

MELIÁ HOTELS INTERNATIONAL, S.A. (la “Sociedad”), en cumplimiento de lo establecido en el artículo 228 de la Ley del Mercado de Valores, pone en conocimiento de la Comisión Nacional del Mercado de Valores el siguiente:

HECHO RELEVANTE

La compañía comunica que hoy, 2 de junio de 2017, celebrará un “Analyst day” con los diferentes analistas bursátiles que dan cobertura a la Sociedad.

Durante el acto se expondrán las presentaciones que se acompañan al presente hecho relevante, copia de las cuales se pondrá a disposición a través de la página web de la Sociedad (www.meliahotelsinternational.com).

En Palma de Mallorca, a 2 de junio de 2017
Meliá Hotels International, S.A.



Selective Growth Development

María Zarraluqui
VP Global Development



Our History

Where are we now?

Growth strategy



Our History

Where are we now?

Growth strategy

BUSINESS



<p>1956</p> <p>Foundation of the company. 1st hotel. (Palma de Mallorca, Spain)</p>	<p>1965</p> <p>Escarrer establishes Hoteles Mallorquines to consolidate his different assets</p>
<p>1984</p> <p>Acquisition of the hotel chain HOTASA. It becomes the largest hotel group in Spain</p>	<p>1987</p> <p>Acquisition of the Meliá hotel chain.</p> <p>Sol Meliá</p> <p>The company changes its name to Sol Meliá</p>



<p>1950s</p> <p>First resort in Mallorca (Spain)</p>	<p>1960s</p> <p>Development in Balearic Islands</p>	<p>1970s</p> <p>Expansion into other major Spanish resort destinations</p>	<p>1980s</p> <p>Development in main Spanish cities</p> <p>First international hotel (Bali)</p> <p>First hotel in Africa (Egypt)</p>
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DEVELOPMENT

<p>1994</p> <p>Launch of the loyalty program (currently MeliáRewards)</p>
<p>1995</p> <p>The birth of Paradisus Resorts, specializing in the luxury sector</p>
<p>1996</p> <p>First European hotel group to be quoted on the stock exchange</p>
<p>1997</p> <p>MELIÁ.COM</p> <p>Launch of the bookings website</p>

<p>2000</p> <p>Acquisition of the TRYP Hotel chain</p>
<p>2004</p> <p>CLUB MELIÁ</p> <p>Launch of the Vacation Club</p>
<p>2006</p> <p>ME</p> <p>Launch of ME by Meliá, the most avant-garde brand in the portfolio</p>
<p>2007</p> <p>INNSIDE</p> <p>Acquisition of the German brand INNSIDE</p>
<p>2008</p> <p>FTSE4Good</p> <p>Approval of a Global Sustainability Policy and inclusion in the FTSE4Good Ibx</p>

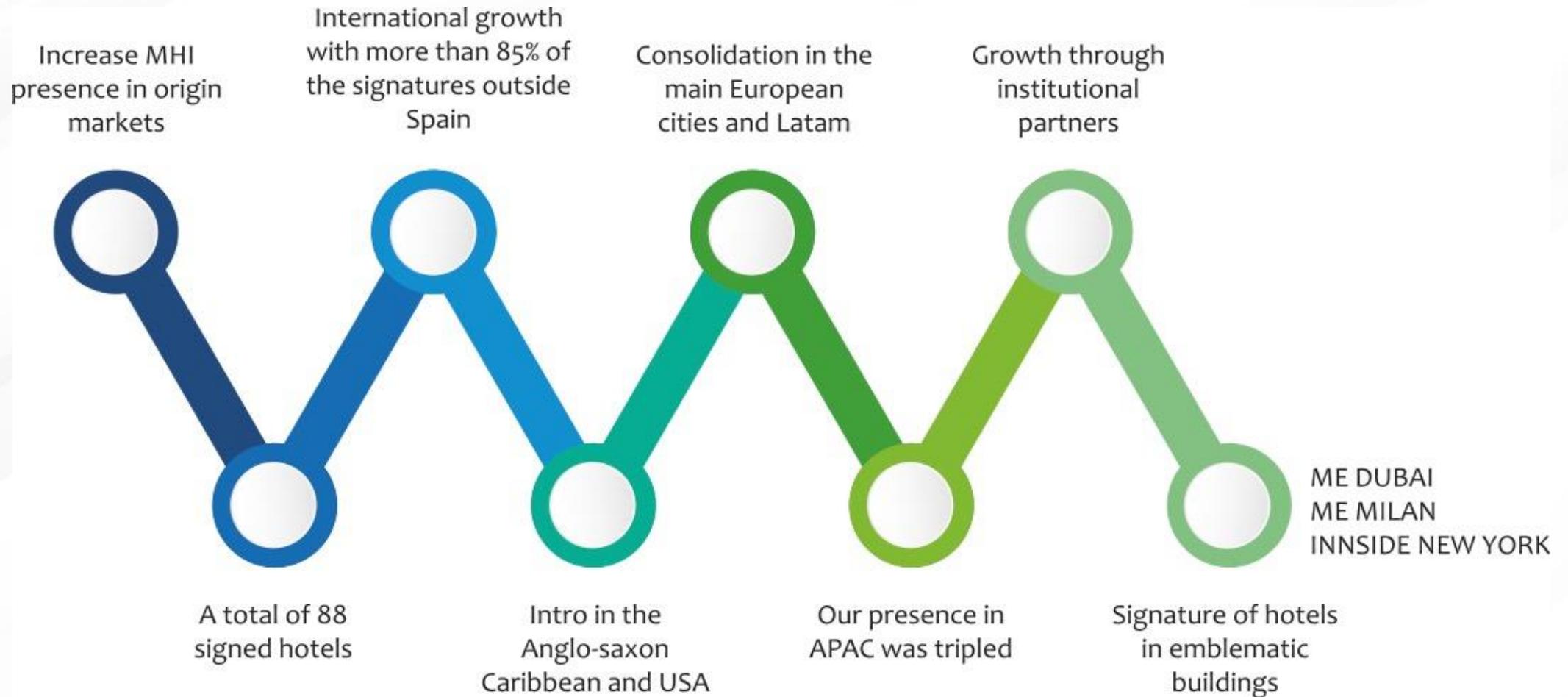
<p>2010</p> <p>TRYP</p> <p>Global alliance with Wyndham, giving rise to the birth of TRYP by Wyndham</p>
<p>2011</p> <p>MELIÁ HOTELS INTERNATIONAL</p> <p>The company becomes Meliá Hotels International</p>
<p>2012</p> <p>calvià beach resort</p> <p>Launch of the Calvià Beach Resort project for the restoration of a mature tourist destination (Magaluf, Mallorca)</p>
<p>2014</p> <p>Sol Hotels & Resorts</p> <p>Relaunch of the new Sol Brand Alliances with international leading investment funds to transform the resort segment</p> <p>Meliá Digital project to transform the customer relationship</p> <p>Strengthen our value proposition of management model</p>
<p>2015</p> <p>25th anniversary of MHI's presence in Cuba</p>
<p>2016</p> <p>Meliá Hotels International's 60th anniversary and reincorporation to the Spanish stock market index, IBEX35.</p>

Our History

Where are we now?

Growth strategy

Achievements of the last strategic plan



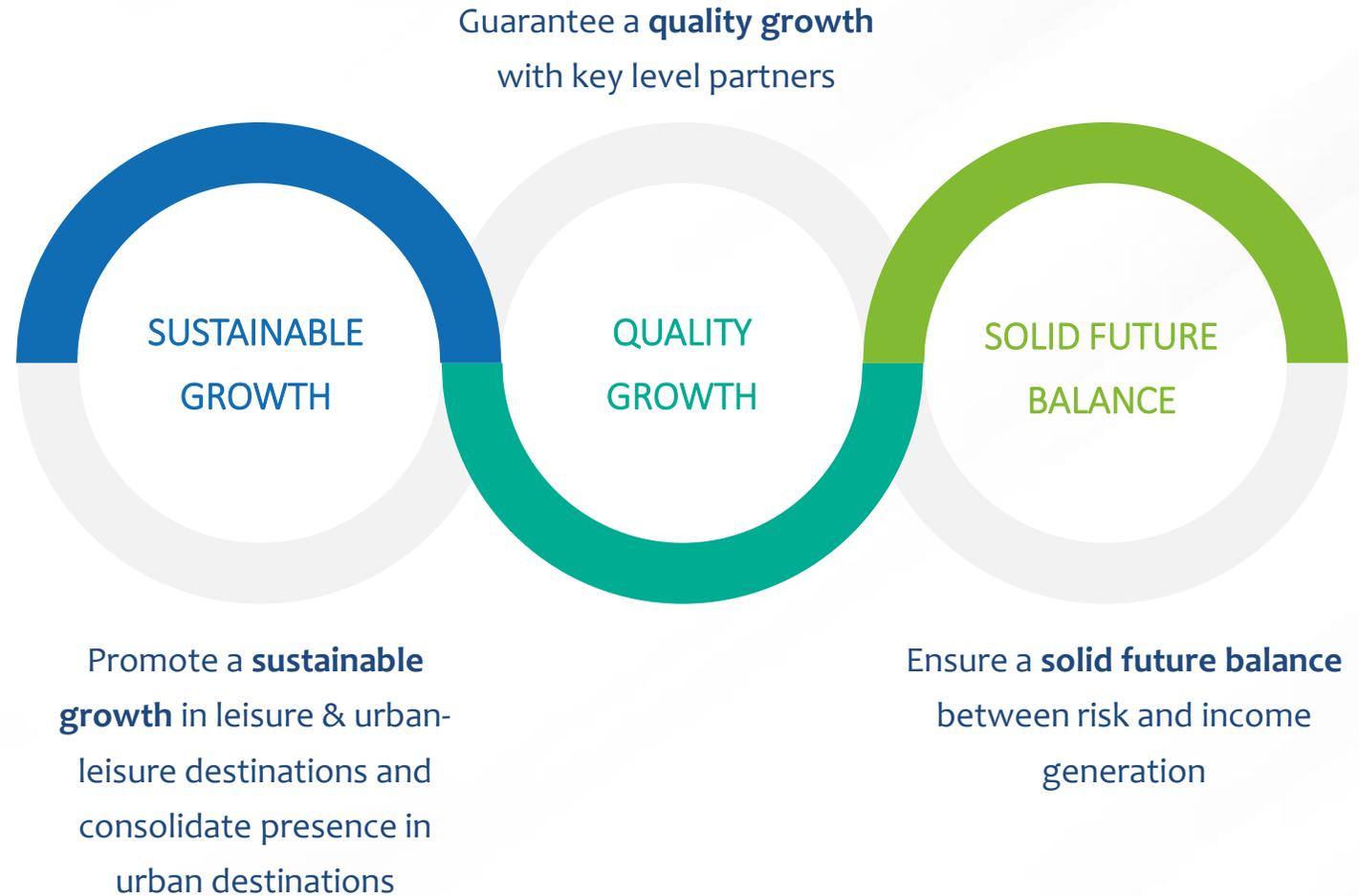
Our History

Where are we now?

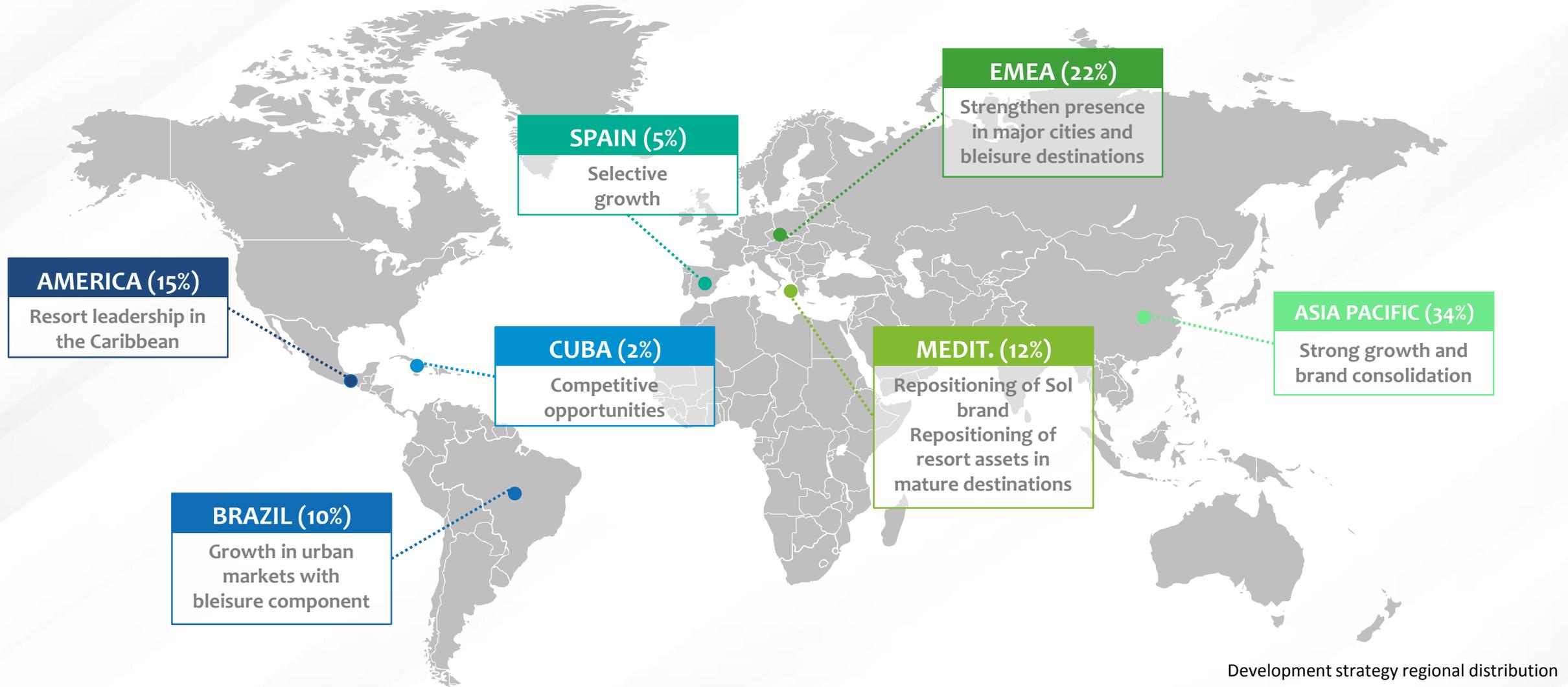
Growth strategy

Our current growth view

“ Consolidate our presence in key markets and strengthen the internationalization of the Company, promoting its brands awareness, its entity and the prestige of Meliá Hotels International ”



Our current growth view



Our current growth view

% for each brand of total sign-ups 2016 - 2018

Selective positioning

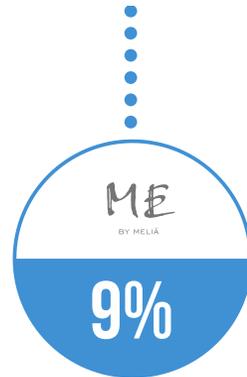
Growth in most important cities and tourist destinations. Focus on first class products and locations



Globalisation in resort destinations
Penetration of Asian market
Increase of portfolio in the Caribbean

Double global presence

Focus on cosmopolitan, trend-setting cities. Most important luxury lifestyle resort destinations

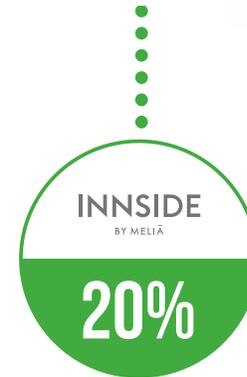


Natural flagship brand for the Group
Balanced city and resort portfolio.
Destinations with potential in the MICE segment



Benchmark urban brand with bleisure component

Main brand for first and second-tier cities. Balanced growth between management and leases



Relevant globalisation of the new brand
Consolidation in major destinations in Mediterranean and Southeast Asia.
Targeting of Caribbean and emerging markets



Contractual commitment

Growth through franchises
Positioning in Southeast Asia and Mexico



Our History

Where are we now?

Growth strategy



Our History

Where are we now?

Growth strategy

New signatures under the current strategy

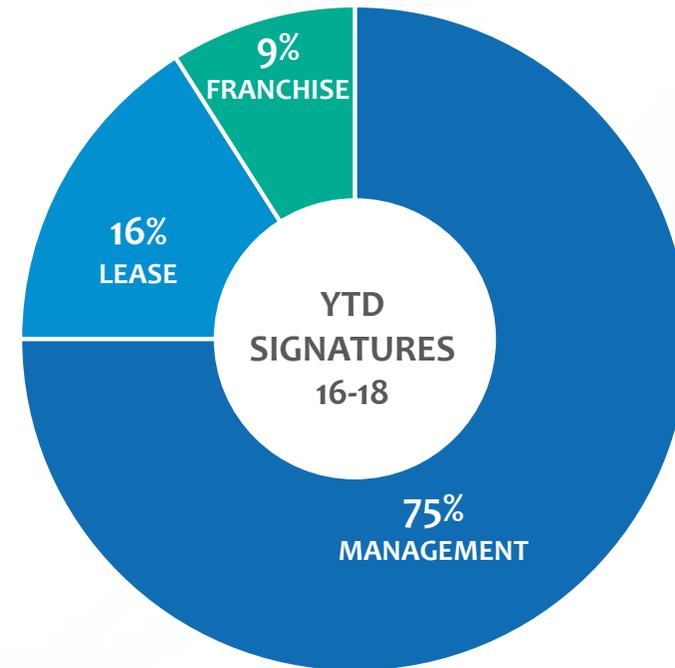
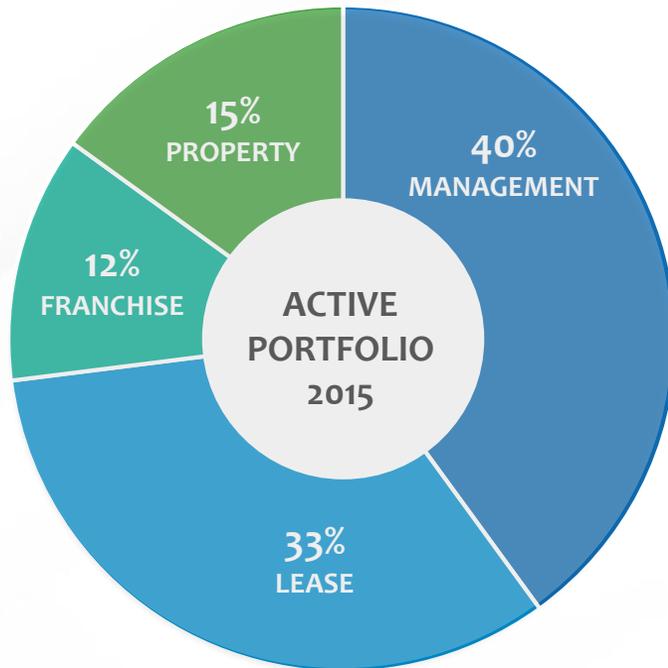
More than 75% under management structure

47
HOTELS
YTD '17



Portfolio evolution

Hotels per contract type



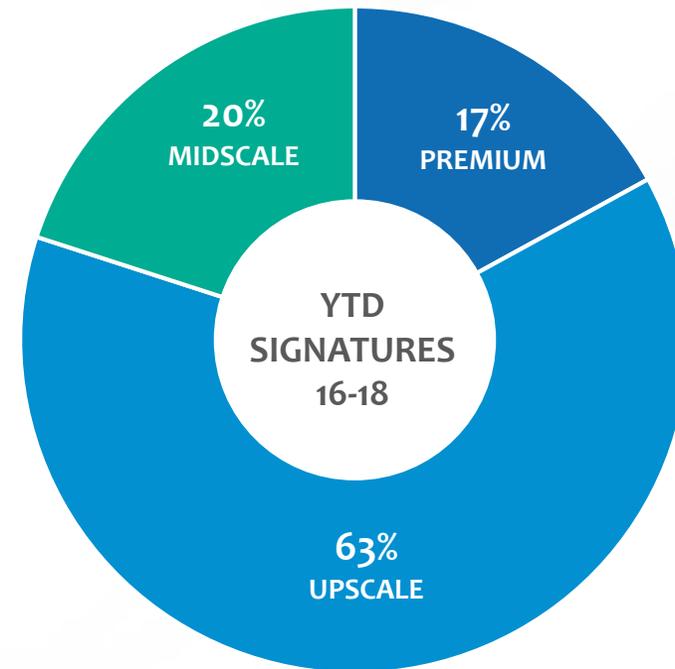
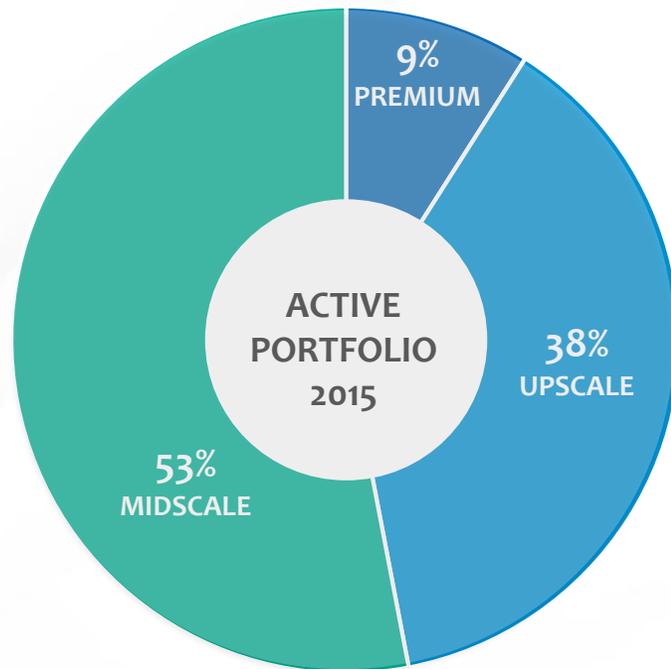
Our History

Where are we now?

Growth strategy

Portfolio evolution

Hotels per segmentation



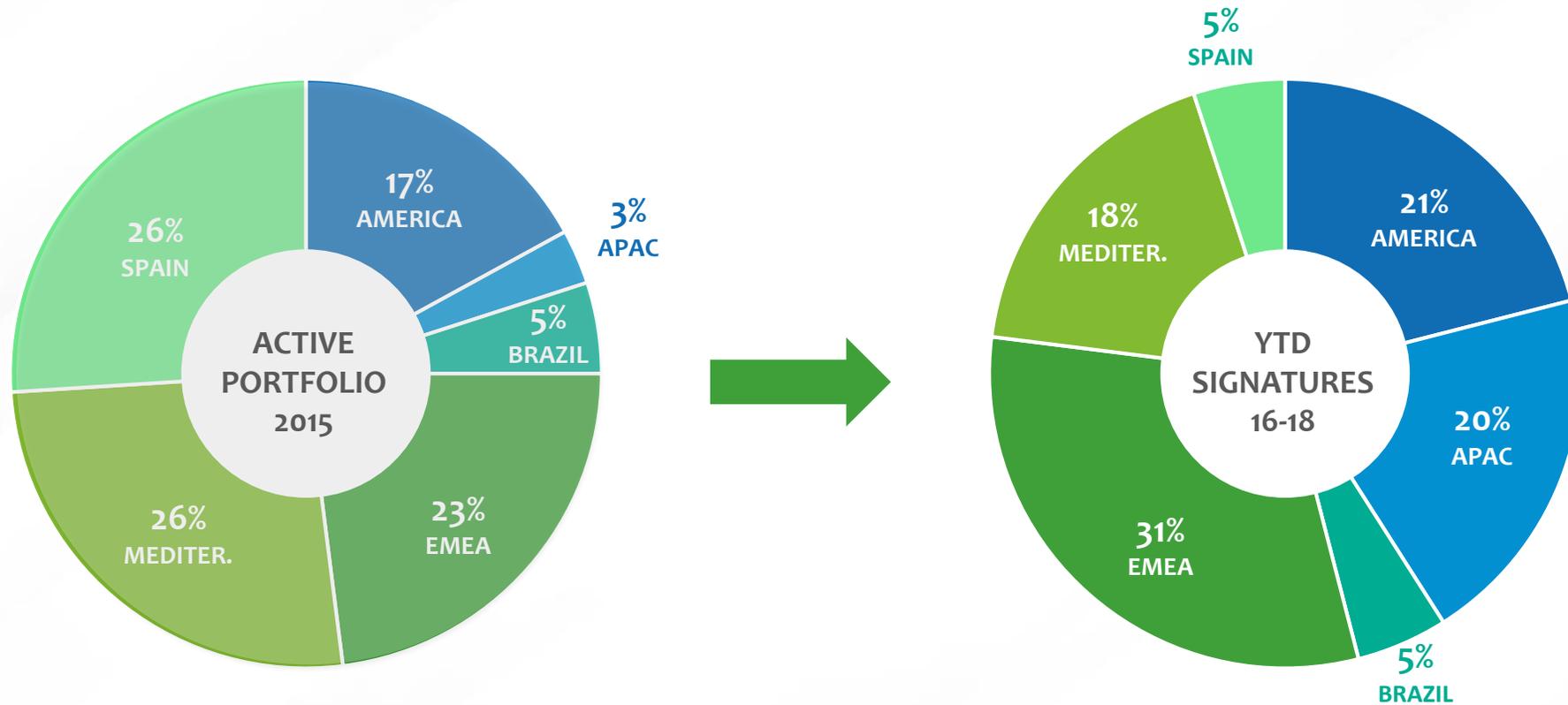
Our History

Where are we now?

Growth strategy

Portfolio evolution

Hotels per area



Our History

Where are we now?

Growth strategy



Our History

Where are we now?

Growth strategy



SUSTAINABLE GROWTH TO DEMONSTRATE OUR VACATIONAL EXPERTISE

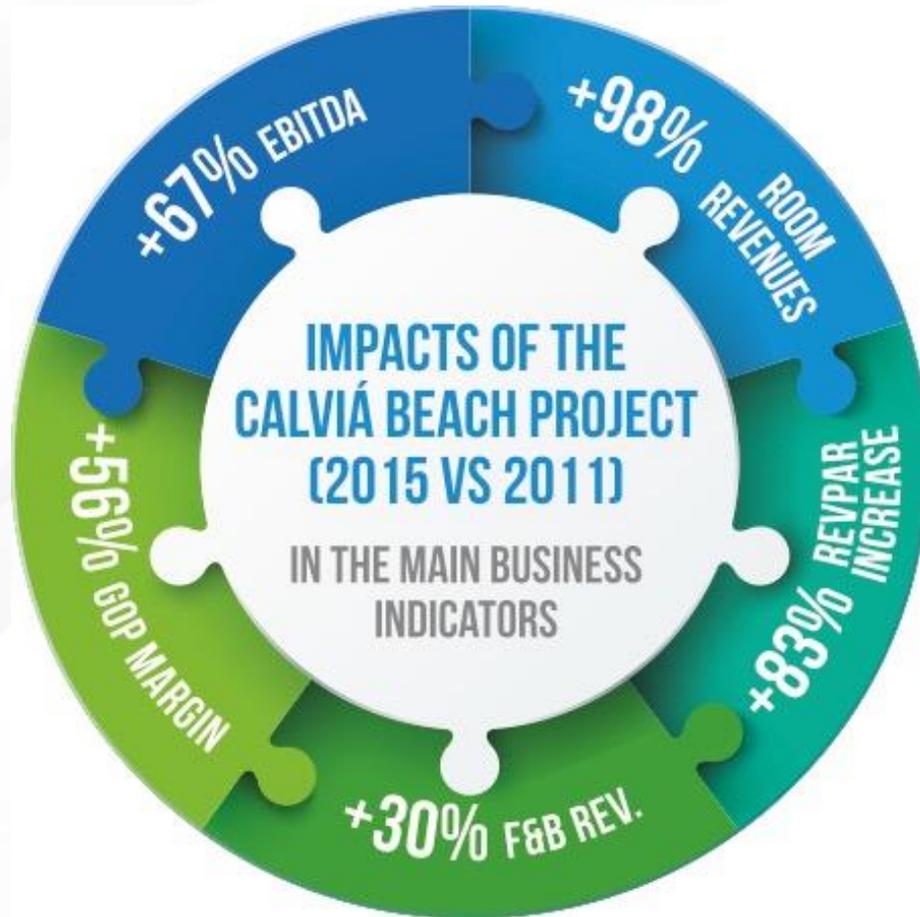
Our History

Where are we now?

Growth strategy

Export a successful model of mature assets repositioning

Success model: Repositioning Calviá Beach



10
HOTELS

Project of
10 Hotels

- Royal Beach
- Mallorca Beach
- Sol Barbados
- Sol Mirlos Tordos
- Sol Guadalupe
- Sol Magaluf Park
- Sol Cala Blanca
- Sol Trinidad
- Sol Antillas Barbados
- Sol Jamaica

+3500
ROOMS

Reconverted during
the last years

- Sol Wave House Mallorca
- ME Mallorca
- Sol Barbados
- Sol Palmanova Mallorca
- Sol Guadalupe
- Sol Katmandú
- Sol Beach House Mallorca
- Sol House Mallorca Mixed By Ibiza Rocks
- Meliá Calviá Beach.
- Sol Jamaica

+190
€ MILL.

Estimated
investment

Export a successful model of mature assets repositioning

Other successful repositioning cases

“ After the success of the Calviá Beach project, during the last years the Company has carried out other renovations ”

+73
€ MILL.

Estimated investment

Sol S'Argamassa	▶	ME Ibiza
Complejo de Calas de Mallorca	▶	Sol Calas de Mallorca.
Sol Aloha Costa del Sol	▶	Sol House Aloha,
Sol Príncipe Principito	▶	Sol Príncipe.
Sol Pinet Playa	▶	Sol House Ibiza Mixed By Ibiza Rocks.
Sol Menorca	▶	Sol Beach House Menorca.
Sol Ibiza	▶	Sol Beach House Ibiza.
Sol Gavilanes	▶	Meliá Cala Galdana.

After several repositioning and rebranding projects, Meliá Hotels International is able to transfer this Know How to third parties in different areas and regions, turning "mature/traditional hotels" into more psychographic concepts with renewed products in order to reinforce their profitability

Export a successful model of mature assets repositioning

Opportunity management



Export a successful model of mature assets repositioning

Opportunity management

“ In order to detect the opportunity, a strategic flow chart is created with the main actions to capture possible assets and reposition them ”

POTENTIAL ANALYSIS BY AREA

- Market analysis and its potential
- Detection of mature assets with possibilities of acquisition because of its obsolescence
- Independent hotels

REGIONALIZATION PROCESS

Adapt our know-how in reposition to regional realities.

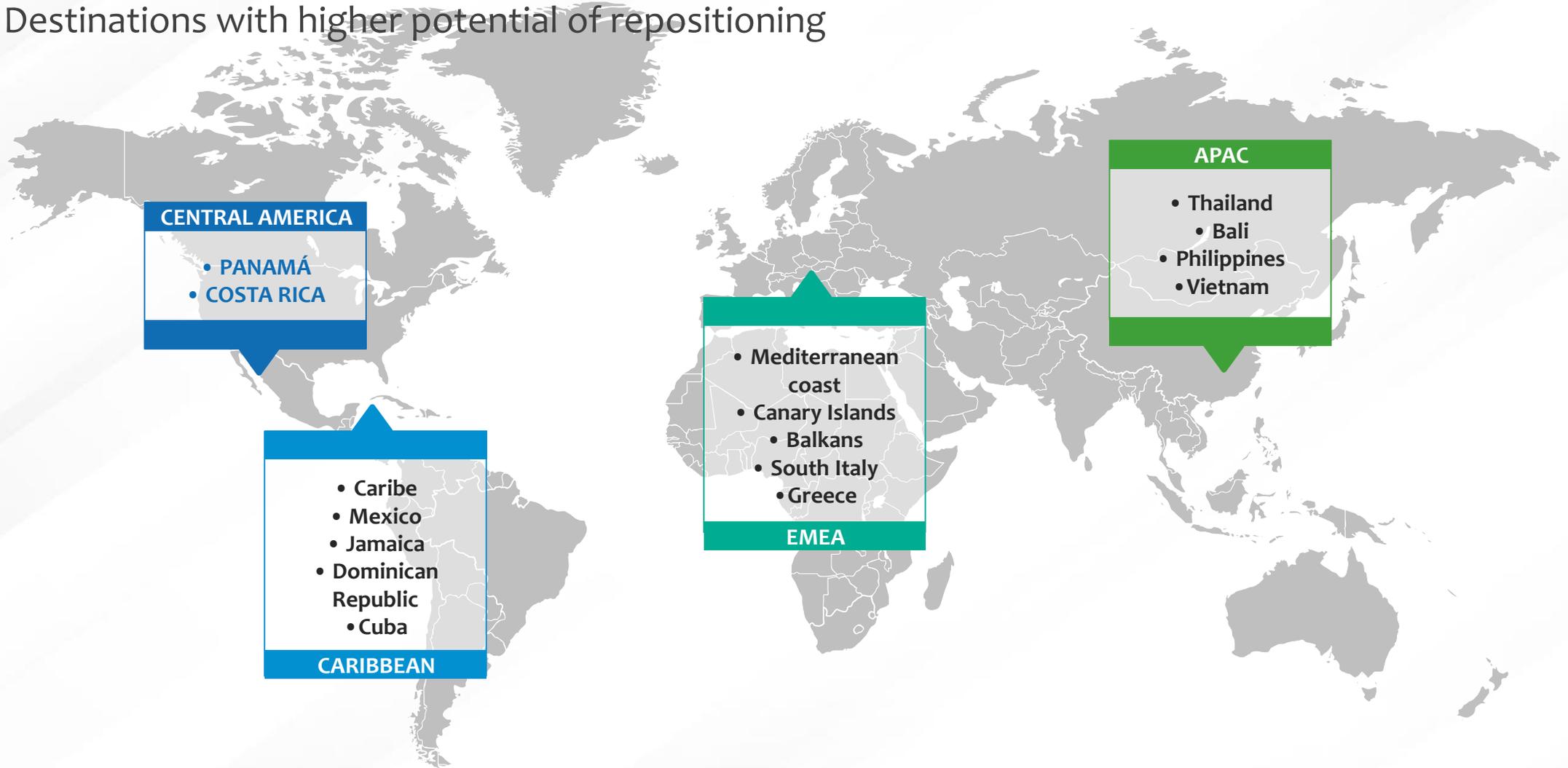
RECRUITMENT ACTIONS

Actions to raise awareness and attract new partners:

- Road Shows
- Information campaigns/marketing for the new product and main KPI's
- Transmission of MHI experience with case studies by brand, product, area, etc...

Export a successful model of mature assets repositioning

Destinations with higher potential of repositioning



Export a successful model in repositioning mature assets

Repositioning projects currently under analysis

AFRICA

4 projects – 805 rooms

MELIÃ

Sol
hotels&resorts

EUROPE

19 projects – 5.125 rooms

MELIÃ

Sol
hotels&resorts

GRAN MELIÃ
HOTELS & RESORTS

TRYP
BY WYNDHAM

ME
BY MELIÃ

INNSIDE
BY MELIÃ

MIDDLE EAST

10 projects – 2.109 rooms

MELIÃ

Sol
hotels&resorts

GRAN MELIÃ
HOTELS & RESORTS

INNSIDE
BY MELIÃ

SPAIN

7 projects – 694 rooms

MELIÃ

ME
BY MELIÃ

TRYP
BY WYNDHAM

MEDITERRANEAN

5 projects – 1.055 rooms

Sol
hotels&resorts

TRYP
BY WYNDHAM

ASIA

7 projects – 1.121 rooms

MELIÃ

Sol
hotels&resorts

GRAN MELIÃ
HOTELS & RESORTS

“BLEISURE” focus in urban destinations

Bleisure definition and differential factor in main cities

“ 72% of 600 US business travellers surveyed say they make longer business trips by adding leisure items - 43% of them take their partner on their business trips. ”

Orbitz

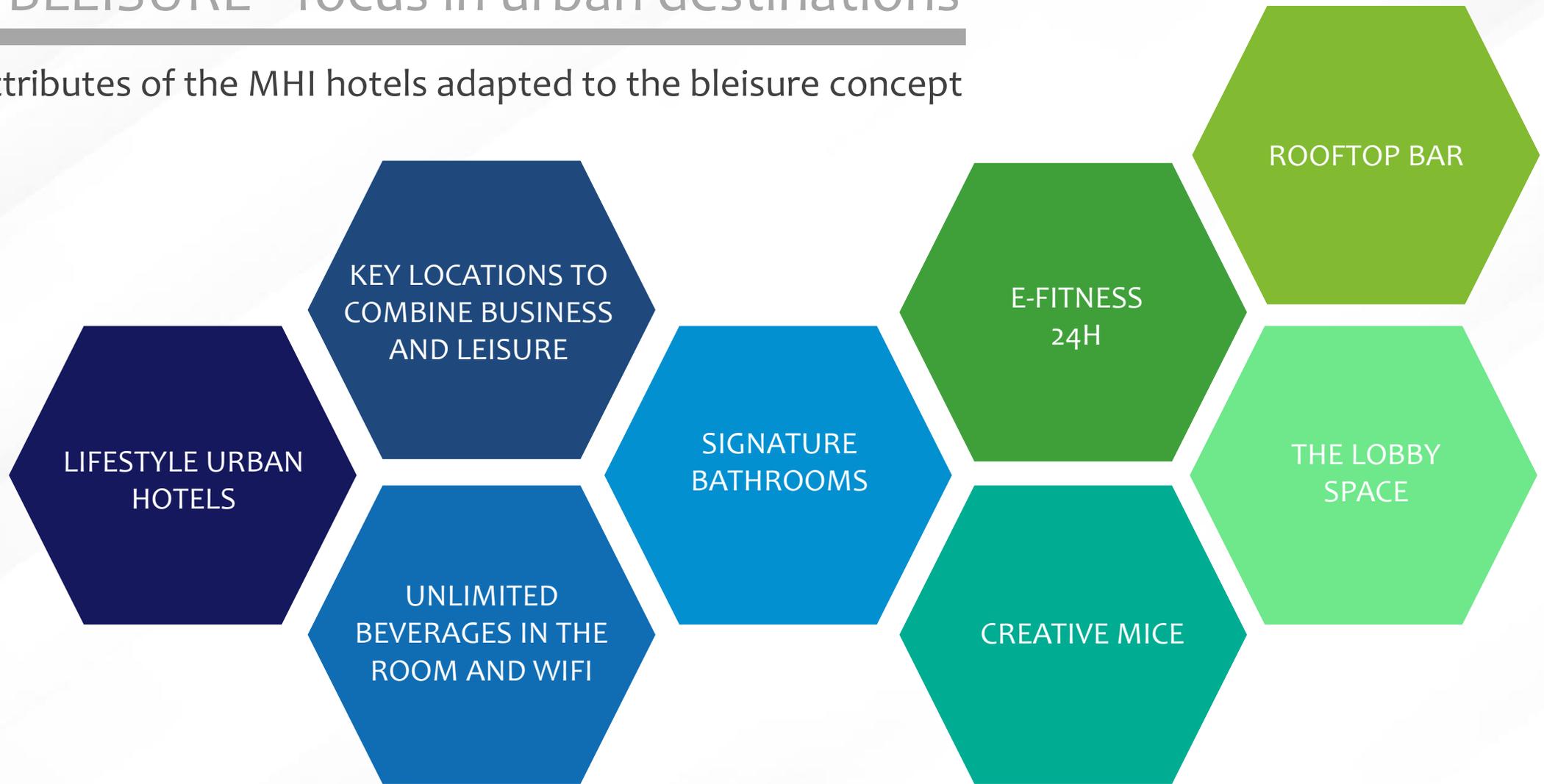
For many business travellers "bleisure" the concept is already a lifestyle

43% of international travellers always carry their mobile work devices with them during their holidays or weekend getaways

At MHI, we have adapted to the BLEISURE trend, evolving to offer modern business travellers a more informal, modern, and dynamic experience.

“BLEISURE” focus in urban destinations

Attributes of the MHI hotels adapted to the bleisure concept



Our History

Where are we now?

Growth strategy



BRANDS AS THE CENTER OF OUR STRATEGY



Our History

Where are we now?

Growth strategy

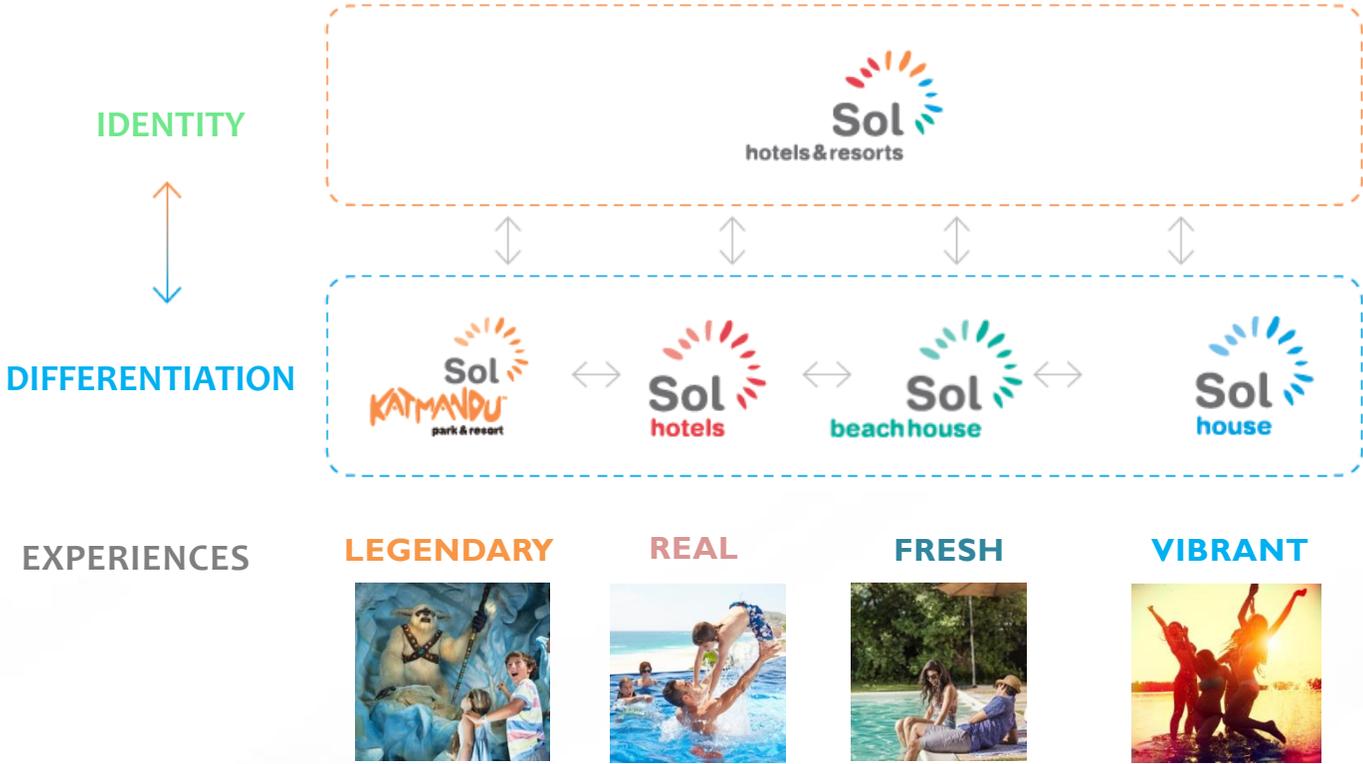
Brands as the center of our strategy

Replacement lever: Value of our brands

“ Boost new brands in booming markets with a differentiated product without competition and with the same attributes ”

 **Sol Hoteles** *From a mature leisure concept...*

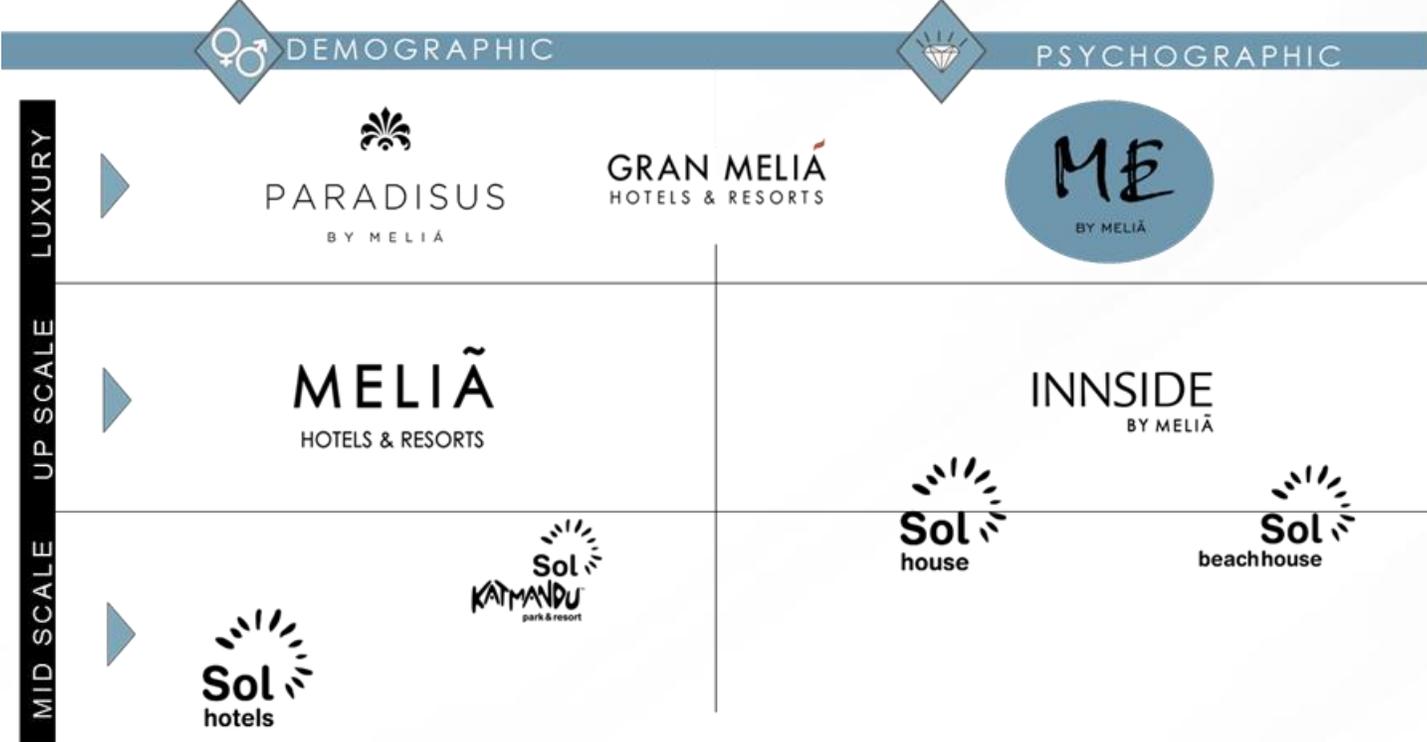
...To innovative concepts adapting to new clients and demand profiles



Brands as the center of our strategy

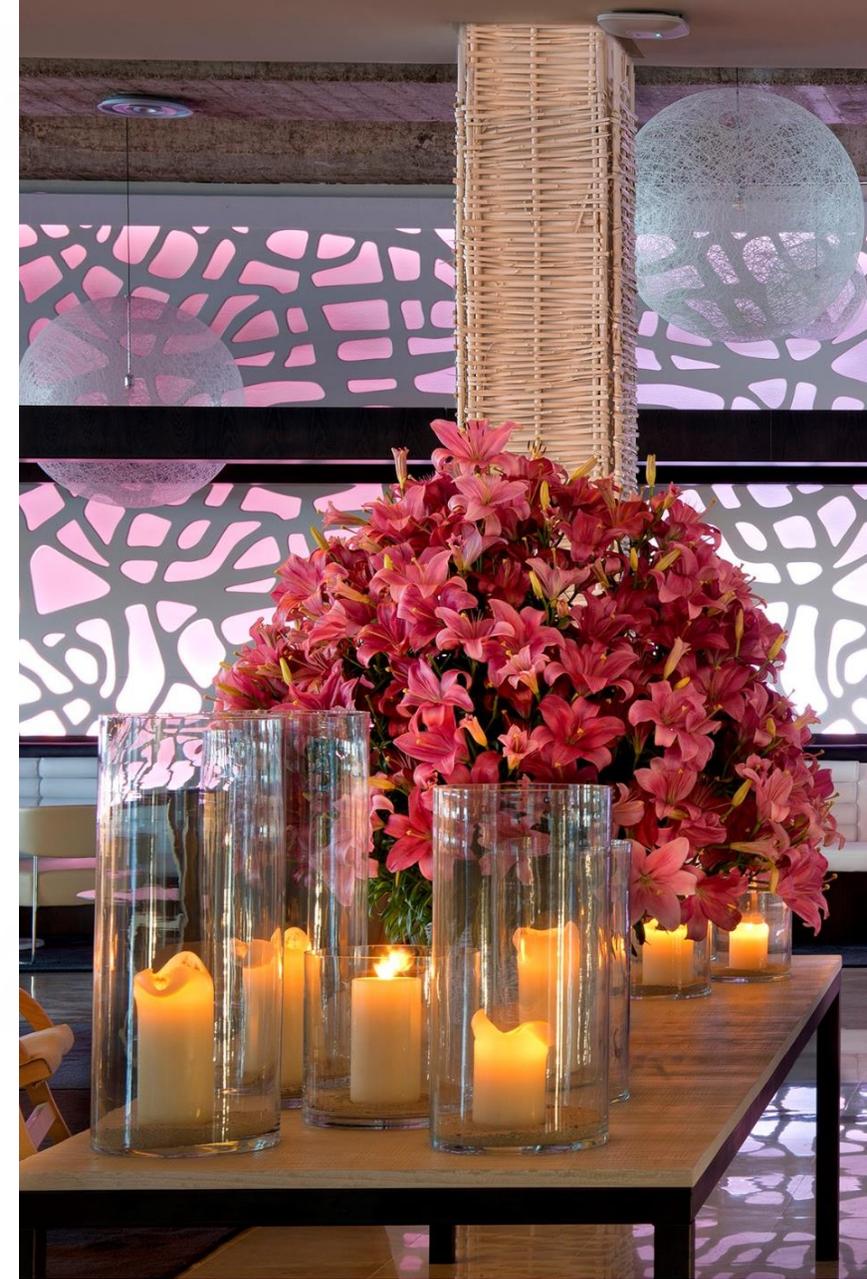
Replacement lever: Value of our brands

“ The effective repositioning is not only due to a process of product refurbishment, but also thanks to an intrinsic work of repositioning and update of our brands and their attributes, as well as a process of adaptation to obtain more psychographic products to be able to adapt to our potential customers and markets. ”



Enhance MHI's Values

- ▶ **17th company worldwide** by rooms with presence in 43 countries
- ▶ **Largest hotel group in Spain**
- ▶ **Leading hotel company** in LatAm & Caribbean
- ▶ Ambitious sales team with **worldwide presence**
- ▶ **Focused** on operating results, investment returns, profitability and asset maintenance
- ▶ Solid **loyalty program** and market recognition
- ▶ Born in the **resort segment** with the largest portfolio of resorts in the global room portfolio
- ▶ Corporate governance **transparent and accountable**



Enhance MHI's Values

- ▶ **Decades of experience** in major tourist areas: the Mediterranean, the Caribbean, Latin America and Southeast Asia
- ▶ **Know-how in opening** and promoting new destinations
- ▶ **Alliances network and relationships** with major producers of leisure business and preferential agreements with key partners
- ▶ **Steady REVPAr growth** in the last 6 years
- ▶ **Strong management culture** within the company
- ▶ Personal **loyalty** and long-term relationships
- ▶ **Reporting results** controlled by the Comisión Nacional del Mercado de Valores (CNMV)



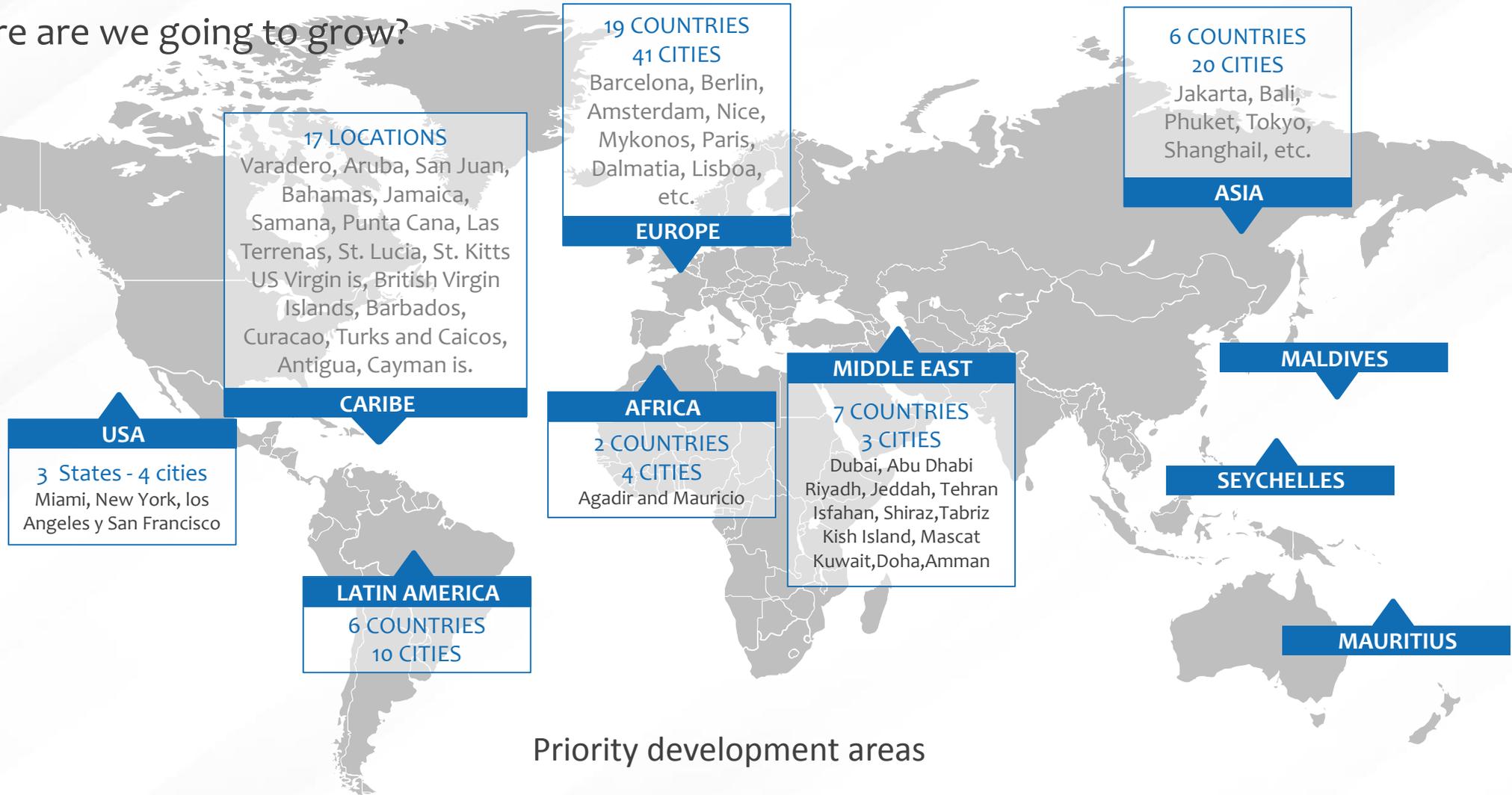
Proactive development



sustainable, profitable and qualitative

Proactive development

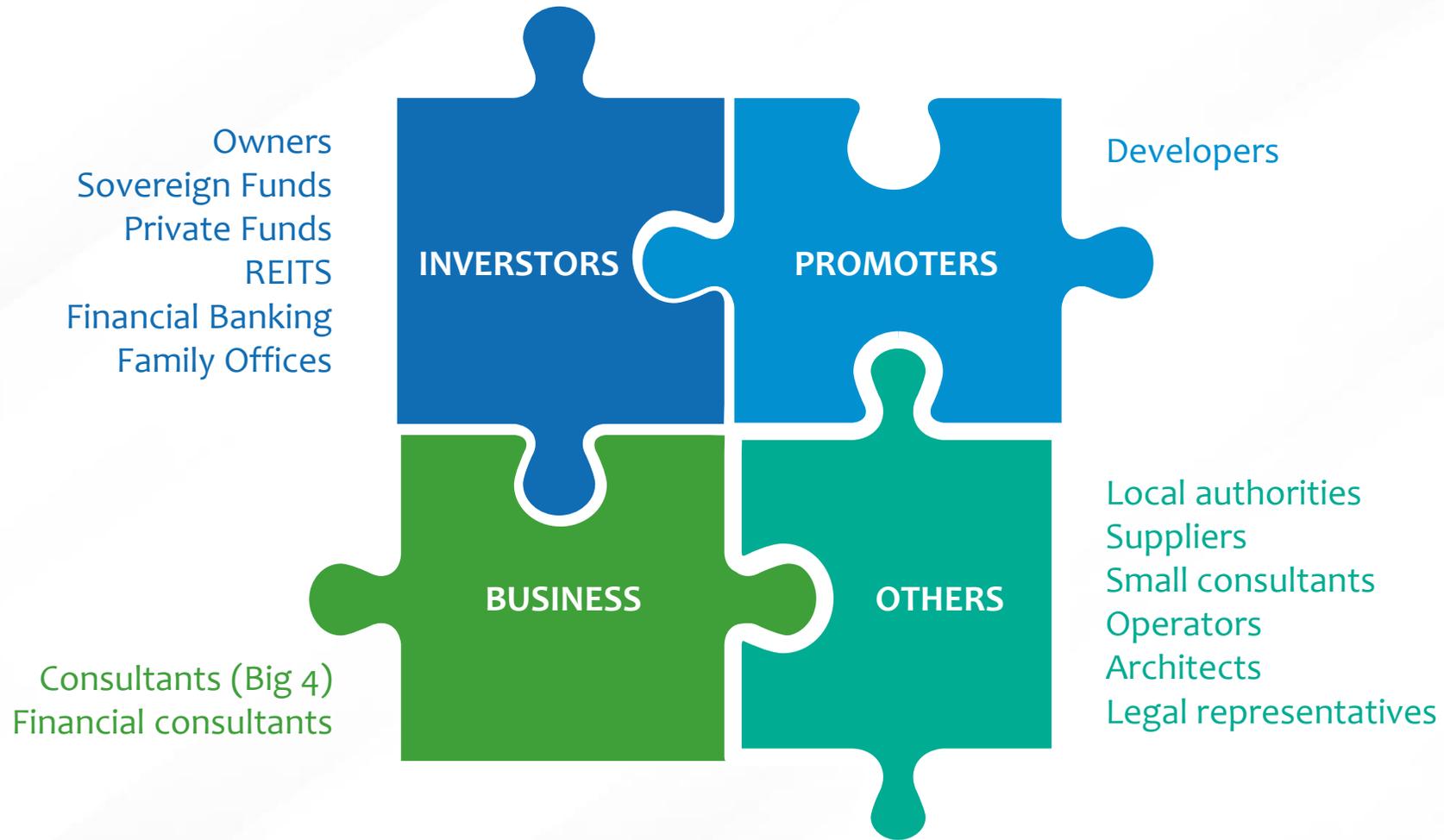
Where are we going to grow?



Priority development areas

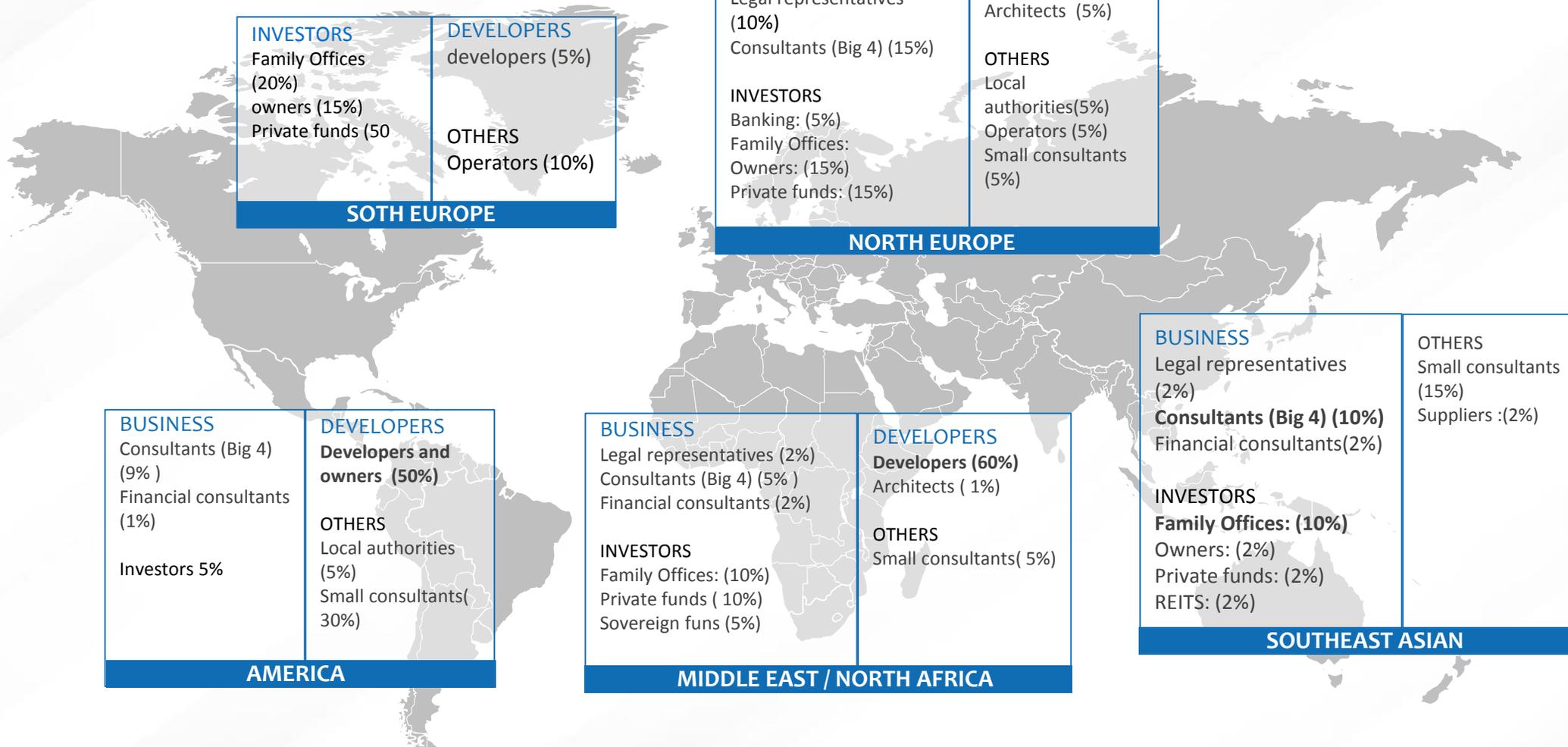
Proactive development

With who? Sustainable growth via partners – Type of partners and contributors



Proactive development

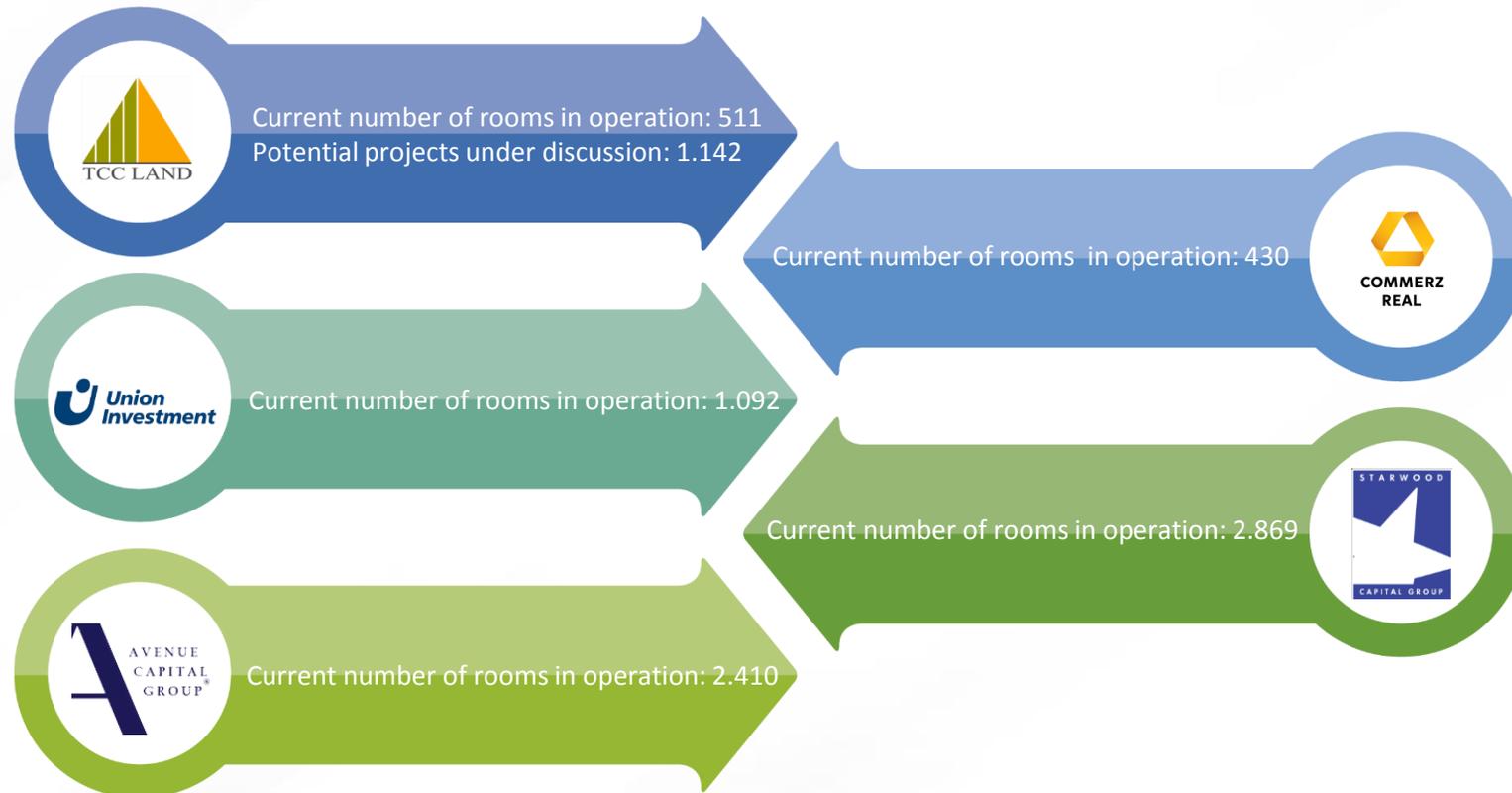
With who? Sustainable growth via partners



Proactive development

Sustainable growth with selective partners

EXAMPLES OF SOME OF OUR CURRENT PARTNERS



Proactive development

Brand Awareness & Promotional Actions

We have increased our efforts for the proactive search of partners and projects, with the following actions:

Networking actions:

- **Clarity** - Project Portfolio Management (PPM) platform to manage the portfolio of hotels and leads so that the information then goes to the different departments involved in the company such as preopening, operations, or owners' relationship in order to optimize resources and time.
- Selection of Development Directors with great knowledge of the sector and region to increase the contacts network

Participation in international fairs

Media Appearances

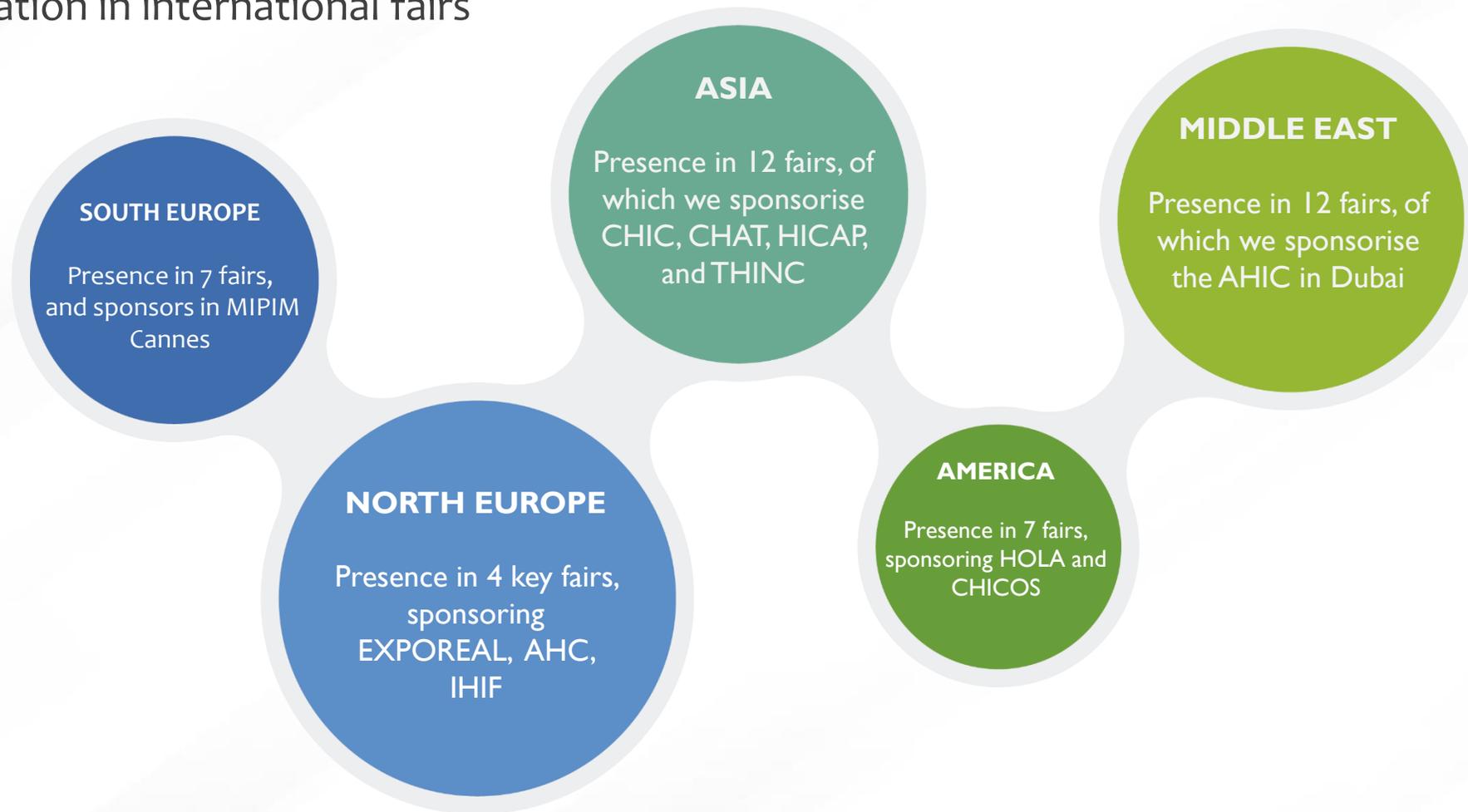
Working together with Marketing and Communication to align the development strategy with the promotional material of the company and thus increase the awareness of different brands and MHI as a company, in specialized forums

Group presentations

HI Partners
Bank of America
Union
CommerzReal
Starwood
TCC Land
etc.

Proactive development

Brand Awareness & promotional Actions:
Participation in international fairs



Our History

Where are we now?

Growth strategy

Proactive development

Brand Awareness & promotional Actions – Media Appearances

In addition to the marketing budget for the promotion of the company, from development we have contributed in increasing the company visibility to improve the brand awareness and recognition of Meliá Hotels International and its brands in the different key markets:

ME
MILANO
IL DUCA

THE PLACE TO BE IN MILAN
A luxury lifestyle hotel set in a sleek contemporary setting just a stone's throw away from the fashion district and Milanese nightlife.

STRATEGIC LOCUS
A high energy dining experience in the best American Steak House in the city.

BARO ROBERTO P.A.B.
Spectacular views of Milan and a world class selection of cocktails.

FOR MORE INFORMATION
MELIÁ.COM | #FIRSTMELIÁ

CABO CANCUN MADRID BIZA MALLORCA MILAN MAMI LONDON CARACAS (2016) DUBAI (2017)

MELIÁ Rewards

EVERYTHING IS POSSIBLE

Meliá Hotels International is one of the largest hotel companies in the world. With over 360 hotels and resorts in more than 25 different countries, the passion and vision of the founding family continues to drive the company forward.

For decades the Group has been at the forefront of entering new territories, having launched its first hotel in Cuba 25 years ago, and is set to open Iran's first five-star hotel in 2017.

With 25 properties already due to launch in 2016 and ambitions to secure a further 25 in the next 12 months, Meliá has a strength and spirit like no other hotel company.

For more information or to discuss a development opportunity, please contact us at (+34) 971 224 527 or development@melia.com

MELIÁ HOTELS INTERNATIONAL

GRAN MELIÁ MELIÁ INNSIDE MELIÁ Rewards

WELCOMING SUCCESS ONE GUEST AT A TIME
BEING A HOTEL OWNER, WE KNOW WHAT HOTEL OWNERS EXPECT

With over 360 urban hotels and resorts in more than 25 different countries, and a portfolio of 7 distinctive brands, Meliá Hotels International is not just Spain's largest hotel company, we are one of the largest resort operators in the world.

More than 50 years young, Meliá Hotels International's success was built one guest at a time, fueled by the passion of a founding family whose vision continues to drive the company.

From growing success through our general development and loyalty programs to our operational success and cost saving services, Meliá Hotels International is a pioneer that adds value.

To learn more about Meliá Hotels International contact us at (+34) 971 224 527 or development@melia.com

MELIÁ HOTELS INTERNATIONAL
Everything is Possible
MELIAHOTELSINTERNATIONAL.COM

GRAN MELIÁ MELIÁ INNSIDE MELIÁ Rewards

Company insight > Xxxx

Six decades of hospitality

This year sees **Meliá Hotels International**, a multinational player in the global hotel market, celebrate 60 years in the business. *Hotel Management International* charts its rise from a revolutionary one-property portfolio in Mallorca to a leading light in innovative, responsible tourism in 40 countries around the world.

In 1956, the chairman of Meliá Hotels International, Gabriel Escamez Juliá, rented a small hotel in Palma de Mallorca, a city that continues to proudly host a company that has now become a powerful multinational group.

From 60 years ago to today, the international travel and tourism industry has changed almost beyond recognition – now leading destinations in previously unknown corners of the globe, emerging countries that are signing up to mass tourism, the globalization of the travel industry thanks to the internet – all of this has also led to very profound changes in the hotel industry.

Meliá Hotels International has been a pioneer and played a leading role in this six-decade-long journey – firstly by leading hotel development in the Balearic Islands, the Canary Islands and along the Spanish coast, and then by crossing the oceans to boost tourism in destinations such as Bali, the Dominican Republic, Mexico and Cuba, among many others.

“All of this has been achieved while also respecting the principles of responsible tourism.”

Driving change
Today Meliá Hotels International manages more than 370 hotels, with nearly 100,000 rooms in 40 countries, and employs more than 42,000 people. It ranks 17th in the list of the world's largest hotel chains, is the third largest chain in Europe and has been chosen as the travel company with the best corporate reputation for the third consecutive year. All of this has been achieved while also respecting the principles of responsible tourism, promoting the sustainable development of the communities in which it operates and creating long-term value for all its stakeholders.

The capacity for innovation and transformation has always been among the greatest strengths of the group. Right on, this vision allowed it to meet challenges such as the boom in mass tourism, and later developed with the creation of a varied portfolio of brands and the launch of melia.com, the first hotel website with online reservations in Europe – which still remains a benchmark for innovation and the digital transformation of the industry 20 years on.

This vision remains important to this day, as seen in projects such as the relaunch of the Sol Hotels brand, the doyen of the resort industry in the Mediterranean area, which is transforming hotels focused on the distribution network and volume into hotels that are increasingly differentiated and customer focused, with a growing lifestyle component. Thanks to concepts such as Sol Hotels, Sol Beach House and Sol Esmeralda hotels. There is also the leadership in the business leisure, or 'business', segment in the best city hotels, allowing Meliá Hotels International to optimise hotel occupancy, average rates and additional revenue thanks to the experience and value proposition offered to new market segments.

Model growth
Throughout the years, the company has developed and implemented a new organisational and business model to facilitate alignment with company strategy and, thanks to more efficient management, the important organic growth the company expects to achieve. This new model is based on four business areas: Asia Pacific, Club Meliá, hotels and real estate.

There is active cooperation between these areas and they are also highly complementary in their activities to achieve the company's strategic challenge: to become an increasingly global company with growth in the most relevant brands and markets – especially through management, lease and franchise agreements – with a special focus on Asia and maximising the profitability of its assets.

The coordination of activities and development allows the chain to offer a wide range of products to clients, thus earning one of the most important assets for any business group: customer loyalty.

Further information
Meliá Hotels International
www.meliáhotelsinternational.com

Hotel Management International | www.hmi-online.com 83

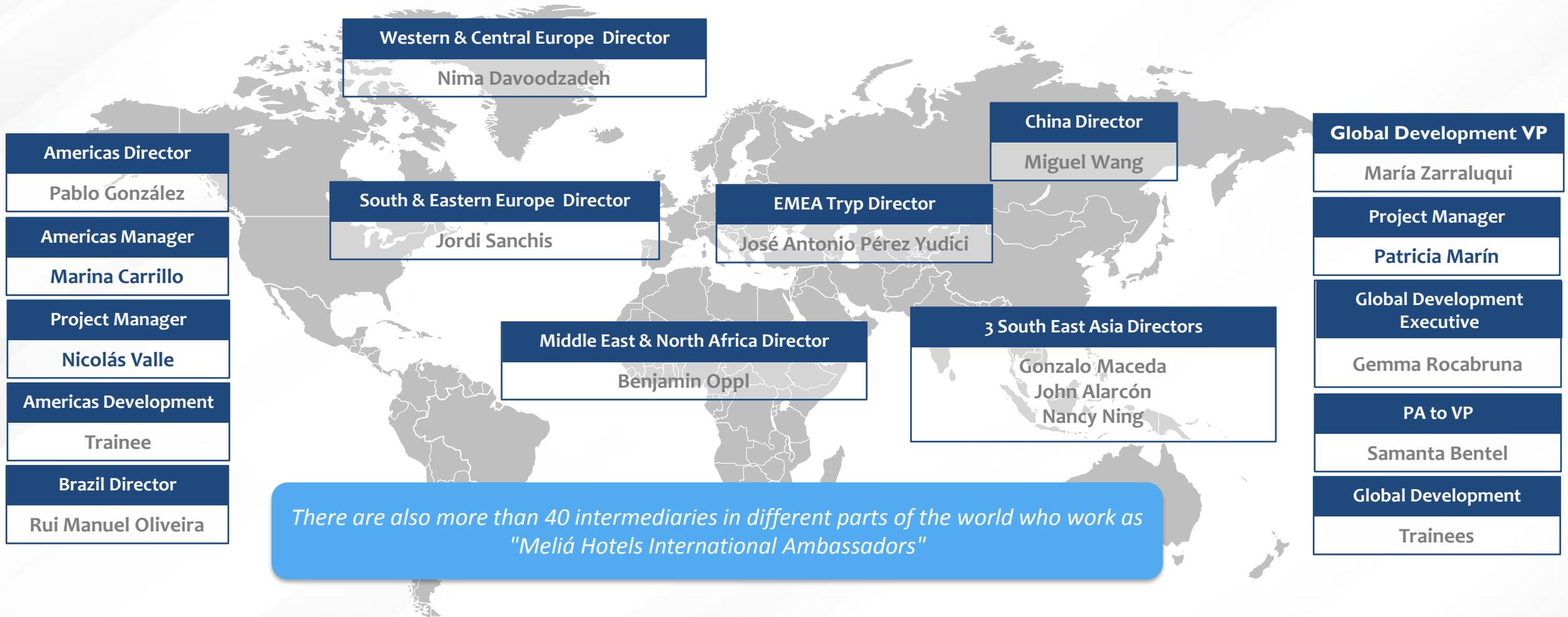
Proactive development

Resources: High performance team

Organizational chart development department 2017

11 Regional Directors
2 Regional Managers

1 VP
2 PMO
1 Global Executive



Development reality

Success Ratio of Projects analysed from 2011



Project Analysis 2011-2015*
1,598 Projects 319 Projects / Year

Project Analysis 2016
358 Projects

Total Signatures
135 Signatures

*Strategic plan comprises 12-14



CIRCLE

BY MELIÀ

Infinite Vacations

Welcome to Infinite Vacations

Industry Overview

TIMESHARING

Real Estate product

Sale linked to the transmission of an ownership title

By selling all the available intervals or shifts the domain on the property is lost

A community of owners (HOA) is created, that manages the property

Linked to a maintenance fee

High average prices (up to \$ 31K USD)

VACATION CLUB

Real Estate product

Sale associated to rights of use

Rights supported by an inventory affected or deposited in a trust

Conversion into points/options

Linked to a maintenance fee

Medium Average Prices (between \$ 15K and \$ 30K USD)

DISCOUNTS CLUB

Hotel product

Sale associated with the use of discounted hotel rates, whether fixed or variable

No asset is affected

It is not possible to recognize income at the time of sale, but during the term of the contract

No maintenance fee

Low average prices (\$ 15K or less)

Industry Overview

TIMESHARING

Product: Weeks in a unit type and season.

Validity: Perpetuity

Presence: USA.

Companies:

Wyndham Vacation Club
Hilton Grand Vacations Club.
Marriott Vacation Club.
Starwood Vacation Club.
Westgate Resorts.

VACATION CLUB

Product: Package of points

Validity: 30 – 50 years

Presence: Mexico, Caribbean

Companies:

Disney Vacation Club.
Marriott Vacation Club.
Starwood Vacation Club.
WorldMark by Wyndham.
Bluegreen Vacation C.
Grupo Posadas (FAVC).
Grupo Vidanta.
Grupo Pueblo Bonito.
Grupo Villa.
Velas Resorts.
Club Meliá (MVC & SMVC)

DISCOUNTS CLUB

Product: Rates

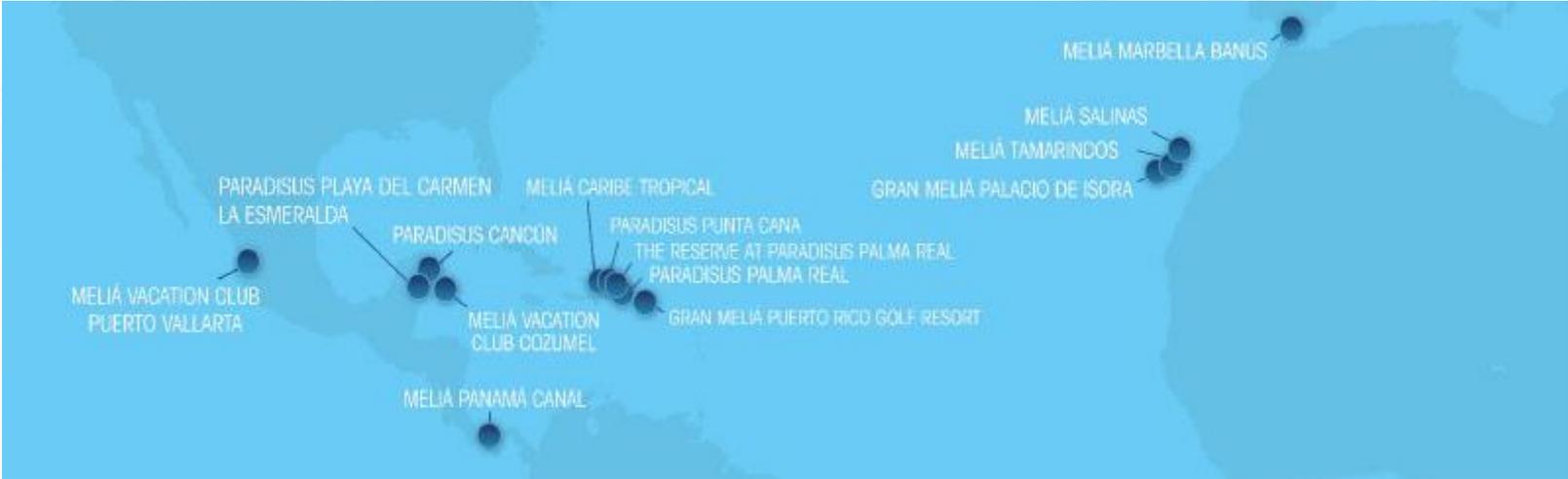
Validity: 5-20 years

Presence: Mexico, Caribbean

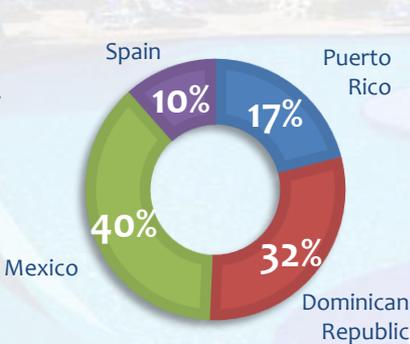
Companies:

Palace Resorts.
Hard Rock Hotels.
AM Resorts.
Bahia Principe.
Iberostar.
Travel Smart Vacation C.
Real Resorts.
Grupo Posadas (Kivac)

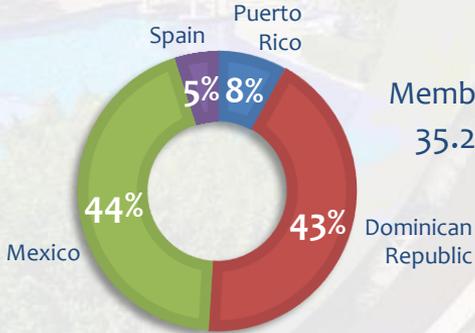
SUMMARY OF OPERATIONS



Club units per country
820 Units



Members per country
35.221 Members



How does Club Meliá work?



PRODUCT DESCRIPTION

- 50 years
- Product: Unit Type Season Equivalent to "X" number of Points (Options = Currency Melia)
- Annual Maintenance
- Uses:
 - 14 Home Resort (Club Units)
 - Access to affiliated Hotels / "Resort and Urban Collection"
 - Melia Rewards (MHI)
 - Weeks Exchange with RCI

PRODUCT DESCRIPTION

- Buyer: 45% USA / 15% Mexico / 10% Spain
- 27,035 Members
- Average rate \$25,194.00 USD

Other discontinued sale products:

- MVC 30 years membership, 5,866 members, 70% USA, limited use to 5 Home resorts and RCI. Average rate \$9,450.00 USD
- Destinations 5 years. Fixed rates for a certain number of nights. Hotel units. Preferential rate (No maintenance). Uses: 12. Specific "Destinations" Properties. 2,084 Members. Average rate \$5,131.00 USD

What is Circle?

- It's a new **Brand**: Circle by Melia
- It's a new **Resort**: Circle at Paradisus Palma Real
- It's a new **Vacation Club Offering**
- A different **Sales Model**.



CIRCLE

BY MELIÁ

Infinite Vacations

A new **Brand** : **CIRCLE** by Meliá

BRAND VISION

To successfully redefine vacation ownership for the modern traveller.

STRATEGIC BRAND IMPERATIVE

Circle builds long-lasting relationships with travel consumers through a flexible vacation programme that treats them as the company's most valuable customers.

CIRCLE by Meliá BRAND MODEL



Circle builds long-lasting relationships with travel consumers through a flexible vacation programme that treats them as the company's most valuable customers.

Warmth and Conviviality

Lifelong relationships

Caring and Nurturing

Most valued members

Little Extras

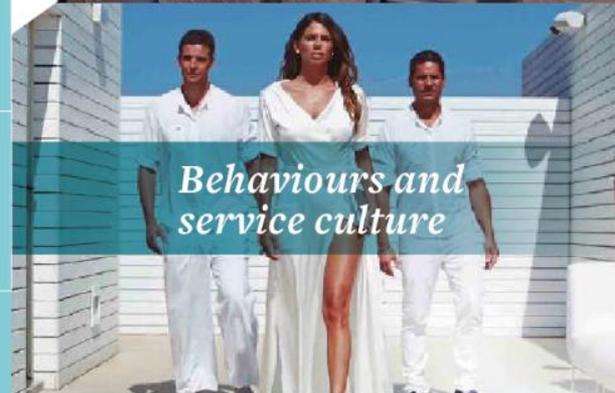
Beyond expectations

Innovation

Constant refinement



Programs



Behaviours and service culture

BRAND IMPERATIVE

Statement incorporating the Unique Selling Proposition for the brand.

PARENT BRAND PILLARS

The brand imperative is interpreted through the Meliá parent brand pillars.

DISTINGUISHING BRAND FACTORS

The brand distinguishing factor is the articulation of the Meliá parent brand pillars, reflecting both the distinctive imperative behind Circle by Meliá as well as the overarching Meliá brand.

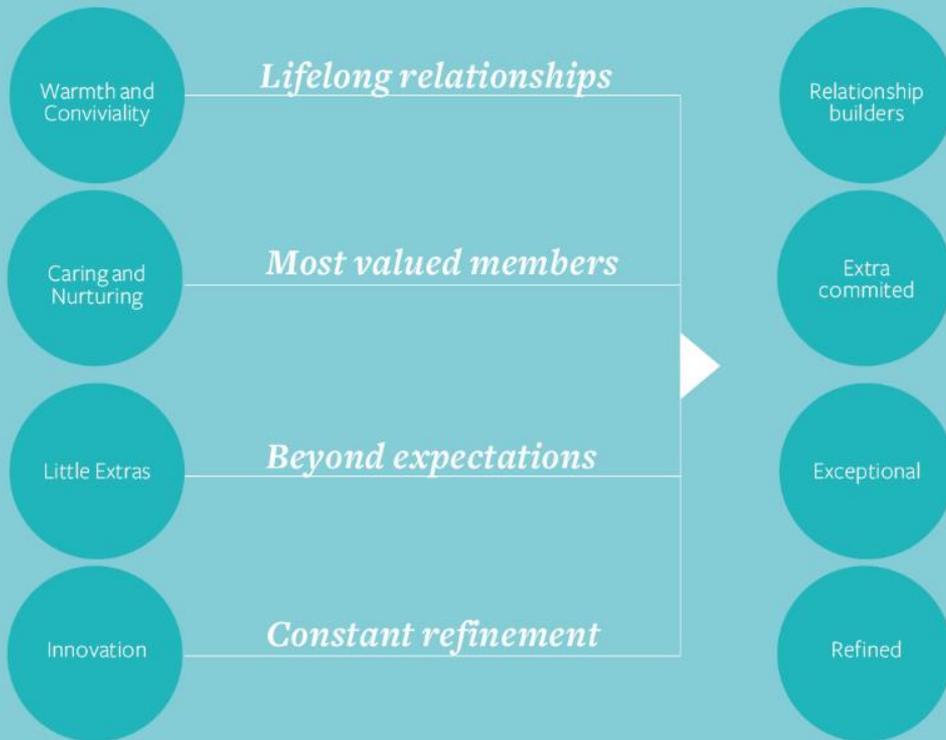
BRAND EXPRESSIONS

The Circle distinguishing factors then translate into specific programs, behaviours and the service culture – the practical, guest-facing expressions of the Circle by Meliá brand.

CIRCLE by Meliá **BRAND MODEL**



Circle builds long-lasting relationships with travel consumers through a flexible vacation programme that treats them as the company's most valuable customers.



BRAND IMPERATIVE

Statement incorporating the Unique Selling Proposition for the brand.

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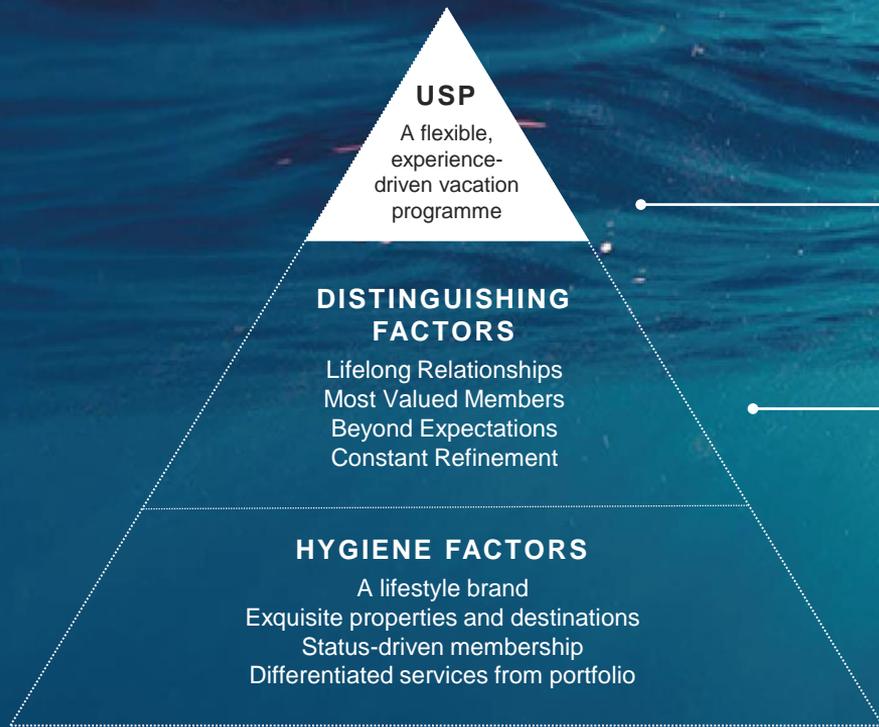
DISTINGUISHING BRAND FACTORS

The brand distinguishing factor is the articulation of the Meliá parent brand pillars, reflecting both the distinctive imperative behind Circle by Meliá as well as the overarching Meliá brand.

SERVICE VALUES

Underpinned by associate behaviours

The only vacation programme that appeals directly to modern travel requirements by providing flexible access to the best experiences available across an entire hotel company's portfolio.



WHAT IT TAKES TO STAND OUT

Brand-owned assets that no-one else can lay claim to.

WHAT IT TAKES TO BE COMPETITIVE

The quality control considerations that a vacation programme needs in order to compete to an international standard.

WHAT IT TAKES TO BE CONSIDERED

The basics expectations that international travellers require of all properties and brands as standard.

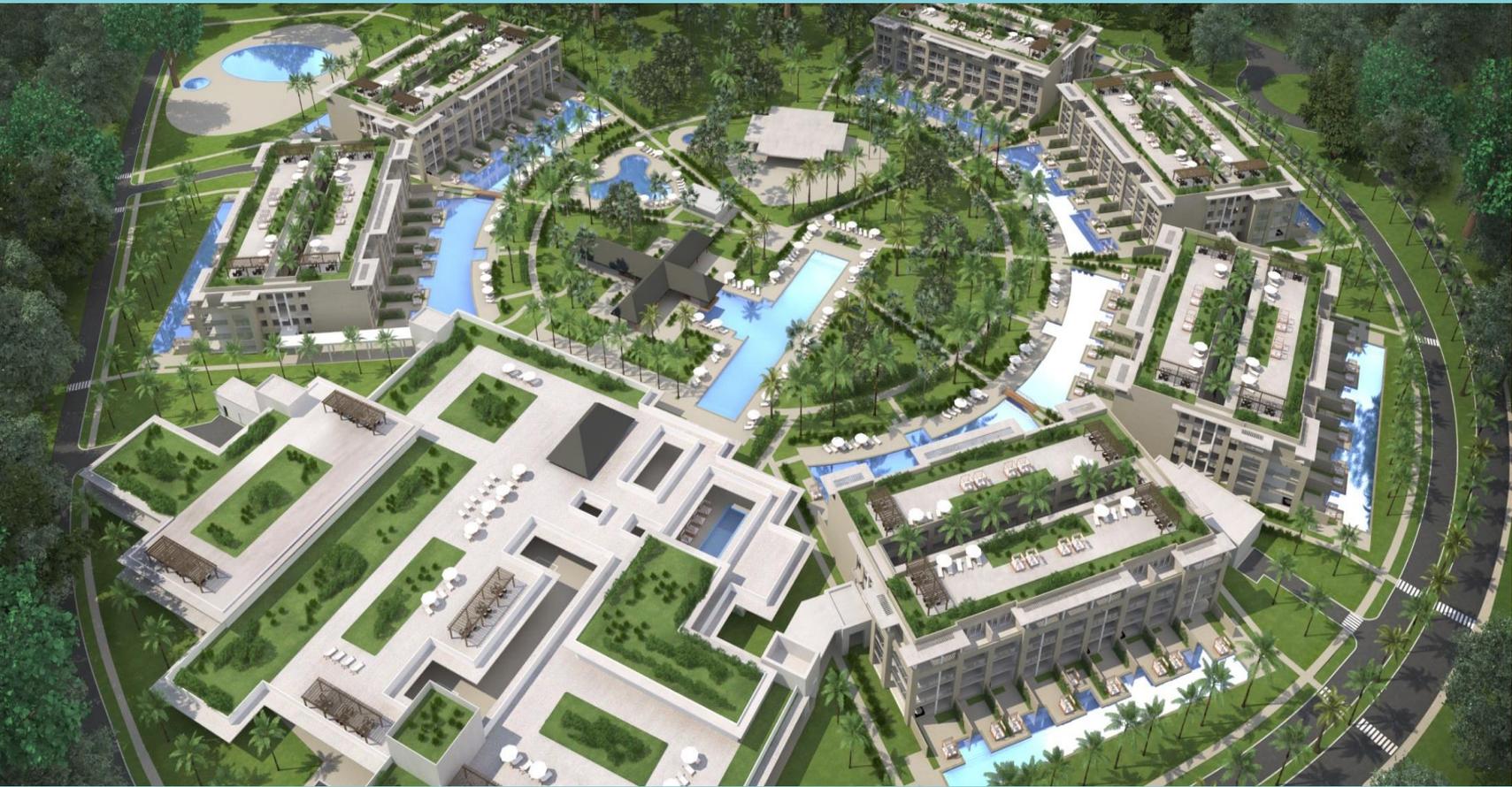


CIRCLE

BY MELIÀ

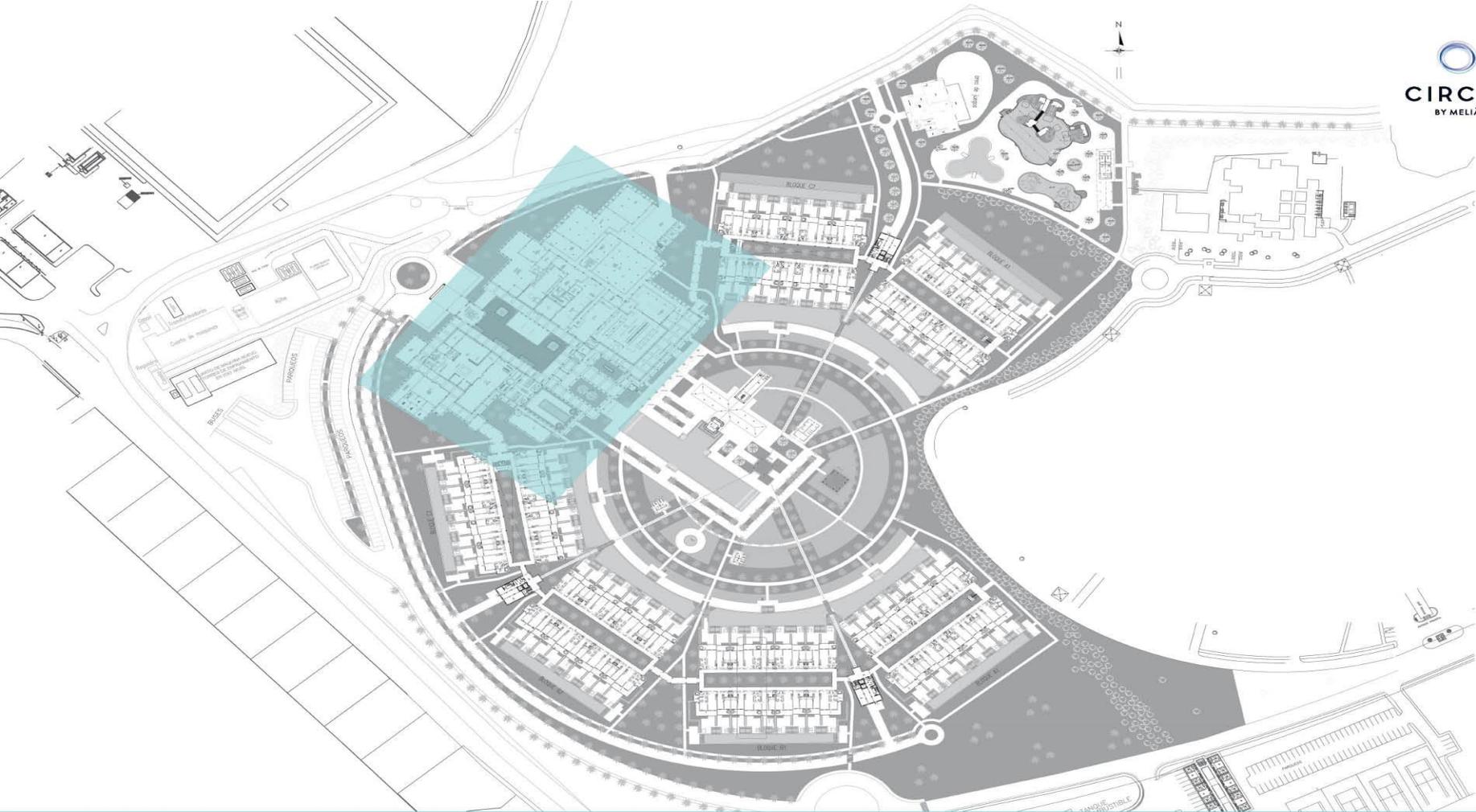
Infinite Vacations

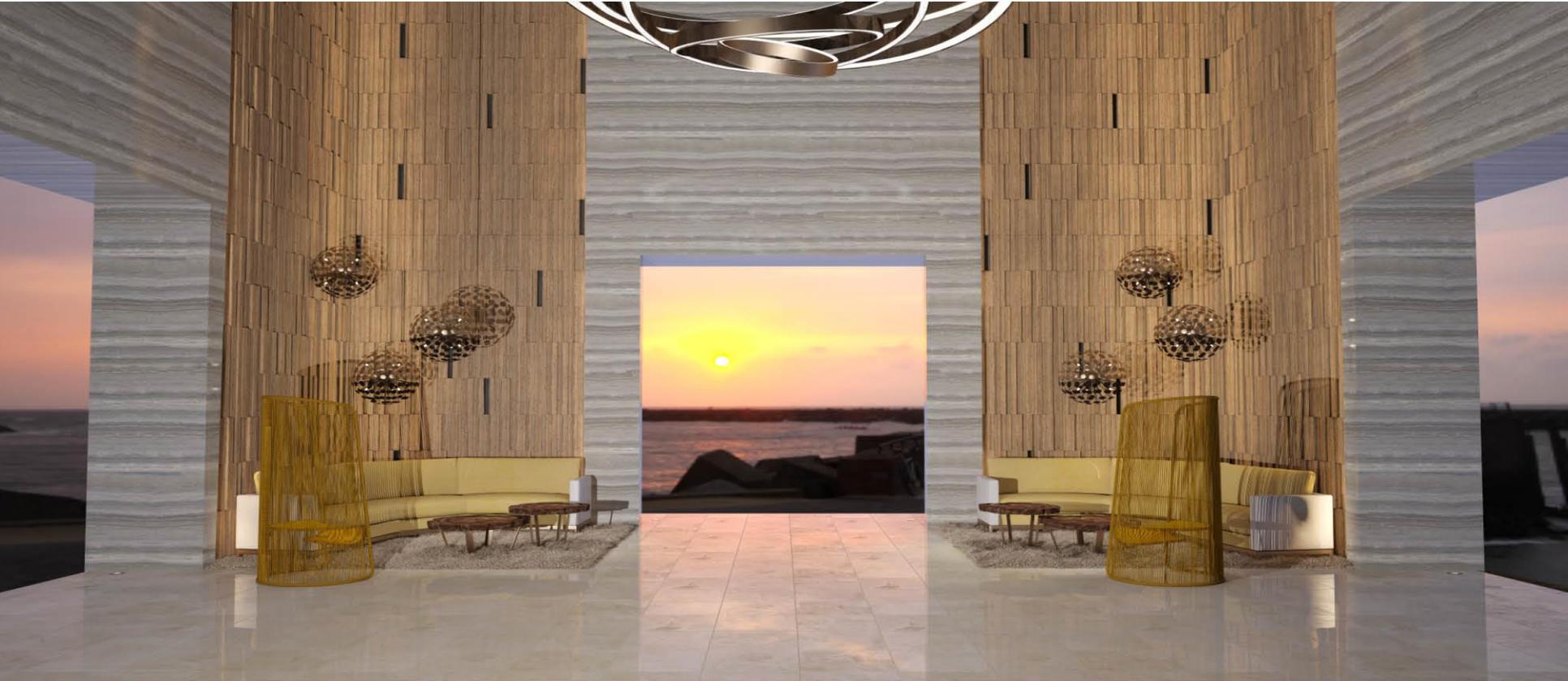
A new **Resort** : **CIRCLE** at Paradisus Palma Real



CIRCLE
BY MELIÁ

Infinite Vacations







CIRCLE

BY MELIÀ

Infinite Vacations

A new **Vacation Club Offering**

How it works

We sell option packages for up to 30-years

Type of unit	Season			
	Choice	Preferred	Select	Premium
1 Bedroom	24,000	30,000	36,000	42,000
1 BR Master Suite	48,000	58,000	68,000	78,000
1 BR Master Corner Suite	58,000	68,000	78,000	88,000
2 Bedroom Lock Off Suite	72,000	88,000	104,000	120,000
2 Bedroom Corner Lock Off Suite	82,000	98,000	114,000	130,000
2 BR Presidential Suite	90,000	110,000	130,000	150,000
1 Bedroom Swim Up	36,000	42,000	48,000	54,000
1 BR Master Swim Up Suite	68,000	78,000	88,000	98,000
1 BR Master Corner Swim Up Suite	78,000	88,000	98,000	108,000
2 Bedroom Swim Up Suite	104,000	120,000	136,000	152,000
2 Bedroom Corner Swim Up Lock Off	114,000	130,000	146,000	162,000
2 BR Presidential Swim Up Suite	130,000	150,000	170,000	190,000

Membership tiers

INFINITE BLUE

42,000
Opciones o menos



Silver



INFINITE RED

43,000 / 87,000
Opciones



Gold



INFINITE BLACK

88,000
Opciones o menos



Platinum





CIRCLE

BY MELIÀ

Infinite Vacations

A different **Sales Model**



CIRCLE
BY MELIÁ

Customer Identification: High Value Customers

Data patterns on Guest/Members purchase behavior:

- Demographics, interests and lifestyle data
- Booking habits
- Loyalty guest behavior: Brands, stay history profile, etc.
- Social media data

Email & Retargeting invitation campaign

☎ 1 844 425 9969



We would like to give
you a present.
*And tell you about
another one.*

Infinite Vacations

EXPERIENCE THE WORLD OF CIRCLE BY MELIÁ

Join us at our **CIRCLE lounge** and choose your complimentary gift.
Speak to our staff and gain access to our exclusive CIRCLE
membership program.

CHOOSE AMONG THESE 4 EXPERIENCES FOR FREE:

1. The adventure of swimming with dolphins.
2. Dinner at Passion restaurant by Martin Berasategui.
3. A relaxing session for two people in our YHI SPA.
4. A tapas & wine menu in Winery by Martin Berasategui.

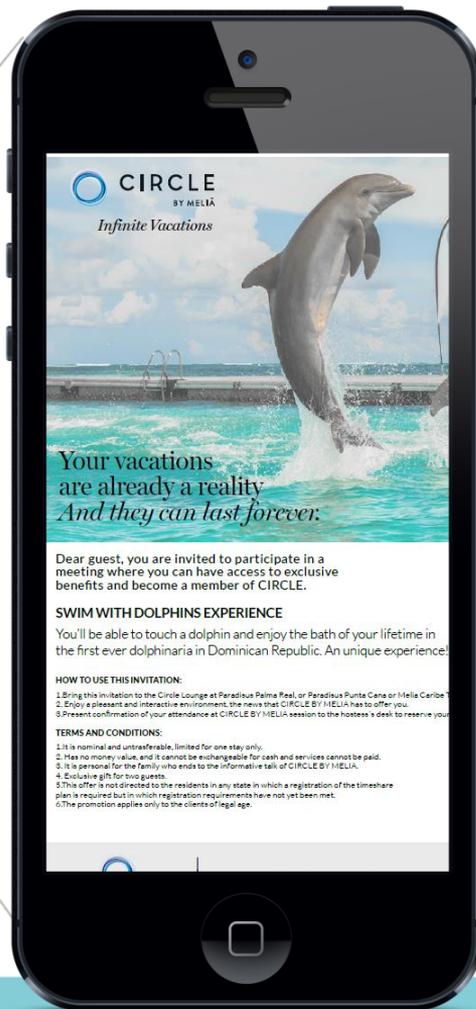
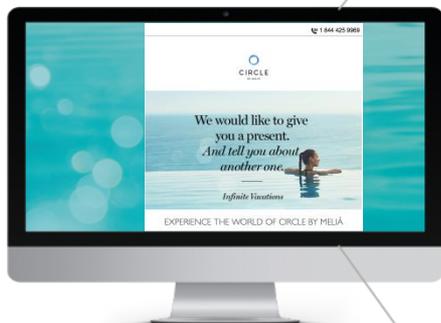


DISCOVER AN INFINITE
VACATIONS WITH CIRCLE
BY MELIÁ

The Circle makes its worldwide debut in 2017 at Paradisus Palma Real in Punta Cana. An intimate and elegant boutique property just for Circle members.

[VIEW MORE](#)

Digital
invitation



CIRCLE
BY MELIÁ
Infinite Vacations

Your vacations
are already a reality
And they can last forever.

Dear guest, you are invited to participate in a meeting where you can have access to exclusive benefits and become a member of CIRCLE.

SWIM WITH DOLPHINS EXPERIENCE

You'll be able to touch a dolphin and enjoy the bath of your lifetime in the first ever dolphinarium in Dominican Republic. An unique experience!

HOW TO USE THIS INVITATION:

1. Bring this invitation to the Circle Lounge at Paradise Palma Real, or Paradise Punta Cana or Hella Caribe.
2. Enjoy pleasant and interactive environment, the one that CIRCLE BY MELIÁ has to offer you.
3. Present confirmation of your attendance at CIRCLE BY MELIÁ session to the hostess's desk to reserve your spot.

TERMS AND CONDITIONS:

1. It is nominal and untransferable, limited for one stay only.
2. Has no money value and it cannot be exchangeable for cash and services cannot be paid.
3. It is personal for the family who ends to the informative talk of CIRCLE BY MELIÁ.
4. Exclusive gift for two guests.
5. This offer is not directed to the residents in any state in which a registration of the timeshare plan is required but in which registration requirements have not yet been met.
6. The promotion applies only to the clients of legal age.

Remarketing
Display

*We would like
to give you
a present.
And tell
you about
another one.*



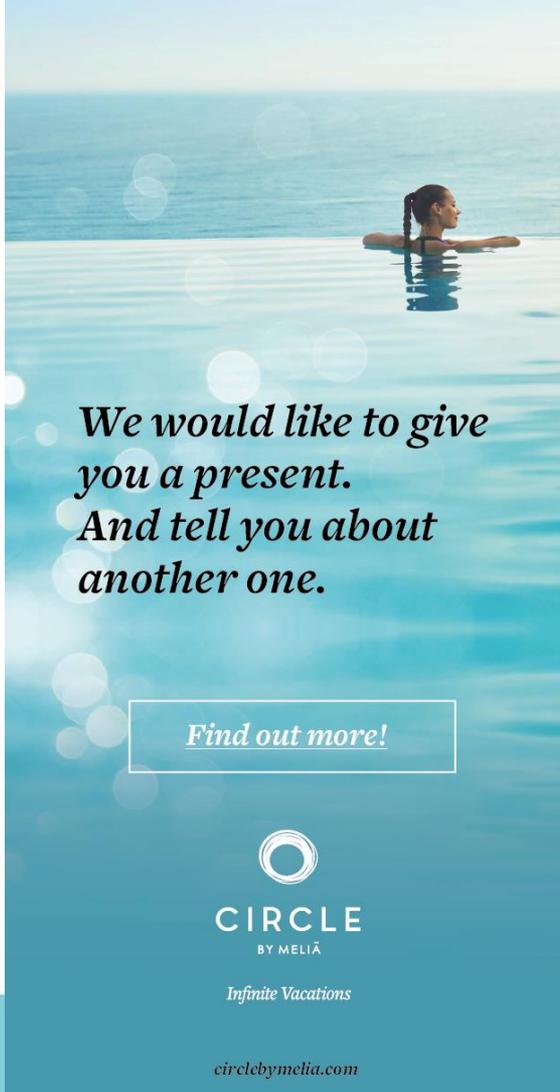
*Free experience
with dolphins!*



Infinite Vacations

circlebymelia.com

Infinite Vacations



*We would like to give
you a present.
And tell you about
another one.*

Find out more!



Infinite Vacations

circlebymelia.com



*We would like
to give you
a present.
And tell
you about
another one.*

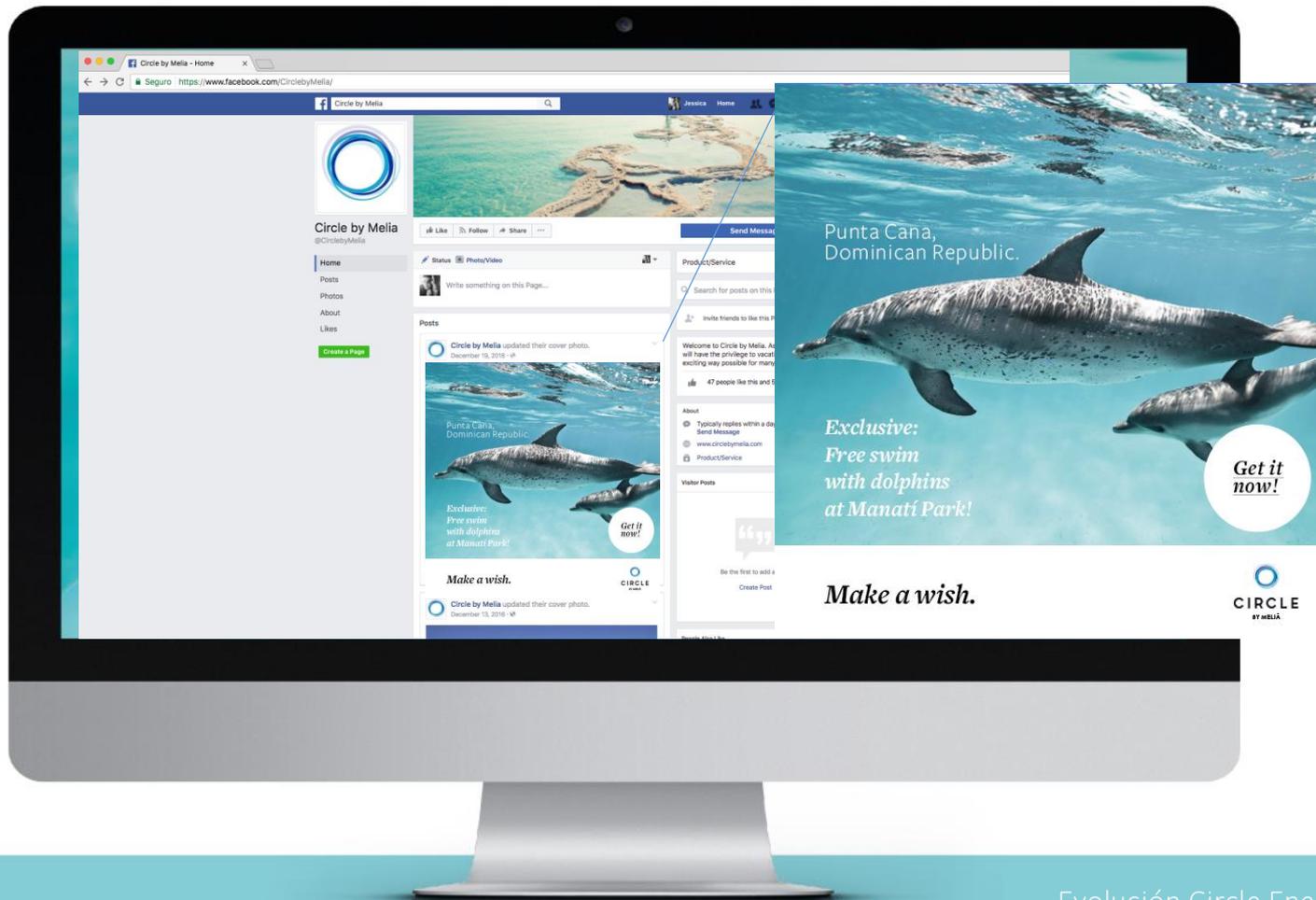
*Find out
more!*



Infinite Vacations

circlebymelia.com





What if vacations could last forever?



Customer communication: CIRCLEBYMELIA.COM



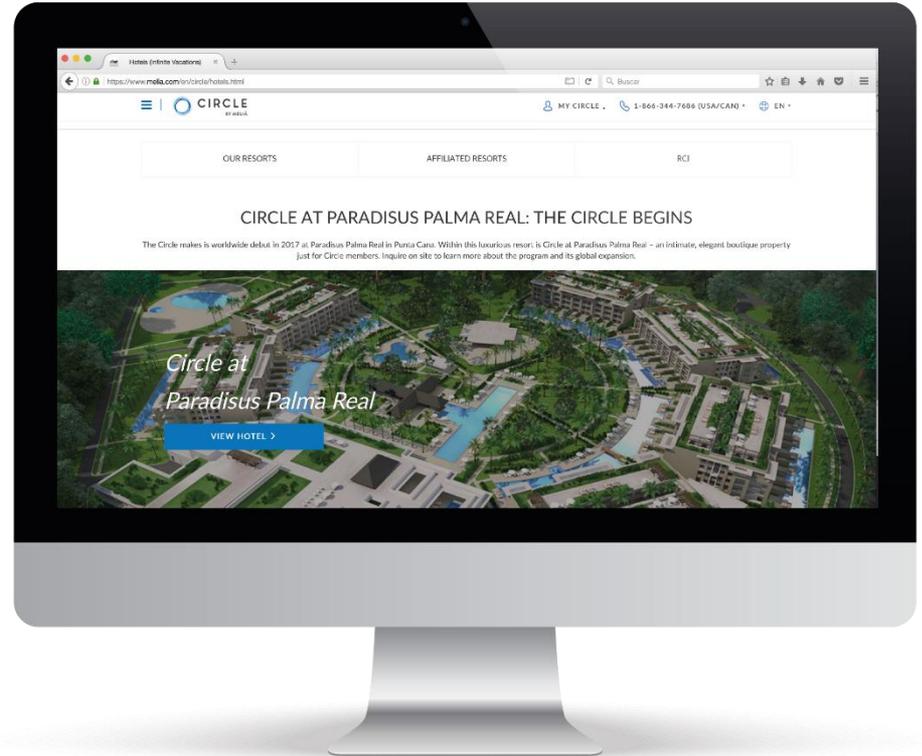
- Web developing by ACCENTURE
- RESPONSIVE



- MEMBERS SECTION FOR EACH LEVEL.
- MELIAREWARDS INTEGRATION.



- WEBSPHERE CONTENT MANAGEMNT SYSTEM
- DIGITAL CAMAIGN ANALYTICS





CIRCLE
BY MELIÄ

*Infinite
Vacations*
WWW.CIRCLEBYMELIA.COM

Convert sales rooms into Circle Lounge

Sales Tour

1. Welcome to he Circle 5'
2. Trust wall 10'
3. Experience the Circle 10'
4. Be the Circle 20'
5. Intervilla Visit 25'
6. Be the Circle 20'
7. Infinite Vacations
8. Finish

Tour time: 90 minutes

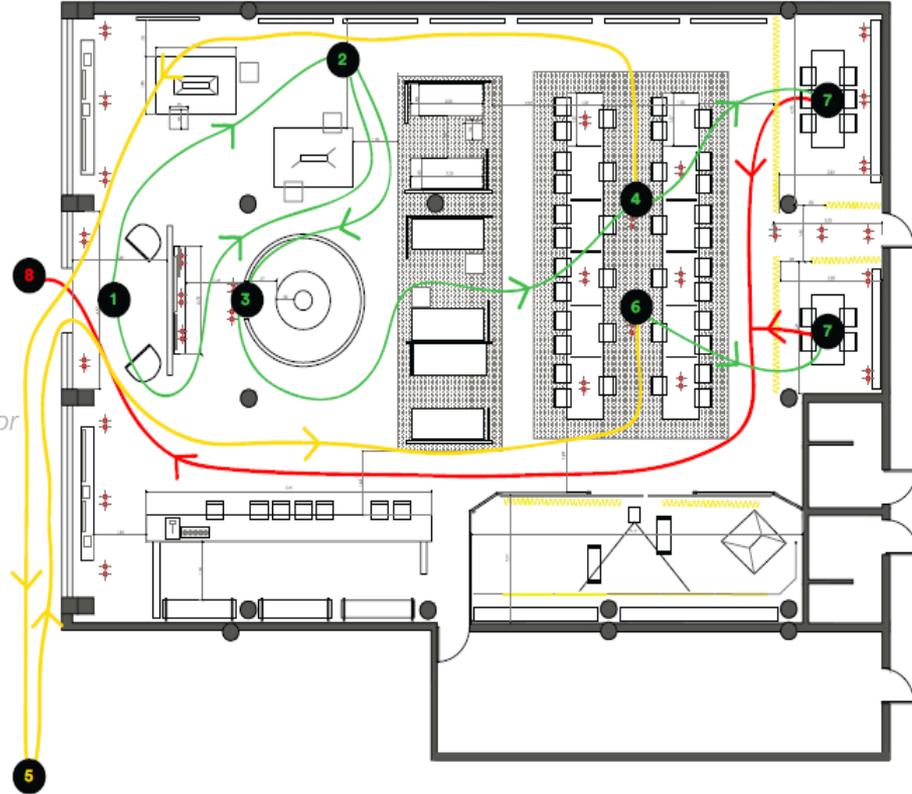
Spaces that the guest can use during the tour or anytime of the day. The time of the stay will be as

Long as the client want.

Privé

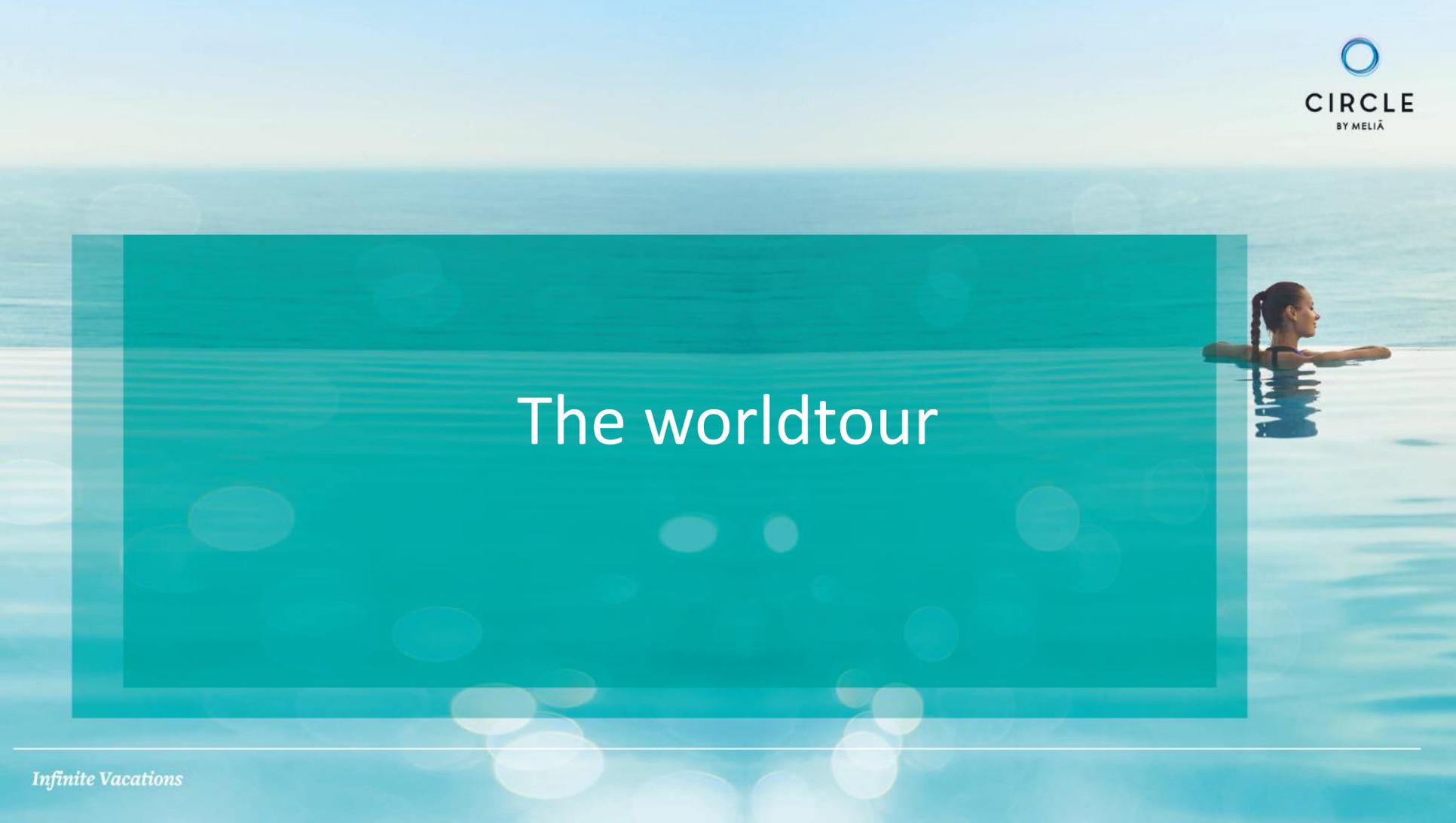
O lounge

The little Circle + Lab





PARADISUS PALMA REAL



The worldtour



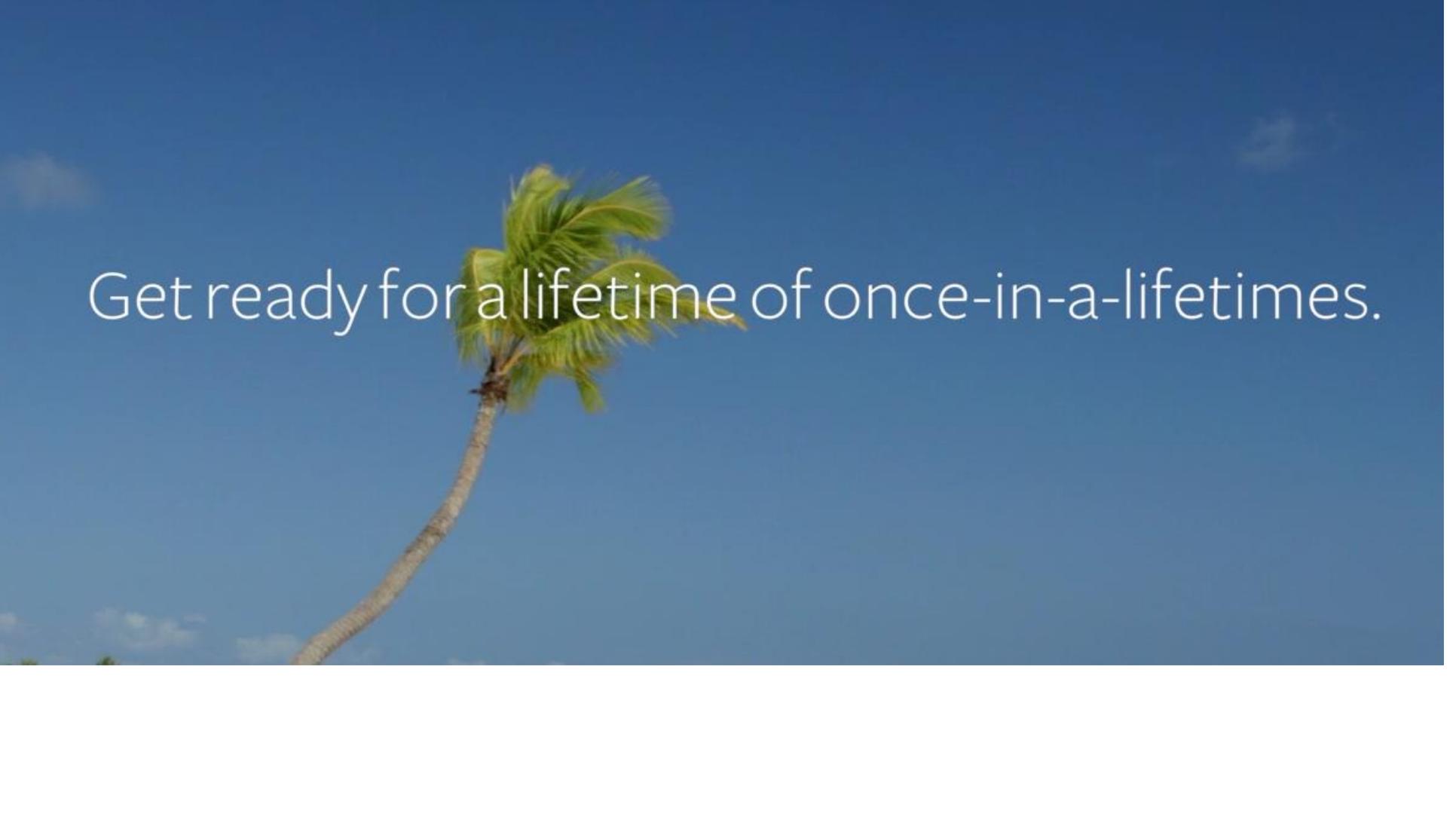
VR EXPERIENCE
LOUNGE





Infinite Vacations

 **CIRCLE**
BY MELIÀ

A photograph of a palm tree against a clear blue sky. The palm tree is on the left side of the frame, leaning slightly to the right. The fronds are green and appear to be blowing in the wind. The text "Get ready for a lifetime of once-in-a-lifetimes." is overlaid in white, sans-serif font across the middle of the image.

Get ready for a lifetime of once-in-a-lifetimes.