



Majestic Hotel Group 2023



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Our Portfolio: What are we operating?



FIRST LET ME INTRODUCE MYSELF...



MALCO PAR CEBRIAN

Spanish
+25 years of experience in Hotel Management

CEO of Majestic Hotel Group
Former GM of Nuñez i Navarro Hotel division

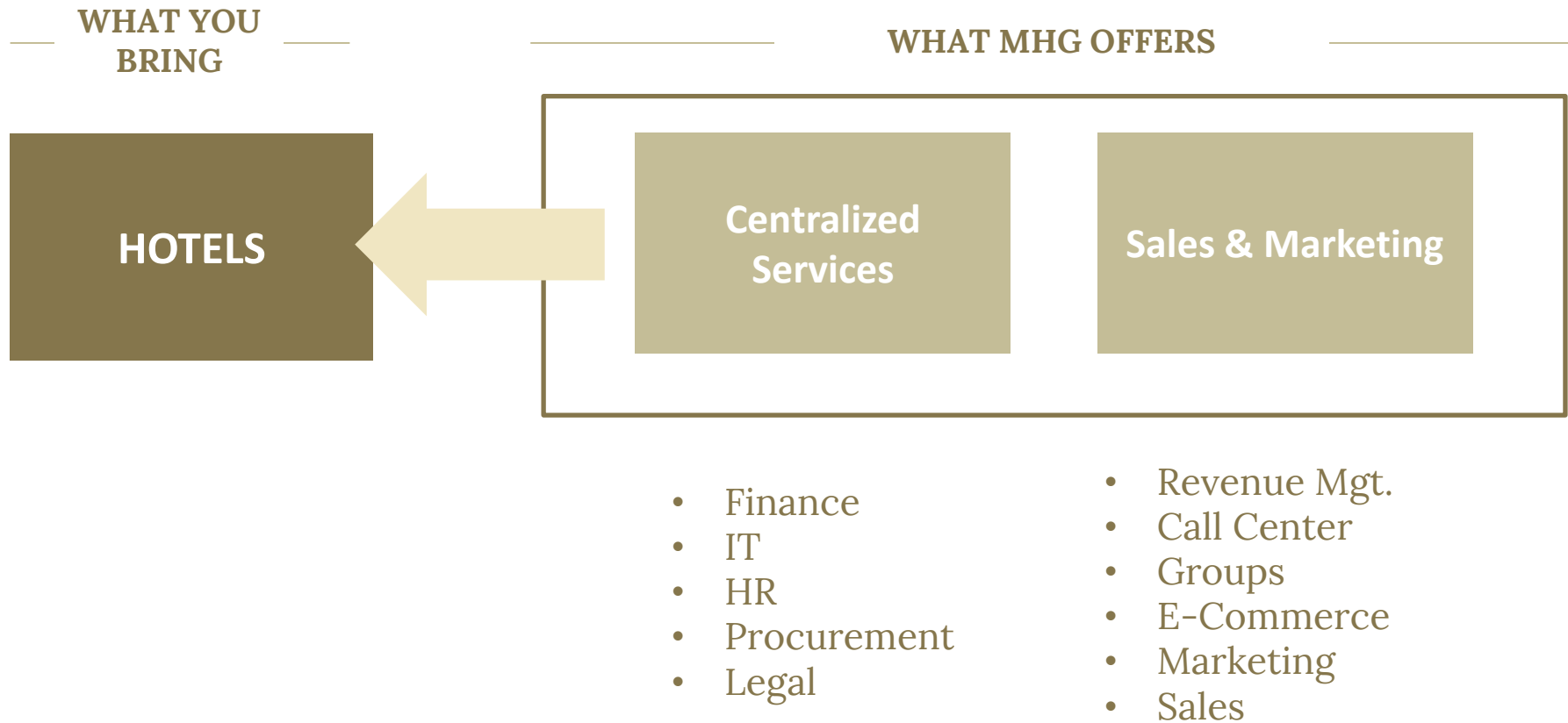
Majestic Hotel Group: Hoteliers Since 1918

- High-value Market products
- Passionate about Product, Service and Gastronomy
- Location, service and experience
- Personalized & flexible management based on product specificities
- Administrative & Technological focus; always with long term vision

HOW DO WE MANAGE? (I)



Service Catalogue from Majestic Hotel Group Management



HOW DO WE MANAGE? (II): ANNUAL PROCESS

Annual Strategy shared by MHG* to investor
for approval & commitment

SALES & MARKETING STRATEGY

- Rooms:
 - Revenue x channel
 - ADR & Occupancy
 - REVPAR
- Food & Beverage (F&B):
 - Revenue per outlet

FINANCIAL BUDGET

- P&L (EBITDA)
- Cash Flow
- CAPEX
- Payroll movement

HOW DO WE MANAGE? (III): REPORTING

Transparent and clear communication to ensure an optimal management success

	Daily	Weekly	Monthly	Yearly
Revenue	<ul style="list-style-type: none"> Pick Up report 	<p>Weekly meeting with GMs to check & adjust strategy:</p> <ul style="list-style-type: none"> Monthly hotel results Production per channel & origins Web conversion IDS Production Competitors pricing 	<p>Monthly Board of Directors to review:</p> <ul style="list-style-type: none"> Month closure Competitor Web & Social Media Online reputation 	<ul style="list-style-type: none"> Annual Budget
Accounting			<p>Revenue Forecast P&L (according to Uniform System of Accounts for the lodging Industry) – reviewed in monthly Board of Directors</p>	<ul style="list-style-type: none"> Annual Budget Financial Forecast

OUR VALUES & OUR COLLABORATION APPROACH



Personalization

Tailored & personalized Management



ROI focused

Investment; not an expense
Every investment should be **measurable and evaluated**



Win – Win

Partner collaboration to reinforce, consolidate and **increase Hotel management**



Transparency & Adjustment

SLAs commitment to check & adjust periodically **our collaboration**

WHY MHG? OUR SERVICE CATALOGUE



Extended Service Catalogue from Majestic Hotel Group

STRATEGIES

- Location
- F&B Offer Definition
- HR Definition (career plan, recruitment & training)
- Pricing
- Sales & Marketing
- International Expansion
- Know-How on best-in-class Gastronomy
- F&B outlet empowerment

SALES & MARKETING

- Leverage presence and MHG knowledge within US Market (Rep. Sales), Asian & Emirates, Global and Catalonia/Spain
- International Affiliation leverage (LHW, PHG, SLH...) & national (Sercotel, Keytel...)
- Digital Transformation
- Increase Communication (pre, during & post stay)
- MHG Emailing integration
- Social Media Management
- Leverage MHG E-Commerce conditions
- IDS implementation, connection & follow-up
- Channel Mgr. Management
- Intellectual Property Protection
- Website creation & maintenance
- Website content creation
- SEO / SEM mgt.
- Booking Engine optimization
- Weekly sales performance

CENTRALIZED SERVICES

- Existing call center (multi-language from 8am to 8.45pm)
- Phone & Emails
- Booking control and manual or automated introduction
- Design & implementation of reporting (if non existing)

OUR MANAGEMENT TEAM



MALCO PAR

CEO Majestic Hotel
Group
Spanish



GEMMA RAVASI

Operations Director
Boutique Division
Italian



PASCAL BILLARD

Majestic Hotel & Spa
General Manager
French



ROGER VALL

CFO Financial
Director
Spanish

OUR PORTFOLIO



LUXURY DIVISION

Majestic Hotel & Spa
(Barcelona)

Majestic Residence
(Barcelona)

Sant Francesc Hotel Singular
(Palma de Mallorca)

Can Ferrereta
(Santanyí – Mallorca)

Villa Soro
(San Sebastián)

Palacio de los Ángeles
- coming soon -
(Haro – La Rioja)

LIFESTYLE DIVISION

MidMost Hotel
(Barcelona)

Denit Hotel
(Barcelona)

Murmuri Residences
(Barcelona)
- Concepció
- Mercader

HOTEL CHAINS

MIM Sitges
(Sitges)

MIM Ibiza Es Vivé
(Ibiza)

MIM Mallorca
(Mallorca)

MIM Baqueira - 5* -
(Baqueira – Ski Resort)

MIM Sotogrande
(Sotogrande - Cádiz)

MIM Andorra - 5* -
(Escaldes Engordany, Andorra)



5* Luxury Hotel

Located in Central Barcelona at
Paseo de Gracia since 1918

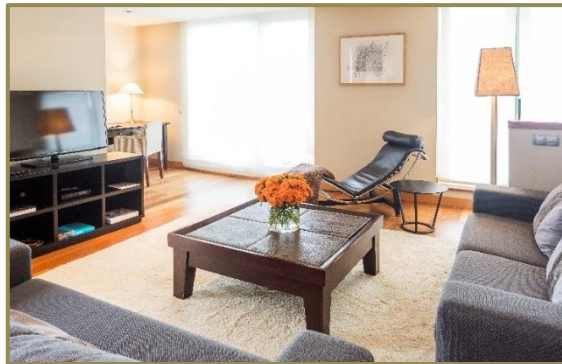
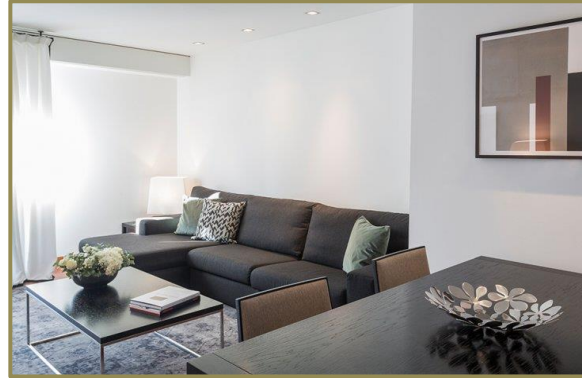
Leading Hotels of the World
member

Nandu Jubany, 1* Michelin is
our advisor chef

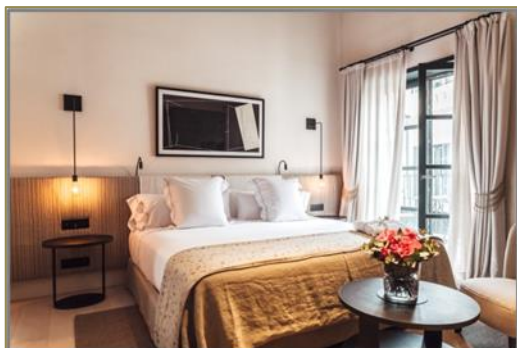
Majestic Spa

258 rooms





Luxurious apartments in *Paseo de Gracia*
Just in front of Majestic Hotel & Spa Barcelona
28 apartments, opened since 2011
Totally equipped
Inclusive of all Majestic Hotel & Spa Barcelona services



5* stars

Opened since 2015

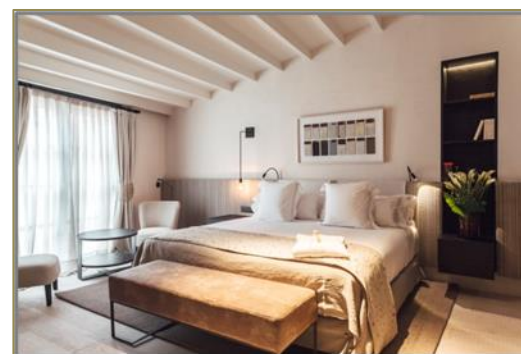
Small Luxury Hotels of
the World member

42 rooms

A 19th century manor
house

In the city center of
Palma de Mallorca

Quadrat Restaurant &
Garden



CANFE RRE RETA



New Boutique in Mallorca Island 2021
32 Rooms (majority including terrace or gardening/private pool)
Exterior Pool, Gym & SPA
Ocre Restaurant
Parking





Boutique Hotel in San Sebastian
 25 Rooms
 Dobles – Villa Deluxe – Junior Suite
 Gym, Parking & Garden
 Opening Spring 2022



MIDMOST



Hotel in Barcelona city center

4* Boutique Hotel

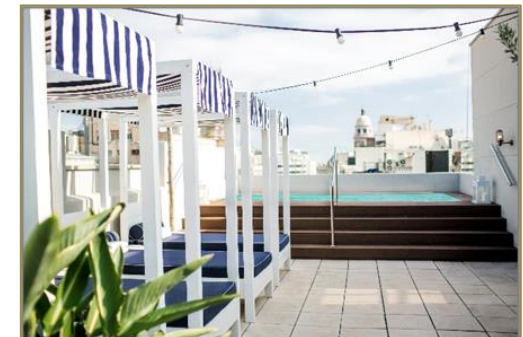
Completely renovated

56 rooms

Slow & Tasty mornings,
 Healthy Kitchen,
 Ecofriendly & plant-based
 menu and Cocktails with
 views

Rooftop w/ swimming pool,
 terrace bar and solarium

Meeting Room available





New Boutique Hotel
Young & Fresh
36 rooms
In the heart of Barcelona city
100% renovated in 2019
Meeting Room available



Residence Concepció

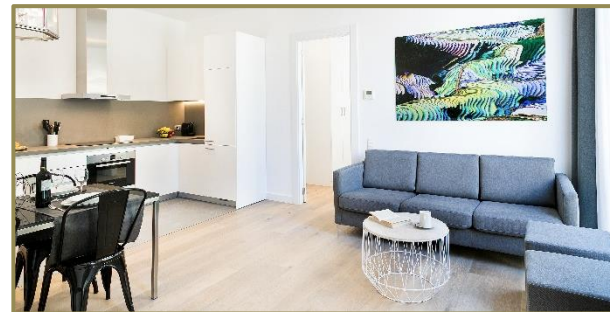
5 apartaments
(1 o 2 rooms)

Residence Mercader

14 apartaments
(1 o 2 rooms)

Completely equipped

Private terraces





4* Superior Hotel

Located in the city center of
Sitges

100 meters from the beach

77 rooms

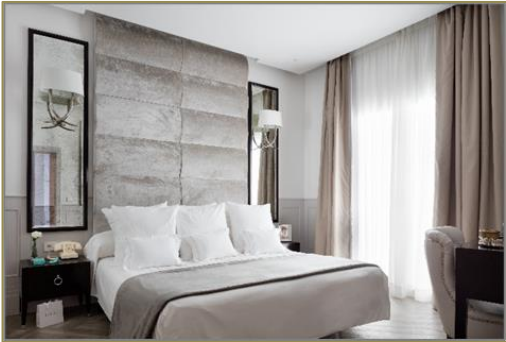
Certified by LEED Platinum

Spa with hydrotherapy circuit,
treatment menu and oxygen
cabin

Sky Bar

Rooftop with swimming pool,
solarium, bar & terrace





Art Deco style

Near “D’en Bossa” beach in Ibiza

Funkiest Hotel in Ibiza

53 rooms

Awarded by “Hotel & Property
Awards 2018”

Sky Bar

Brasserie Restaurant including a
friendly and vibrant night cocktail
bar, panoramic lounge-style
terrace with DJ

Health and wellness center
including gym





New hotel completely renovated in 2020

2 outdoor & one indoor swimming pool

Located in front of the sea

98 rooms

Certified by LEED

Sky Bar with swimming pool & solarium

Spa with hydrotherapy circuit and with treatment menu

Gym

Pool Bar





A few steps from the ski lift with access to the Baqueira Beret Ski Slopes 141 rooms*
Exclusive ski storage service, ski pass purchase, equipment rental and specialized guides

Spa, Gym & Massages

Restaurants

Meeting Rooms up to 200 people

141 Rooms



Opening April 2022
In Sotogrande, Cadiz, Best
Golf Area in Europe

Located in the Sotogrande
Port

43 Rooms

Meeting Rooms

Bar

Massage Cabin





New Opening April 2023

In the main Commercial Street of Escaldes Engordany, Principat d'Andorra

5 Star Hotel with 35 luxury Rooms including Junior Suites and Suites

Wellness Cabin & Gym

Cocktail Bar Lounge saturant with Michelin Star Cheff

MAJESTIC HOTEL

THANK YOU!

MALCO PAR

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