



2026
Company Profile



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The Company

H10 Hotels

H10 Hotels was founded in the early 1980s, initially operating in Spain's main holiday destinations. Today, the company boasts a portfolio of **70 hotels** across **26 destinations** in **9 countries**, offering a total of over 17,000 rooms. **H10 Hotels ranks among Spain's top ten hotel companies**, focusing exclusively on property ownership while continuing to strengthen its presence throughout Europe and the Caribbean.

Committed to meeting the needs of its guests, **H10 Hotels** offers prime locations, specialised services, a carefully curated cuisine, and continuously refurbished facilities to guarantee the highest standards of quality. With an **extensive experience of over 50 years in the hospitality industry**, the company reaffirms its dedication to service and hotel management, corporate integrity, and the ongoing application of rigorous quality standards, ensuring meticulous attention to every detail of the guest experience.



The Company



In **1984**, the company inaugurated its **first hotel** in Tenerife, **the H10 Conquistador**, marking the beginning of its expansion across the Canary Islands during the 1980s, alongside establishing a presence in other popular Spanish destinations such as the Costa del Sol and Mallorca. Following this milestone, the chain launched its **international expansion into the Caribbean in 1999** with the opening of a resort in Bávaro, Dominican Republic, later extending its footprint to the Riviera Maya and Jamaica.

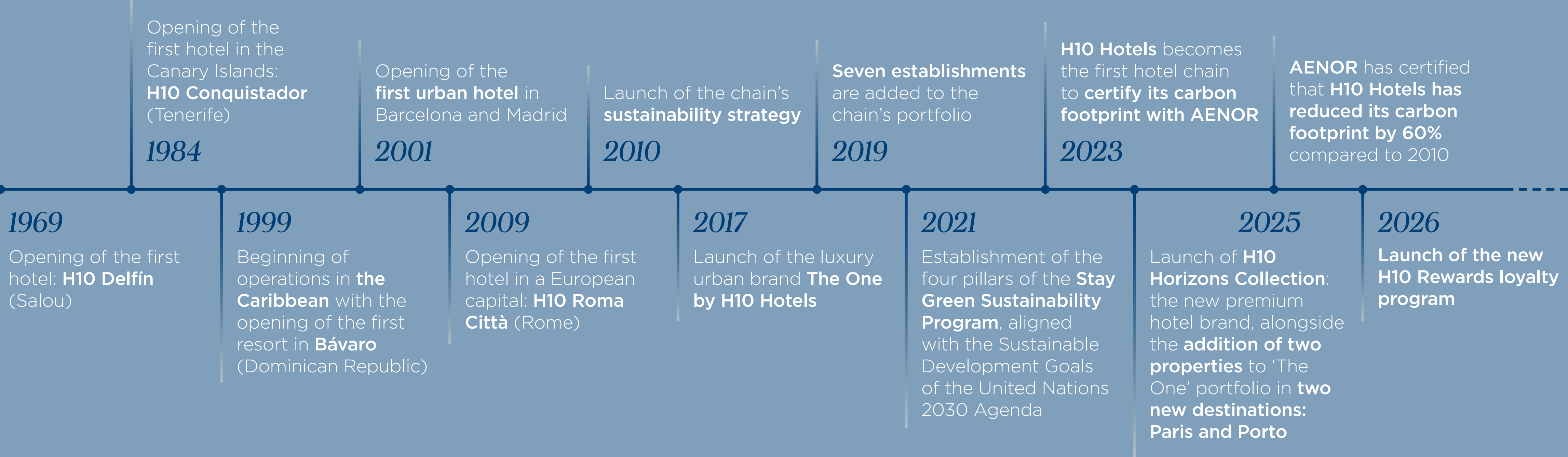
In **2001**, **H10 Hotels** entered the **urban hotel segment** with the opening of the **H10 Itaca** in Barcelona and the **H10 Villa de la Reina** in Madrid. Since then, the chain has expanded into other Spanish cities, including Seville and Córdoba, as well as European capitals such as Rome, London, Berlin, and Lisbon. In **2017**, the company ventured into the **luxury urban market** with the launch of its first boutique luxury hotel, **The One Barcelona**. Two years later, it opened its second property under this brand, **The One Palácio da Anunciada** in Lisbon. In 2025, the company further strengthened this business line by expanding its portfolio with two new additions: **The One Alma Paris**, its first hotel in the French capital, and **The One Monumental Palace**, located in the historic centre of Porto.

Over the past decade, the company has worked towards a **sustainable tourism model** across all its destinations through the development of its **Sustainability Program** called **Stay Green**, driven by its commitment to society and its responsibility to protect and preserve the environment.

History of the Chain

H10 Hotels is a hotel chain based in Barcelona that was founded in the early 1980s, when it began operating in Spain's premier holiday destinations. **The company's roots trace back to 1969 on the Costa Daurada**, when its founder, Josep Espelt, invested as a shareholder in the **Delfín Park hotel** in Salou, a property that remains part of the company's portfolio today under the name **H10 Delfín**.

Milestones of the Chain



The Company



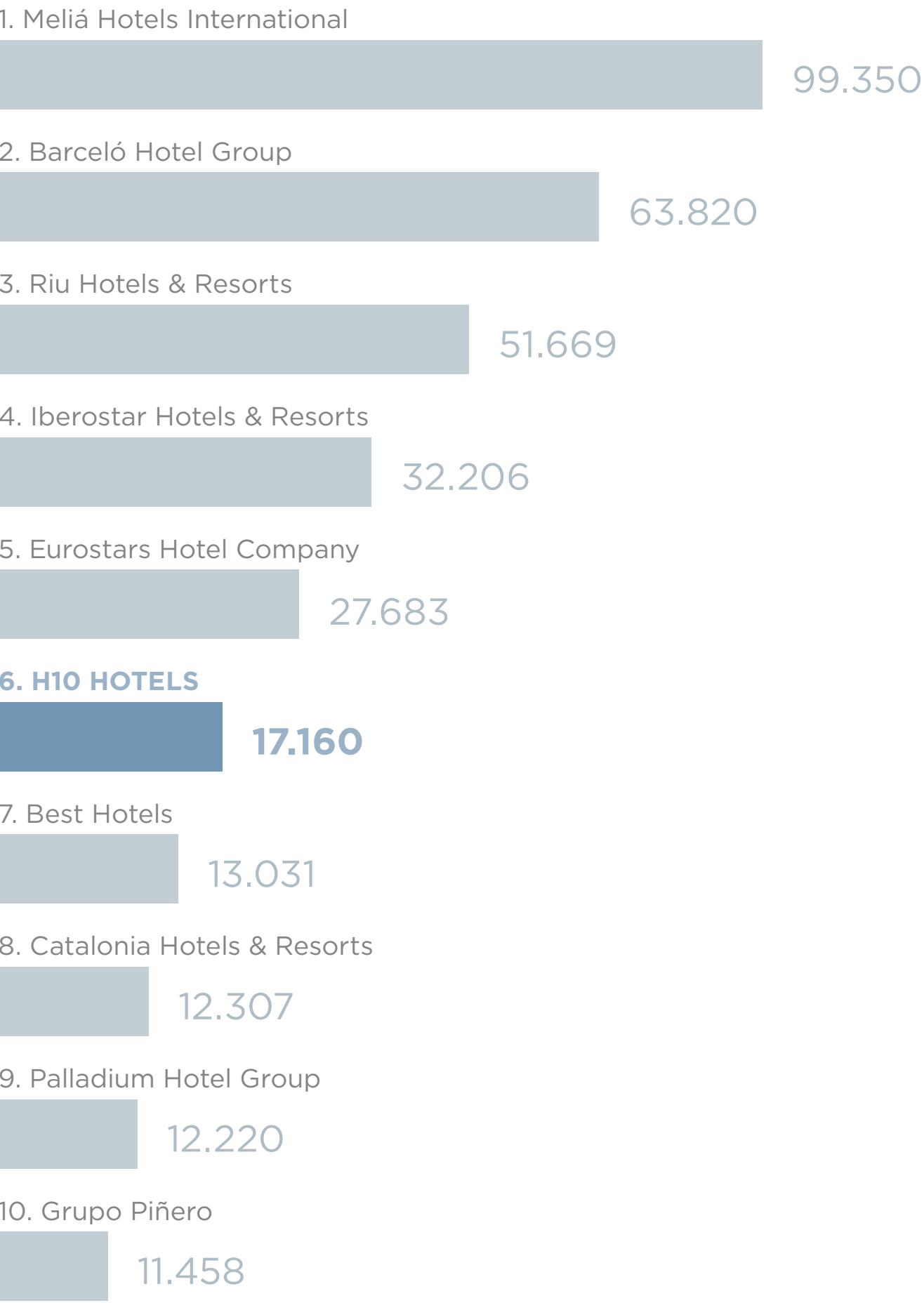
H10 Hotels: Fact Sheet

Characteristics



Top 10 Spanish hotel chains

Growth of Spanish hotel chains by room count in 2025:



(Source Hosteltur)

Capacity by category



Urban Hotels vs. Holiday Hotels



Distribution by geographical areas



Our Destinations

H10 Hotels



70
Hotels



26
Destinations



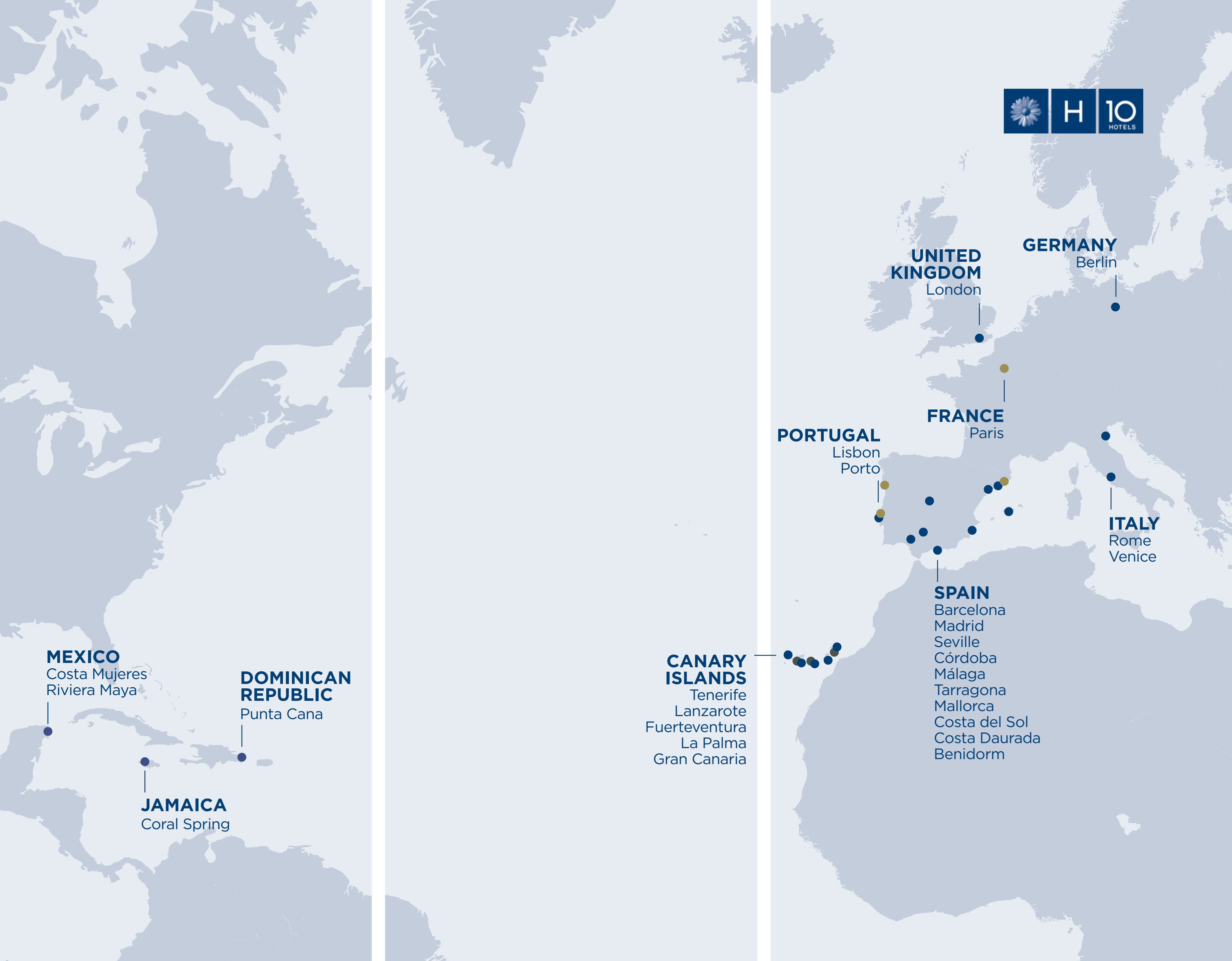
9
Countries

● H10HOTELS

● H10 HORIZONS
COLLECTION

● OCEAN
SIGNATURE RESORTS

● THE ONE
BY H10 HOTELS



Our Hotels



Spain



Cities

- Barcelona (15)
- Madrid (3)
- Seville (2)
- Córdoba (1)
- Málaga (1)
- Tarragona (1)



Islands

- Tenerife (7)
- Lanzarote (5)
- Fuerteventura (5)
- La Palma (1)
- Gran Canaria (2)
- Mallorca (2)



Coast

- Costa del Sol (1)
- Costa Daurada (6)
- Benidorm (1)



Cities

- Rome (2)
- Venice (1)
- London (1)
- Berlin (1)
- Lisbon (2)
- Porto (1)
- Paris (1)

Europe



- Costa Mujeres (1)
- Riviera Maya (3)
- Punta Cana (2)
- Jamaica (2)

Caribbean



H10 Hotels — Company Profile 2026



Our Brands



Unique hotels in Spain and European cities

A unique experience in every destination

H10 Hotels offers its guests exceptional accommodation, where **exclusivity, prime locations, first-class facilities** and a **warm, attentive service** are the common denominator. Each hotel is integrated into its destination, with both its atmosphere and cuisine serving as an extension of the traveller's experience. Located in the **heart of major Spanish cities and European capitals**, our hotels combine contemporary architecture with local character, creating spaces that evoke elegance in every detail and give each establishment its own unique personality, seeking to accompany the traveller during their stay in the city.

 **55 hotels | 10.516 rooms |**
Spain, Italy, United Kingdom, Germany
and Portugal



Our Brands



Our Brands



Premium seafront hotels in Spain

Where memories begin

For all those who appreciate life’s finer details and seek to savour every moment of their holiday, we present **H10 Horizons Collection**, a **collection of five-star hotels located on the seafront in Tenerife, Lanzarote and Gran Canaria**. They stand out for their high standards of quality, upscale facilities, distinctive interior design and exceptional cuisine, along with an exquisite, personalised service. **H10 Horizons Collection** is the result of the **perfect blend between lifestyle and exclusive experience**, where attention to detail makes all the difference in enjoying a holiday that goes beyond the ordinary, offering **holistic and memorable stays** to the guests.

 **3 hotels | 1.301 rooms | Spain**



H10 ATLANTIC SUNSET HORIZONS COLLECTION

Our Brands

H10 HORIZONS
COLLECTION



Our Brands



Signature Resorts in the Caribbean

Beyond Everything

Ocean Signature Resorts is the **premium selection of five-star Resorts located in the most idyllic destinations across the Caribbean: Costa Mujeres, Riviera Maya, Punta Cana, and Jamaica.** Situated on the beachfront facing paradise shores, these resorts offer a **unique and authentic holiday experience** with exceptional, All-Inclusive service. They are distinguished by the quality of its extensive themed dining options, high-end facilities, and its exquisite architecture and interior design inspired by the essence of the sea. Within this portfolio, **Ocean Allure Signature Adults Only Resorts** stands out as the **upper-premium division** designed specifically for the **Adults-Only segment in the Caribbean.** Representing the most sophisticated, magnetic, and serene expression of the Ocean spirit, it is found exclusively at **Ocean Allure Costa Mujeres**; an ‘oasis’ of ultimate relaxation, ideal for those who prioritise uninterrupted rest and privacy.

 **8 hotels | 5.055 habitaciones |**
Mexico, Dominican Republic and Jamaica



Our Brands



H10 Hotels — Company Profile 2026



Our Brands

THE ONE
BY H10 HOTELS

Contemporary luxury hotels in Barcelona, Lisbon, Porto and Paris

An urban luxury experience

The One by H10 Hotels redefines **urban luxury** with a travel concept that combines **authenticity, elegance, and modernity**. Located in historic and distinctive buildings, its **exclusive hotels in the heart of Barcelona, Lisbon, Porto and Paris** offer a unique experience where tradition and avant-garde come together. More than just hotels, they **are icons of heritage, art, and distinction**. With privileged locations, sophisticated design and exceptional service, they stand out for their haute cuisine and signature gastronomy, as well as their refined wellness offerings. Exclusive spaces and treatments designed for a complete relaxation elevate each stay to its maximum expression.

 **4 hotels | 288 rooms |**
Spain, Portugal and France



THE ONE PALÁCIO DA ANUNCIADA

Our Brands

THE ONE
BY H10 HOTELS



H10 Hotels — Company Profile 2026



Quality Management

Quality and Environment

ISO 9001:2015



Among other quality certifications, the chain holds **ISO 9001:2015**. An internationally recognised certification that evaluates the condition of facilities, customer and staff satisfaction, and compliance with legal and documentation requirements.

H10 Quality Excellence Management System



H10 Hotels strives for nothing less than excellence in the management of its hotels. To achieve this, it relies on the **H10 Quality Excellence Management System**, an internal system that ensures service excellence and the effectiveness of its management systems, with a focus on excellence and continuous improvement. The goal is to ensure customer satisfaction and safety while promoting a responsible tourism model.



Biosphere Responsible Tourism



Awarded by the **Responsible Tourism Institute (RTI)**, an international non-profit organisation with more than 25 years of history, this certification guarantees and recognises the efforts made by our hotels to meet the international sustainability requirements established by the United Nations, as well as the growing importance placed on these criteria by travellers and society. Through the Biosphere Sustainable methodology, we are working to align our hotels operations with the **Sustainable Development Goals set out in the United Nations 2030 Agenda**.

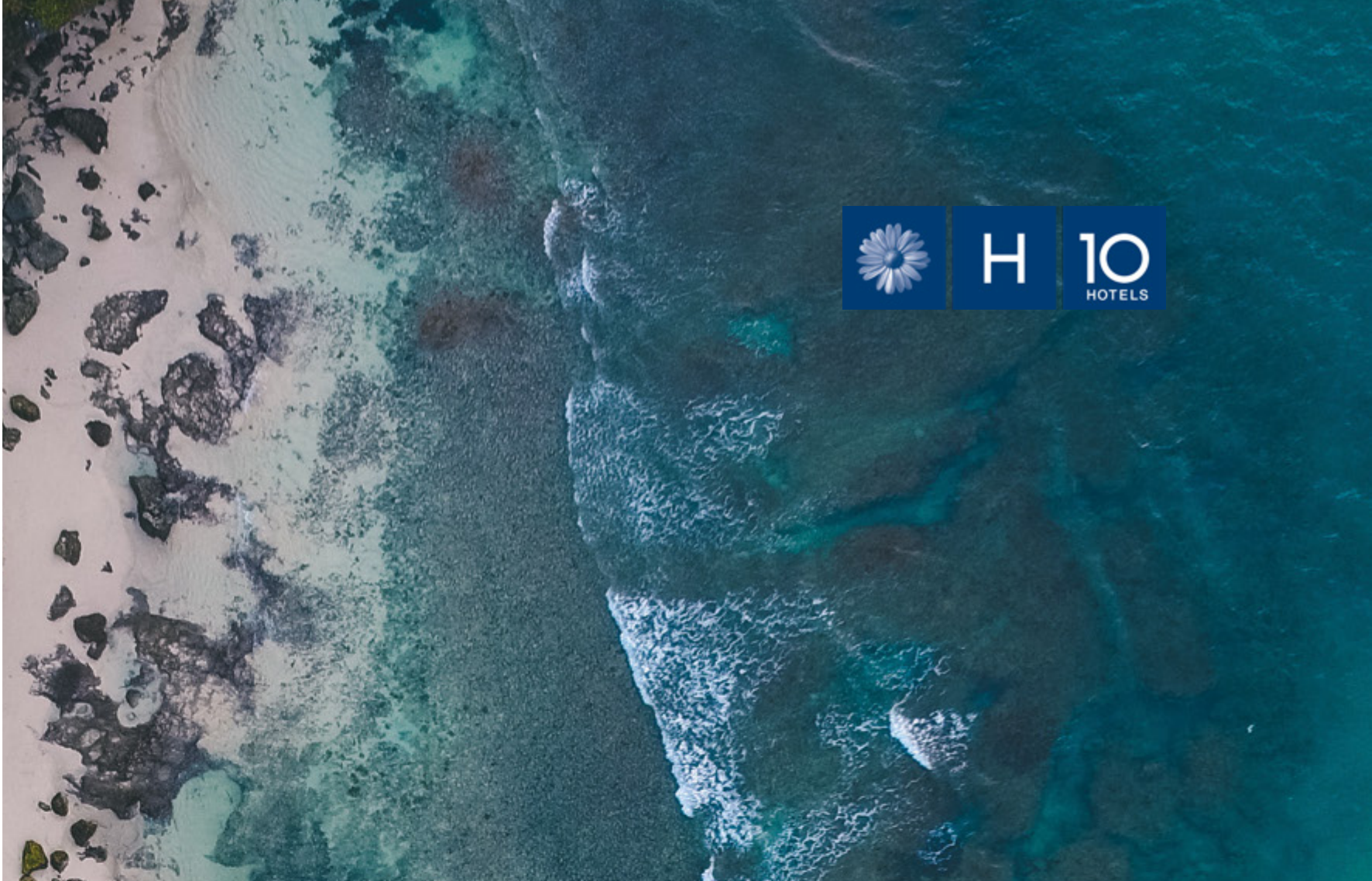


Sustainable Commitment



Committed to responsible tourism

Stay Green is H10 Hotels’ Sustainability Program, born from our commitment to society and the environment, with the ultimate goal of driving and promoting a **responsible tourism model** across all our destinations. This current project continues the **strategy launched in 2010** and is based on **four main pillars of action** for the 2021-2030 period:



Carbon Footprint Reduction

Our goal is to **reduce our greenhouse gas emissions per stay by 75% by 2030**, compared to 2010 levels. To achieve this, more than 95% of our establishments consume **100% green electricity**, and over 50% of our hotels are equipped with **renewable energy installations**.

Sustainable water management

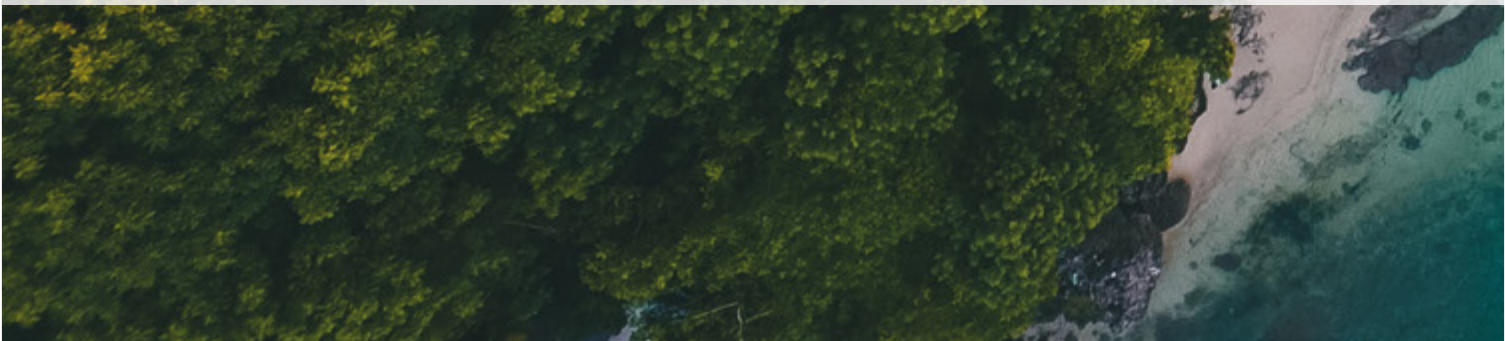
Thanks to the implementation of water efficiency measures and our commitment to minimising the impact of our operations on aquatic environments, we have **successfully reduced water consumption by 19%** compared to 2010.

Responsible consumption

With the aim of **reducing the volume of waste generated per stay by 25%**, we have eliminated **23 tonnes of plastic** by replacing single-use amenity bottles with dispensers. Furthermore, we have **successfully reduced food waste by 35%**, saving **more than 300 tonnes of organic waste**.

Social commitment

In order to **promote social projects** in local communities and foster a positive culture and continuous learning among employees, since 2016 the chain has been working with **Fundació Albert**, which, in collaboration with **Fundació Pere Tarrés**, **Càritas**, and other non-profit organisations, supports the health and education of children—and their families—in situations of social vulnerability.



Sustainable Commitment



Achievements 2024–2025

Over the past two years, we have made significant progress in our sustainability strategy, achieving **key milestones** that reinforce our commitment to the environment and local communities:



Carbon Footprint Reduction

We have **successfully reduced our carbon footprint by 60% compared to 2010**, a milestone certified by **AENOR**. Furthermore, **5,700 kW of photovoltaic panels** have been installed across Spain and the Dominican Republic, achieving an additional 5% increase in electricity self-consumption.



Food waste reduction

A **35% reduction in food waste** was achieved, preventing the generation of over 300 tonnes of organic waste. This was driven by expanding the use of AI (Winnow) across more hotels to improve meal planning and minimise waste.



Plastic elimination

The company has eliminated the consumption of **68 tonnes of single-use plastic per year** by replacing items such as amenity bottles, cutlery, cups, and plastic bottles.



More sustainable beaches

Our resorts in Riviera Maya and Punta Cana have been awarded the **Blue Flag certification**, which guarantees excellence in environmental management, safety, water quality, and environmental education on our beaches.



Corporate Social Responsibility

From **H10 Hotels’** corporate services and through various hotels, we carry out **Corporate Social Responsibility** initiatives to improve and contribute to the local economies where we operate. The main actions we undertake include:



In 2016, we created the **Fundació Albert** to support children, young people and their families in socially vulnerable situations through **socio-educational and health-related initiatives**. The **FASE project** offers a multidisciplinary program which, in collaboration with other organisations, includes medical check-ups, academic support, summer camps and day centres, promoting equal opportunities, comprehensive well-being and independence.



For eleven years, we have been contributing financially to the **Sant Joan de Déu Children’s Hospital in Barcelona** and its **Hospital Amic program**, which aims to **improve the experience of hospitalised children** through dog-assisted interventions, contributing to the emotional well-being of patients and facilitating their recovery during treatment.



For nearly fifteen years, we have been collaborating with the **Fundació Guné**, promoting **female literacy and the schooling of children** in the Kolda region of Senegal. This year, a new school is being constructed to improve access to quality education for more than 560 students from 8 local communities. Furthermore, thanks to the support of **H10 Hotels**, 200 women received training in reading, writing, health, and nutrition in 2025, which also facilitated access to education for their daughters.

Labour Market Integration

We remain firmly and actively committed to **employing people** at risk of social exclusion and those with various types of disabilities. With the aim to facilitate their **workplace integration**, we collaborate with local organisations such as **Fundación Esperanza (La Caixa)**, **the Red Cross, Cáritas, Aura Fundació** and other social entities to offer them real employment opportunities and support their professional and personal development.

Charitable Donations

We collaborate with local entities such as the **Fundació Joan Miró**, and we make **donations of food, furniture, and toys** to disadvantaged communities. This includes the preparation of **6,240 meals annually for soup kitchens** and bi-weekly deliveries to the **Food Bank**. We also offer complimentary stays to help raise funds at charity events organised by **Cáritas** and the **Red Cross**. In addition, **H10 Hotels** staff actively contribute to various charitable causes, including the **SJD Magic Line** and the **Hotel Games**, among others.



Loyalty Program



H10 Rewards

LOYALTY PROGRAM

THE PLACE TO BELONG

Our revamped **H10 Rewards loyalty program** aims to reward guests from day one by offering exclusive benefits across all our hotels.

Members of the programme enjoy a guaranteed minimum 5% discount on all bookings made through our websites, as well as the opportunity to accumulate points and redeem them for complimentary stays, dining services, and other free amenities at our hotels. Furthermore, they receive special attention, welcome gifts, and access to exclusive offers and promotions.



+1,5 M
Total
Members



35 %
Active
Members



+20 %
Annual
Portfolio
Growth



