCA	971587512	info@hpotels.com	www.hipotels.com	30 6.836
HOSPEDERIAS DE EXTREMADURA	JUAME III, 26, 2do entresuelo F	MALLORCA	971425586	p.a.dirgenera@hnhotels.net	www.hnhotels.net	20 3.450
HOSPES HOTELES	BENITO ARIAS MONTANO, 1 ESCALERA 1,3º, OFICINA 2	BADJOZ	924870597	comercial@hospederiasdeextremadura.es	www.hospederiasdeextremadura.es	8 270
HOTELANIA	SERRANO, 40	MADRID	914362766	hospes@hospes.com	www.hospes.com	9 475
HOTELATELIER	AIDA. GRAN VIA, S/N	MURCIA	968337289	reservas@vivotas@hotelania.com	www.hotelania.com	2 255
HOTELES ANDALUCES CON ENCANTO (HACE)	PASEO DE LA CASTELLANA, 143 9º PLANTA	MADRID	915159450	petitpalace@hotelatelier.com	hotelatelier.com	36 2.205
HOTELES BEGOÑA	AIDA. DE LA COSTA, 44	ASTURIAS	985133909	begonapark@hotelesbegona.com	www.hotelesbegona.com	4 -
HOTELES BENIDORM	AIDA. FILIPINAS, 7	ALICANTE	966831822	reservas@hotelesbenidorm.com	www.hotelesbenidorm.com	3 374
HOTELES CENTER	PLAZA ISABEL LA CATÓLICA, 6	GRANADA	958215969	comercial.marketing@hotelescenter.com	www.hotelescenter.com	3 824
HOTELES DE CANTABRIA	FINCA LOS CUAREZOS, S/N	CANTABRIA	942679332	olimp@hotelescantabria.com	www.hotelescantabria.com	9 1.205
HOTELES EL CHURRA	AIDA. MARQUES DE LOS VELEZ, 12	MURCIA	968238400	hotelchurra@elchurra.net	www.elchurra.net	3 206
HOTELES ELBA	AIDA. MATAPINONERA, 11	MADRID	914320111	gpcorcu@hoteleselba.com	www.hoteleselba.com	2 187
HOTELES GAVIMAR	AIDA. FDO. TARRAGO, 27, 1º	MALLORCA	971657189	gavimar@gavimar.com	www.gavimar-hotels.com	16 3.054
HOTELES GLOBALES	LAS SIRENAS, 17	MALLORCA	971132300		www.globales.com	3 603
HOTELES H2	ARAGON, 281 5º 1ª	BARCELONA	934675857	compras@hoteles2.com	www.hoteles2.com	53 10.927
HOTELES HOLIDAY WORLD	AIDA. DEL SOL, 340, KM 215,6	MALAGA	952579757	clientes@holidayworld.es	www.holidayworld.es	2 178
HOTELES INTUR	FRANCIA, 183 CIUDAD DEL TRANSPORTE	CASTELLON	964392726		www.intur.com	4 864
HOTELES MA	PZA.MANUEL CANO,2	GRANADA	958287447	reservas@hoteles-ma.es	www.hoteles-ma.es	10 975
HOTELES MARINA D'OR	MOVANO,8	CASTELLON	964010184	sandra.ramire@marinador.com	www.marinador.com	2 260
HOTELES MEDITERRANEO	AIDA.PAPA LUNA,96	CASTELLON	964480914	reservas@hotelesmediterraneo.com	www.hotelesmediterraneo.com	7 1.340
HOTELES MONTE	VIRGEN DE LUJAN, 8	SEVILLA	954343111	hmdircom@hotelesmonte.com	www.hotelesmonte.com/es/	3 486
HOTELES MONTEMAR	GENARO RIESTRA, 8	ASTURIAS	985400100	info@hotelesmontemar.com	www.hotelesmontemar.com	3 273
HOTELES NORAT	AIDA. LUIS CASAS 32	PONTEVEDRA	986733399	hnorat@hotelesnorat.com	www.hotelesnorat.com	3 421
HOTELES PATO	ESTEROS, 3	HUELVA	959311250	comercial@hotelespato.com	www.hotelespato.com	5 212
HOTELES POSEIDON	ESPERANTO, 9	ALICANTE	965850200	poseidon@hotelesposeidon.com	www.hotelesposeidon.com	2 203
HOTELES RH	LA PIPA, 1, EDIF. CENT. LOCALES 2 Y 3	ALICANTE	965853040	central@hotelesrh.com	www.hotelesrh.com	8 1.800
HOTELES SAINT MICHEL	GREM VELLUTERS, 21 POL.SON ROSSINYOL	ILLES BALEARS	971274822	hsm@saintmichel.net	www.saintmichel.net	18 1.925
HOTELES SANTOS	JUAN BRAVO, 8	MADRID	914263941	comercial@hoteles-santos.es	www.h-santos.es	16 2.642
HOTELES SERVIGROUP	AIDA. EUROPA, 6	ALICANTE	965855900	servigroup@servigroup.es	www.servigroup.com/es	12 2.797
HOTELES SILKEN	AIDA. ZABALGANA 1	ALAVA	945188800	silken@hoteles-silken.com	www.hoteles-silken.com	19 4.819
HOTELES THE	AIDA. DE ANSITE 3, 1º 35011	LAS PALMAS	928224166	marketing@hotelessthe.com	www.hotelessthe.com	26 3.226
HOTELES VAR	ALAMEDA DE SANTA EUFEMIA, 24 ENTLO.	SEVILLA	954155144	info@hotelesvar.com	www.hotelesvar.com	29 3085
						4 231

HOTELIER COMPANIES						
Company	Address	Country/State	Tel +34	E-mail	Web	Hotels Rooms
HOUIM HOTELES	VILLAGARÍA AROSA, 8	MALLORCA	971491511	info@houimhotels.com	www.houimhotels.com	2 199
HOUIMA APARTHOTELS	PUEBLO CANARIO LOCAL 404	TENERIFE	922790964		www.houima-hotels.com	6 1.626
HTOP HOTELS & RESORTS	AVILLUIS COMPANYS, S/N	BARCELONA	937664420	online@htophotels.com	www.htophotels.com	18 4.147
HUSA HOTELES	SABINO DE ARANA, 27	BARCELONA	935101300	comercial@husa.es	www.husa.es	50 50
IBB HOTELES	PLAZA EXPLANADA, 57 PLANTA 2	MENORCA		central@ibbhotels.com	www.ibbhotels.com	13 1317
IBEROSTAR HOTELS & RESORTS	GENERAL RIERA 154	MALLORCA	971077000		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 HOTELES	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	dgd@ilusionhotels.com	www.ilusionhotels.com	4 451
IMG HOTELES	SAN JOSE 21	SEVILLA	954017307	info@img-hotels.com	www.img-hotels.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)186512000	jesus.salmeron@ihg.com	www.ihg.com	5000 749.721
INTERGROUP HOTELES	MENDEZ NUÑEZ, 1 - 4ºD	SEVILLA	954293820	info@intergrouphotels.com	www.intergrouphotels.com	10 277
INTURHOTEL	CIITA. S'HORTA - FELANITY, 5	MALLORCA	971167088	reservas@inturhotel.com	www.inturhotel.com	6 1.118
INVISIA HOTELES	VICENTE CUERVO, 9	IBIZA	971311500	headoffice@invisiahoteles.com	www.invisiahoteles.com	7 1.518
IZAN HOTELES	TRUJILLO 2, LOCAL COMERCIAL, 15 EDIFICIO GIRALDO I	MADRID	915913322	central@izanhoteles.es	www.izanhoteles.es	3 520
JM HOTELES	CIITA-ALCANTIE- CARTAGENA KM. 17.200	ALICANTE	966690236		www.jmhotels.com	2 220
JS HOTELES	CIITA. ALCUDIA-ARTIA, 1	MALLORCA	971851206	dircomercial@js-hotels.com	www.js-hotels.com	12 1.584
KAKTUS HOTELES	GAUDI, 9	BARCELONA	937662327	m.srquelaja@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
LOUVRE HOTELES	VILLAGE 5, ETAGE 750 PLACE L'ELIPSE	FRANCIA	33(0)4914600	presselouvrehotels@louvre-hotels.com	www.louvrehotels.com/	1.500 97.000
LUIS HOTELES	AIDA. DE ITALIA, 8	LAS PALMAS	928774050	re-serva.casero@luis-hotels.com	www.luis-hotels.com	2 227
MAC HOTELES	GREMIO TINTOREROS, 25 A	ILLES BALEARS	971010930	mac-hotels@mac-hotels.com	www.mac-hotels.com	2 1.296
MACIA HOTELES	ZACATIN, 25	GRANADA	958285806	jaifar@maciahoteles.com	www.maciahoteles.com	8 876
MAGIC COSTA BLANCA	AIDA. L'AGÜERA, 3 - EDF. ATRIUM PLAZA BAJO	ALICANTE	965851121	umerdhan@hoteles-coslablanca.com	www.hoteles-coslablanca.com	13 2.677
MAJESTIC HOTEL GROUP	AUSIAS MARCH 48, BÑOS	BARCELONA	934881717	info@majestichotelgroup.com	www.majestichotelgroup.com	13 941
MAJESTIC RESORTS	PLAZA BAVARO, PROVLA ALTAGRACIA	REPUBLICA DOMINICANA	8092219898	info.puntacana@majestic-resorts.com	www.majestic-resorts.com/hotels/	4 2.335
MANOLI HOTELES	AIDA. FRANCIA S/N URB. MIL PALMERAS	ALICANTE	965321822	reservas@manolithotels.com	www.manolithotels.com	3 252
MAR HOTELES GROUP	GRAN VIA ASIMA, 1	ILLES BALEARS	971436688	info@marhotels.com	www.marhotels.com	2 386
MARINIS HOTELES	NALLAMBIES, Nº41	SON SERVERA	971585805	info@marinshotels.com	www.marinshotels.com	3 341
MARITIM HOTELES	EL BURGADO, 1	MADRID	922379000	info.ten@maritim.de	www.maritim.com	30 50
MARQUIS HOTELES	OBISPO HURTADO, 12	GRANADA	958223305	info@marquis-hotels.com	marquis-hotels.com/	3 92
MARRIOTT INTERNATIONAL INC.	ZORRILLA, 29 BAJO	MADRID		cov.cubria@marriott.com	www.espanol.marriott.com	7.500 1.4 millones
MARSENSES	GREM FOMERS, 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 HOTELES	LOPEZ RUBIO, EDF. TUNDIDORES, 12	GRANADA	958253612	info@maxihoteles.es	www.maxihoteles.com	5 124
MED PLAZA	PASSEIG GENERAL MENDOZA, 1 PLANTA 6	GIRONA	972205212	rtabrega@medplaza.com	www.medplaza.com	17 4.070
MEDINA HOTELES	FLORIDA, 3	ALICANTE	965867669	direccion@medinahoteles.com	www.medinahoteles.com	3 475
MEDIUM HOTELES	PROVENÇA, 288 S'ATICO	BARCELONA	932096640	comercial@mediumhotels.com	www.mediumhotels.com	5 285
MEDSUR HOTELES	AIDA.MARINA BAIA,23	ALICANTE	965854712	info@medsur-hotels.com	www.medsur-hotels.com	5 513
MELIA HOTELES INTERNATIONAL	GREMIO TONELEROS, 24 (POL.IND.SON CASTELLO)	MALLORCA	971224400	comunicacion@melia.com	www.meliahotelsinternational.com/es	322 84.407
MIX HOTELES	ANTONIO Mª ALCOVER, 10 - 12	LLUCMAJOR	971466017	customer.care@mixhotels.com	www.mixhotels.com	5 360
MIL HOTELES	BARTOLOME CAFAELL, 23	MALLORCA	971361390	jimilcompartihotels.com	www.milhotels.com	6 1.706
MONARQUE HOTELES	BARQUILLO, 36 1º PTA 3	MADRID	913084610	central@monarquehoteles.es	www.mnparquehoteles.es	6 1.250
MP HOTELES	MEETING POINT SPAIN - / C/ TEOWALDO POWWER, SN 2ª PTA 1-217	LAS PALMAS	928143668	helen.a.borro@mphotels.com	mphotels.com	60 13.248
MS HOTELES	LOS INDOS, 23	MALAGA	952384700	amara@ms-hotels.com	www.ms-hotels.com	6 701
MSH MALLORCA SENSES HOTELS	LISBOA, 4	MALLORCA	971031030	comercial@senses-hotels.com	www.senses-hotels.com	3 476
MUR HOTELES	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.OFCINAS	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 SYME	AIDA DEL OJD, 25 1º OF. 6	VALENCIA	963261291		www.neststylehotels.com	2 65
NEW MAURITIUS HOTELS LIMITED (BEACHCOMBER HOTELS)	BOTANICAL GARDEN STREET	CUREPPE	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
NUNEZI NAVARRO HOTELS	COMTE D'URGELL 230	BARCELONA	935522620	comhotels@nhotels.es	www.nhotels.com	13 1.256
OASIS HOTELS & RESORTS	GOBELAS 17, URB.LA FLORIDA	MADRID	913728333	jreservas@oasishotels.com	www.oasis-hotels.com/	7 2.885
OCA HOTELS	MIGUEL FERRO CAVEIRO S/N	A CORUÑA	881850091	calidad@oca-hotels.es	oca-hotels.com	26 1.320
OD HOTELS	ATENAS 30-46	IBIZA	971591214	javier.tor@odgroup.es	odgroup.es	6 424
OHTELS	TERRER, 13	TARRAGONA	977352325	dh@ohotels.es	www.ohotels.es	16 4.125
OLIA HOTELS	GRAN VIA ASIMA, 4-5º PL. POL. SON CASTELLO	ILLES BALEARS	971436455	olia@ohotels.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@oneshotels.com	www.oneshotels.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 OANI LLABRES, 10	MALLORCA	971743266	secretariageral@pabisa.com	www.pabisa.com	2 354
PALAFOX HOTELS	MARQUES DE CASA JIMENEZ, 1-3-5 EDIF. CAPTIAN PORTOLES	ZARAGOZA	976237700	hotelpalafox@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	AIDA. BARTOLOME ROSSELLO, 18 APARTADO. 476	ILLES BALEARS	971313811	marketing@palladiumhotelgroup.com	www.palladiumhotelgroup.com	48 13.885
PANORAM HOTELS	CERVANTES, 19 BAJO IQ.	MADRID	913600818	info@panoramhotels.com	www.panoramhotels.com	8 691
PARADORES DE TURISMO DE ESPAÑA, S.M.E. S.A.	JOSE ABASCAL 2-4, 6º PL	MADRID	915166700			98 6.032
PESTANA HOTEL GROUP	RUA JAUI, 54	LISBOA	31527842001		www.pestana.com	93 11.000
PLAYASOL IBIZA HOTELS	METGE JAUME SERRA, S/N	IBIZA	971304078	info@rupplayasol.com	www.playasolibzahotels.com	37 4.474
PORT HOTELS	ESTOCOLMO, 4	ALICANTE	955852200	porthotels@porthotels.es	www.porthotels.com	11 1.778
PORTAVENTURA WORLD (Port Aventura Entertainment, S.A.U.)	AV. 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 2ºK	MALLORCA	971546200	juanna.gonzalez@portblue.com	www.portbluehotels.com	4 647
POSDAS DE ESPAÑA	JORGE LUAN 9	MADRID	915717135	central@posdasdespana.com	www.posdasdespana.com	4 344
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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:

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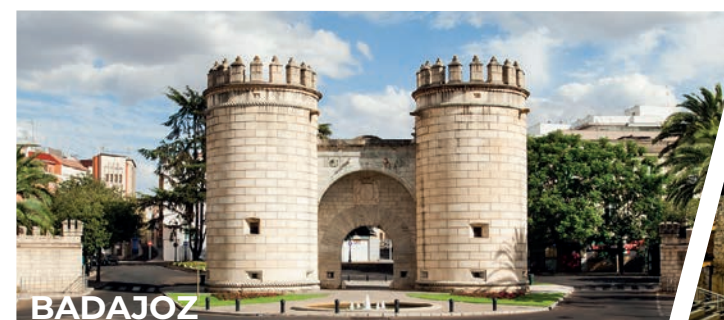
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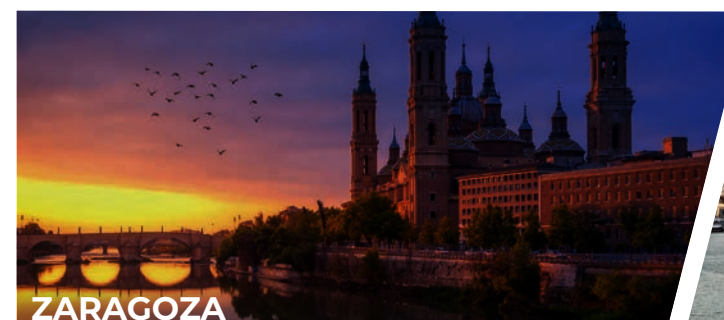
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www.ilunionhotels.com

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.

demic, 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. ■

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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.

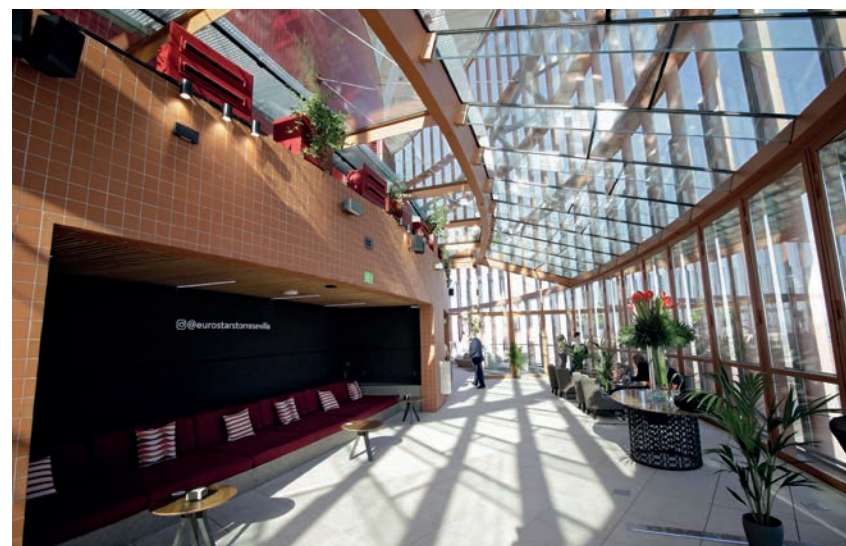
The United Kingdom is also one of the places chosen for an itinerant direct-to-customer promotion that will visit eight different cities in Andalusia's major European markets to show people everything the region has to offer and boost the recovery of international tourism. This campaign, called **'Andalucía 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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