

## More than 80 years of history

### BARCELÓ HOTELS & RESORTS

Founded in Majorca, Spain in 1931, Barceló Corporación Empresarial, through its hotel and travel divisions, has succeeded, in more than 80 years, in transforming itself from a family passenger transport company to become one of the largest groups in the tourism sector, both in Spain and worldwide. Three generations of the Barceló family and a workforce of nearly 23,000 individuals have made this process possible.

#### **1931**

Coach company Autocares Barceló founded by Simón Barceló in Felanitx (Majorca, Spain).

#### **1954**

Begins operations in the travel agency field.

#### **1962**

**First of the chain's hotels** added, located in Majorca.

This phase concludes in 1965 with the development of a new style of hotel: the Barceló Pueblo Palma, designed, like the rest of the popular "Pueblo" hotels for an essentially family market, offering a wide range of services at affordable prices.

#### **1964**

**Viajes Barceló** set up.

#### **1968**

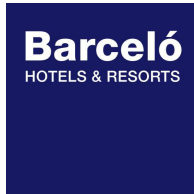
Expansion of the hotel business to the **rest of the Balearic Islands**: construction of the Barceló Pueblo Ibiza and purchase of the Barceló Hamilton in Menorca.

#### **1970**

Start of business on the **Iberian peninsula**, with the opening of the Barceló Pueblo Benidorm.

#### **1981**

Acquisition of the tour operator **Turavia**, representing the first step towards the internationalisation of the group.



## 1985

Launch of **international hotel operations**: the first hotel in the Caribbean is opened (Barceló Bávaro Beach Resort, Punta Cana, Dominican Republic), with Barceló the first Spanish hotel company to set up business in the region.

## 1990

Arrival in **Costa Rica**, with the acquisition of the Barceló San José Palacio Spa & Casino Hotel, to be joined two years later by the Playa Tambor complex.

## 1992

Entry into the **US hotel market**: purchase of an establishment in Washington initially, subsequently followed by another in Orlando, the Radisson Barceló Orlando. With this, Barceló becomes the first Spanish hotel company to enter the US business.

## 1993

Expansion into Eastern Europe: **first hotel in Prague**, the Barceló Praha.

## 1995

Entry into the **city hotel** sector in Spain, with the incorporation of the Barceló Sants in Barcelona.

## 1996

Barceló Viajes takes over as the agent for all of Spain on behalf of the British tour operator **First Choice Holidays**.

## 1997

First hotel in **South America**: the Barceló Nueva Toledo Suites & Hotel, in Cumaná (Venezuela).

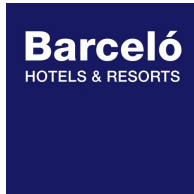
## 1998

The hotel ownership joint venture **Grubarges** is set up, together with Grucycsa (FCC group) and Gesinar (BBVA group).

## 1999

Opening of the **Barceló Maya Resort** complex on Mexico's Riviera Maya, and the acquisition on the country's Pacific coast of two further hotels (**Ixtapa** and **Huatulco**); all come under Barceló's management.

Launch of hotels in Turkey, with the incorporation of various establishments in the Bodrum region.



## 2000

Barceló consolidates its position in the international issuer market with the incorporation of its Travel division within the British tour group First Choice Holidays, in return becoming the lead shareholder of the combined travel and tourism group.

Barceló Hotels & Resorts establishes itself as the leading hotel chain **in the Dominican Republic**

**New destinations** launched, including Ecuador and Uruguay.

## 2001

Entry into Cape Verde, **Africa**, with the incorporation of 5 hotels.

Opening of the **Barceló Fuerteventura** Hotel (Canaries, Spain) and the **Barceló Punta Umbría** (Huelva, south-western Spain), both built by the company itself.

Launch of **new destinations** in Latin America: **Brazil and Panama**.

Barceló Hotels & Resorts approves a strategic plan which, among other objectives, aims to double its hotel portfolio within 4 years. At this point, the chain has over **100 establishments**.

Entry into **Cuba**: begins management of the Barceló Solymar Beach Resort, in Varadero.

Launch of the **Barceló Bavaro Convention Center** in Playa Bávaro, Dominican Republic, the most modern and one of the largest convention centres anywhere in Latin America and the Caribbean.

## 2002

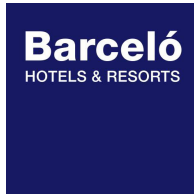
Barceló adds its **first hotel in Honduras**, as well as new establishments in Panama, where it becomes the country's leading hotel chain. Opening of **franchises** in Malta, Tunisia and Morocco.

Barcelona acquires the North American hotel operator Crestline Capital, which manages around 7,000 hotel rooms in 12 US states. Through this operation, the subsidiary **Barceló Crestline Hotels & Resorts** is created, considerably strengthening Barceló's position in the USA, where it now operates 48 hotels and 6 Convention Centers around 13 states and Columbia District.

## 2003

New hotels in Panama, Cuba, Mexico, United States and Turkey.

The retail and business travel network of **Barceló Viajes**, which has so far belonged to First Choice Holidays, **once again becomes part of the corporation**, when the existing preferential purchase right is exercised.



Launch of the new portal [www.barcelo.com](http://www.barcelo.com) and creation of a new Booking Centre (BarceloRes).

Barceló Crestline signs an **agreement with Highland Hospitality**, a major REIT (real estate investment trust) in the USA, which will, using a novel formula, allow Barceló to expand its presence in several countries, and above all within the North American hotel market.

## 2004

Barceló enters **Galicia**, leasing two hotels in Ferrol and Narón (A Coruña province).

**Fadesa** and **Barceló** sign a framework agreement for the joint operation of hotels, with the aim of reaching a figure of 5,000 rooms within a period of 5-7 years, mainly focusing on Spain and the Mediterranean basin as the centre of operations. Total investment could exceed 700 million Euros. The first hotels born of this agreement open in Isla Cristina, Fuerteventura, Coruña and Marbella.

Barceló arrives in **Istanbul**, leasing the Barceló Eresin Topkapi Hotel.

## 2005

Barceló gains a presence in all three provincial capitals of the Basque Country by leasing the Barceló Costa Vasca, in **San Sebastian**, thereby becoming the Basque Country's leading hotel chain. Incorporation of the first establishment in Aragon, the **Barceló Monasterio de Boltaña**, bringing to 11 the number of Spanish regions where the company has a presence.

Barceló launches its first hotel in the Bulgarian capital, **Sofia**.

Barceló begins operating the **Hotel Montecastillo, in Jerez**.

Barceló approves a five-year strategic plan, with the aim of reaching a figure of 200 hotel establishments in operation within that period (by 2010).

## 2006

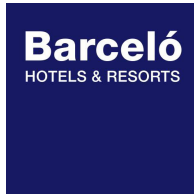
Barceló Group celebrates its 75 Anniversary. Coinciding with this landmark the company receives several important awards like the Tourism Plaque of Merit, the Gold Medal of the Balearic Islands Government and the best Manager Award 2006.

Acquisition of the Formentor Hotel, one of the most emblematic hotels of Mallorca.

Barceló Group participates in the creation of the real estate company Playa Hotels & Resorts.

## 2007

Barceló Group is rewarded with the Prince Felipe Business Excellence Award 2006.



Barceló Group reaches an agreement with the company Dawnay Shore Hotels Plc, owner of the Paramount Hotels chain, by which Barceló Hotels will manage the 20 establishments of which it is comprised, located in different areas of England, Scotland and Wales.

The company is chosen by the Market Metrix Hospitality Index published by the american magazine Hotel & Motel Management like the 4th best hotel companies worldwide, and receives the Cristal Award 2006 to the Safetiest hotel company worldwide (Check Safety First)

Barceló Group climbs two places into the worldwide ranking published each year by Hotels magazine and achieves the 28<sup>th</sup> place of the world.

**2008:**

Crestline Hotels & Resorts, the American branch of Barceló Group, signs an agreement with the company Tidewater Hotels & Resorts and incorporates 17 new hotels in the United States, until reaching the number of 70 hotels in that country.

**2009:**

Sebastián Barceló Oliver, co-Honorary Chairman of Barceló Group, died after a long disease.

**2011:**

Barceló Group celebrates its 80<sup>th</sup> anniversary.

The group receives the Bronze Award to the Efficiency 2011.

**2012:**

Barceló Hotels & Resorts enters into the Italian market with the opening of 3 hotels in Rome and 1 in Calabria, and opens other hotels in Germany, Czech Republic and Spain.

**2013:**

Barceló Hotels & Resorts enters into the Greek market with the opening of the Barceló Hydra Beach Resort, and opens two new hotels in Calabria (Italy), Los Cabos (Mexico), Tenerife (Spain) and Milano (Italy).

*Source: Barceló Group/Barceló Hotels & Resorts (as of October 2014)*