



2025
Company Profile



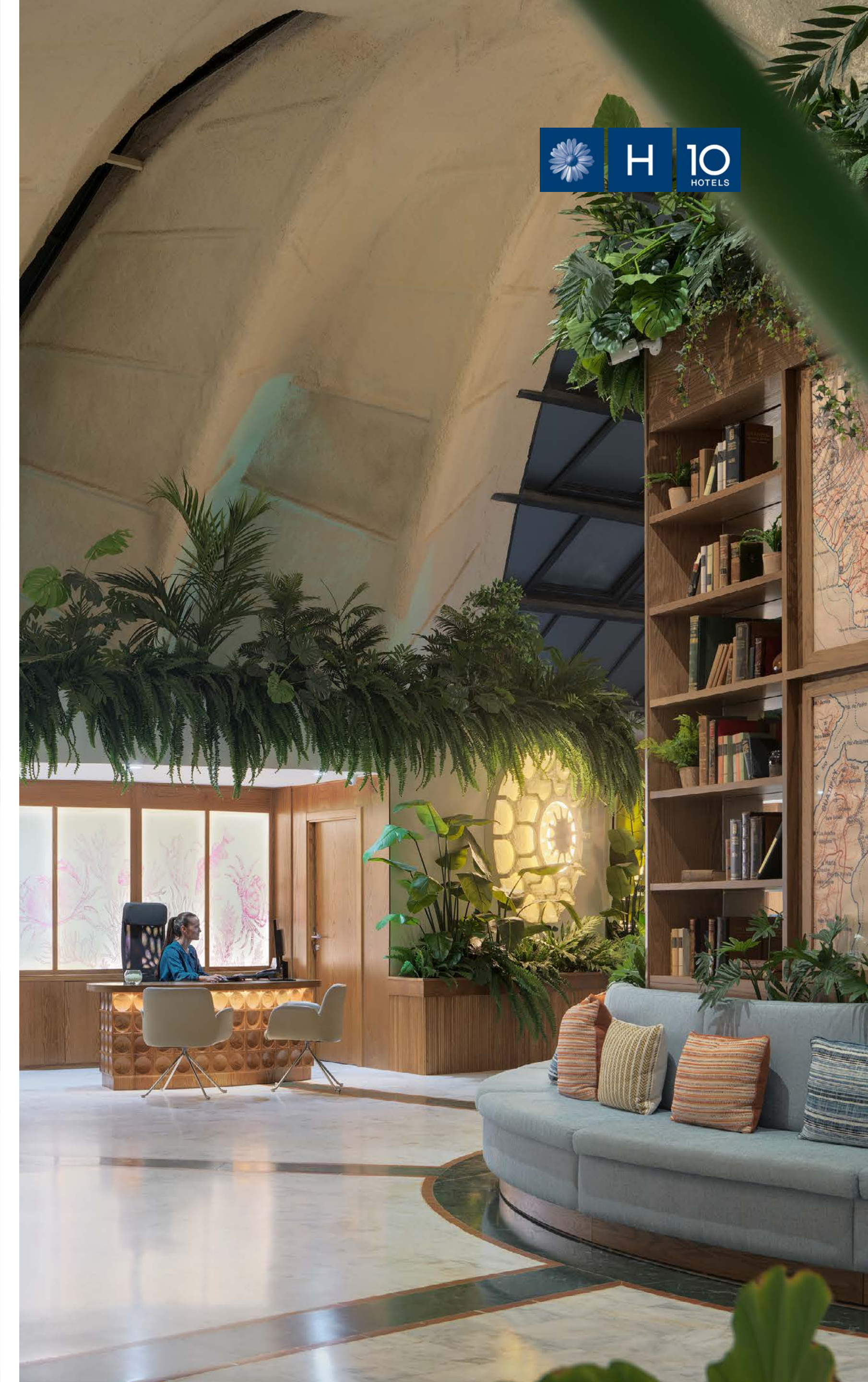
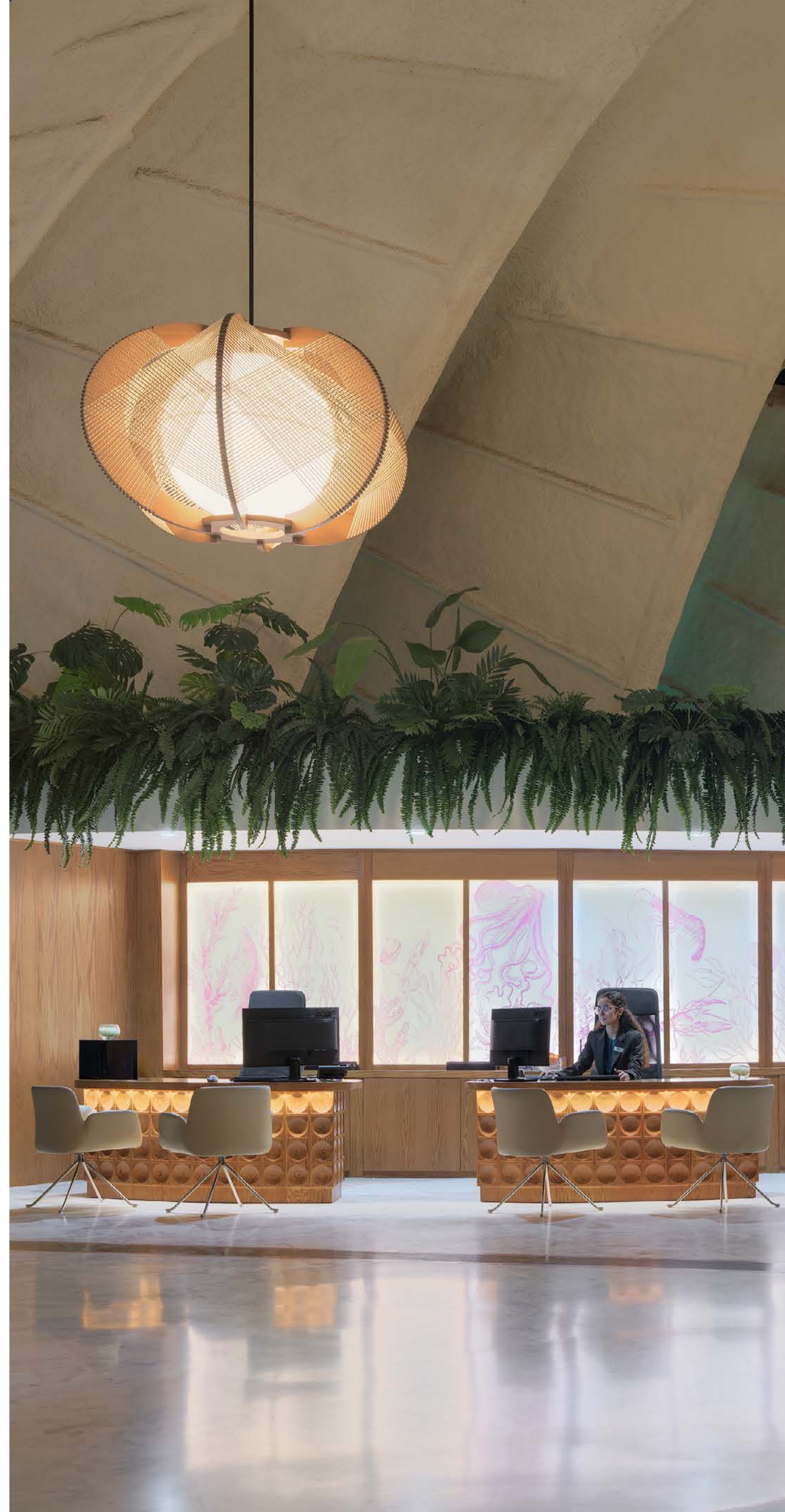
1. *The company*
2. *Our Destinations*
3. *Our Hotels*
4. *Our Brands*
5. *Quality Management*
6. *Sustainable Commitment*
7. *Corporate Social Responsibility*
8. *Loyalty Programme*

The Company

H10 Hotels

H10 Hotels was founded in the early 1980s, when it began operating in Spain's main holiday destinations. The company currently has a portfolio of **69 hotels** in **25 destinations** and **9 countries**, offering over 17,000 rooms in total. **H10 Hotels** is **one of the top ten hotel companies in Spain** that deals exclusively with ownership as it continues to strengthen its presence in Europe and the Caribbean.

Committed to meeting the needs of its guests, **H10 Hotels** offers prime locations, specialised services, a carefully curated cuisine and constantly renovated facilities to ensure the highest standards of quality. **With over 40 years of experience in the hospitality sector**, the company reaffirms its commitment to service and hotel management, business integrity and the ongoing application of high-quality standards, paying close attention to every detail of their guests' experience.



The Company



The company opened its **first hotel in 1984** in Tenerife, the **H10 Conquistador**, marking the beginning of its expansion across the Canary Islands throughout the 1980s, while also 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 in the Caribbean in 1999** with the opening of a resort in Bávaro, Dominican Republic, and later extended its presence to Riviera Maya and Jamaica.

In **2001**, **H10 Hotels** entered the **urban hotel segment** with the opening of two properties: **H10 Itaca** in Barcelona and **H10 Villa de la Reina** in Madrid. From then on, the chain expanded into other Spanish cities such as Seville and Córdoba, as well as into major European capitals including Rome, London, Berlin, and Lisbon. In **2017**, the company launched its **luxury urban brand** with the opening of its first hotel, **The One Barcelona**, in the Catalan capital. Two years later, it opened a second property under the same brand: **The One Palácio da Anunciada** in Lisbon. In 2025, the company expands its portfolio further with the addition of a new hotel in the French capital—**The One Alma Paris**—thus strengthening this line of business.

Over the past decade, the company has worked to implement a **responsible tourism model** in all its destinations by developing its **Sustainability Plan**, called **Stay Green**, as part of its commitment to society and to protecting and preserving 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 main holiday destinations. **The company's journey began on the Costa Daurada in 1969**, when its founder, Josep Espelt, became a shareholder in the **Delfín Park hotel** in Salou, an establishment that is still part of the company's portfolio today under the name **H10 Delfín**.

Milestones of the Chain

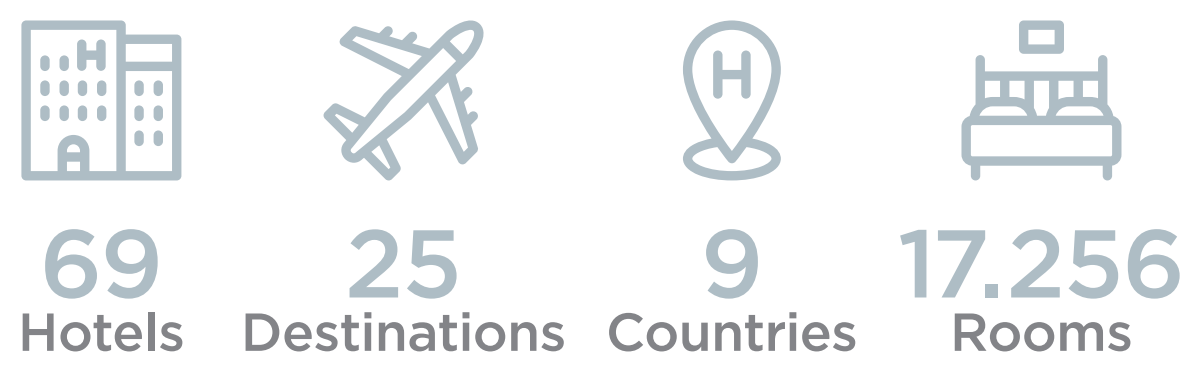


The Company



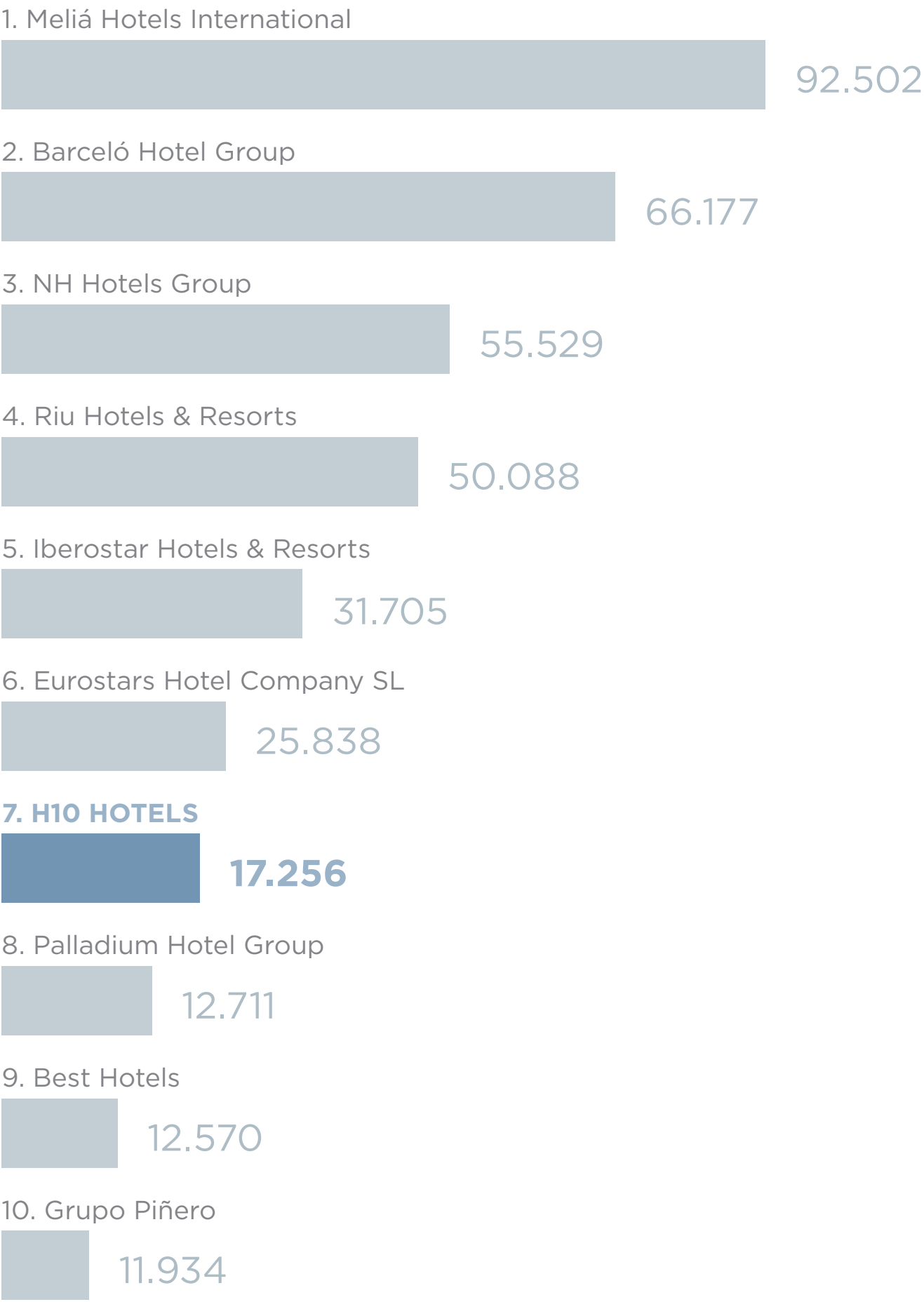
H10 Hotels: Fact Sheet

Characteristics



TOP 10 Spanish hotel chains

Growth of Spanish hotel chains by number of rooms in 2024:



(Source Hosteltur)

Capacity by category



Urban Hotels vs. Holiday Hotels



Distribution by geographical areas



Our Destinations

H10 Hotels



69
Hotels



25
Destinations



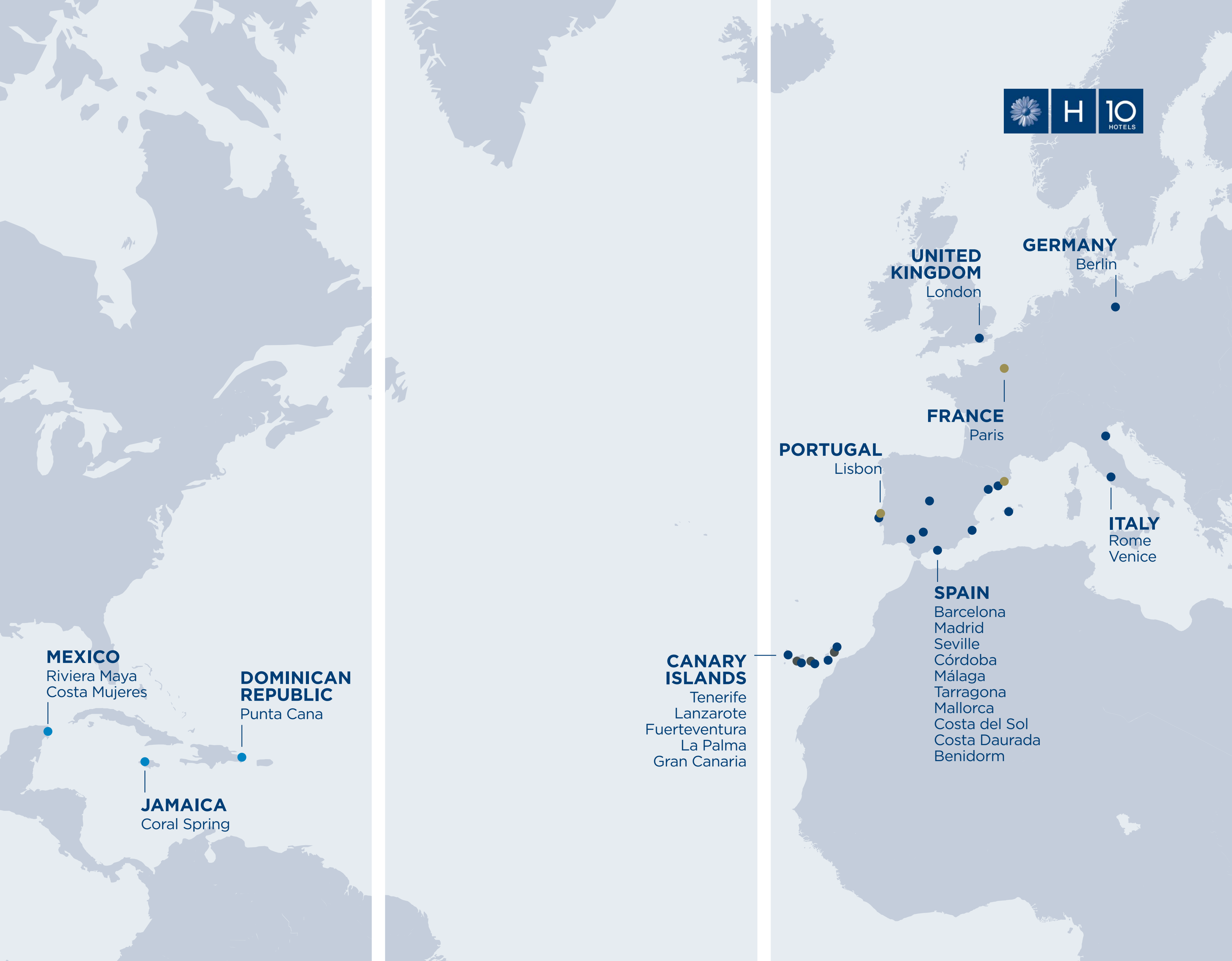
9
Countries

● H10HOTELS

● H10 HORIZONS
COLLECTION

● Ocean
By H10 Hotels

● 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)

Europe



Cities

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



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

Caribbean




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.

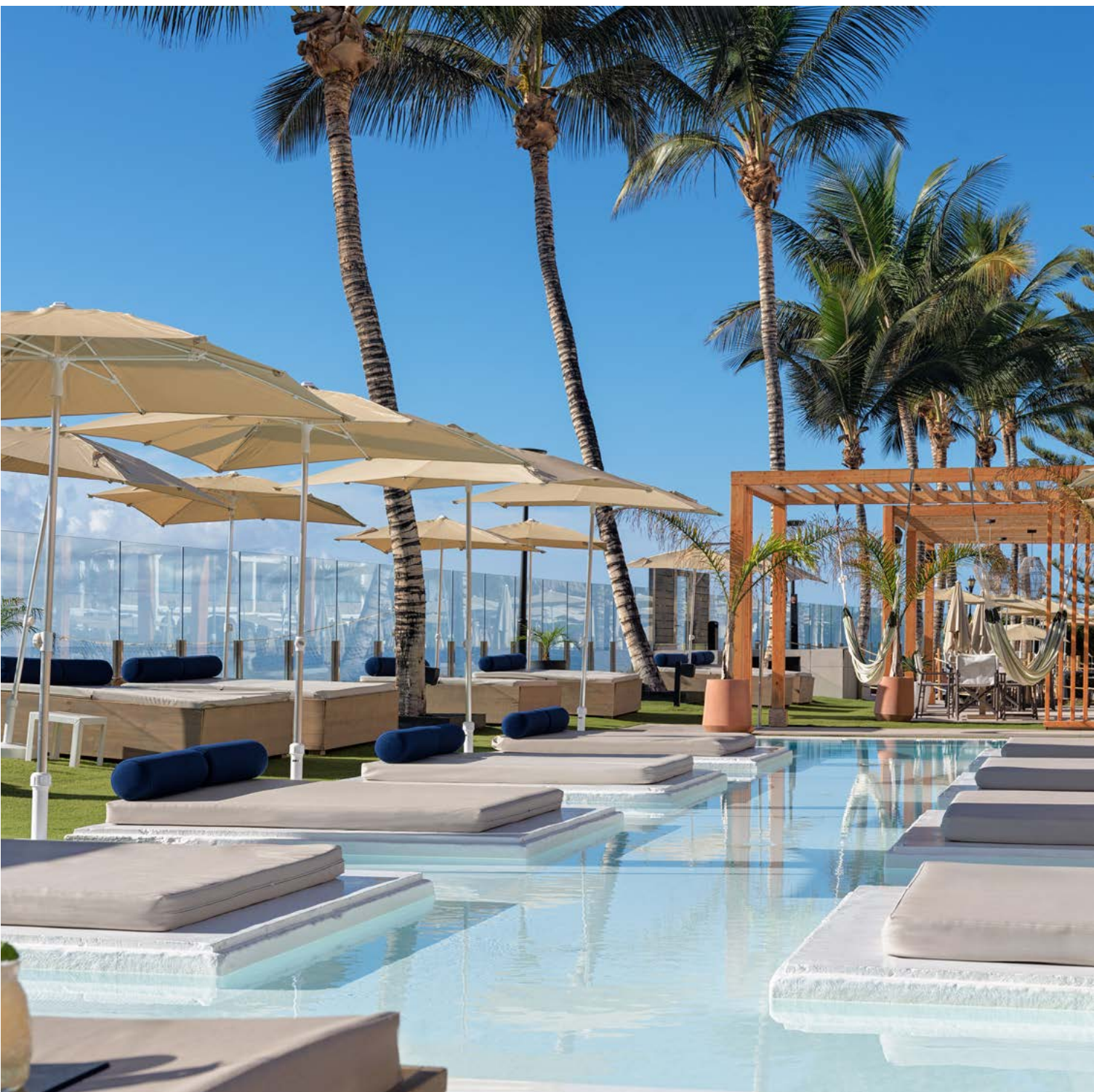
 **55 hotels | 10.516 rooms |**
Spain, Italy, United Kingdom, Germany
and Portugal



Our Brands



H10 Hotels — Company Profile 2025



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**



Our Brands

H10 HORIZONS
COLLECTION



H10 Hotels — *Company Profile 2025*



Our Brands

Ocean
By H10 Hotels

Premium All-Inclusive Caribbean Resorts

Your holiday, Your pace, Your Caribbean

Ocean by H10 Hotels is a selection of five-star Premium Resorts located in the most idyllic destinations in the Caribbean: Riviera Maya, Costa Mujeres, Punta Cana, and Jamaica. Set along paradisiacal beaches, these hotels offer an **all-inclusive holiday experience** where sophistication and pleasure combine effortlessly. With exceptional service and personalised attention, **Ocean by H10 Hotels** stands out for its outstanding culinary offering, high-end facilities and welcoming spaces designed for maximum comfort. Its contemporary interior design, inspired by the essence of the sea, merges harmoniously with the natural surroundings to create a unique visual and sensory experience for every guest.

 8 hotels | 5.055 rooms |
Mexico, Dominican Republic and Jamaica



OCEAN RIVIERA PARADISE

Our Brands

Ocean
By H10 Hotels



H10 Hotels — Company Profile 2025



Our Brands

THE ONE
BY H10 HOTELS

Contemporary luxury hotels in Barcelona, Lisbon 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 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.

 **3 hotels | 212 rooms |**
Spain, Portugal and France



THE ONE BARCELONA

Our Brands

THE ONE
BY H10 HOTELS



H10 Hotels — Company Profile 2025



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**.

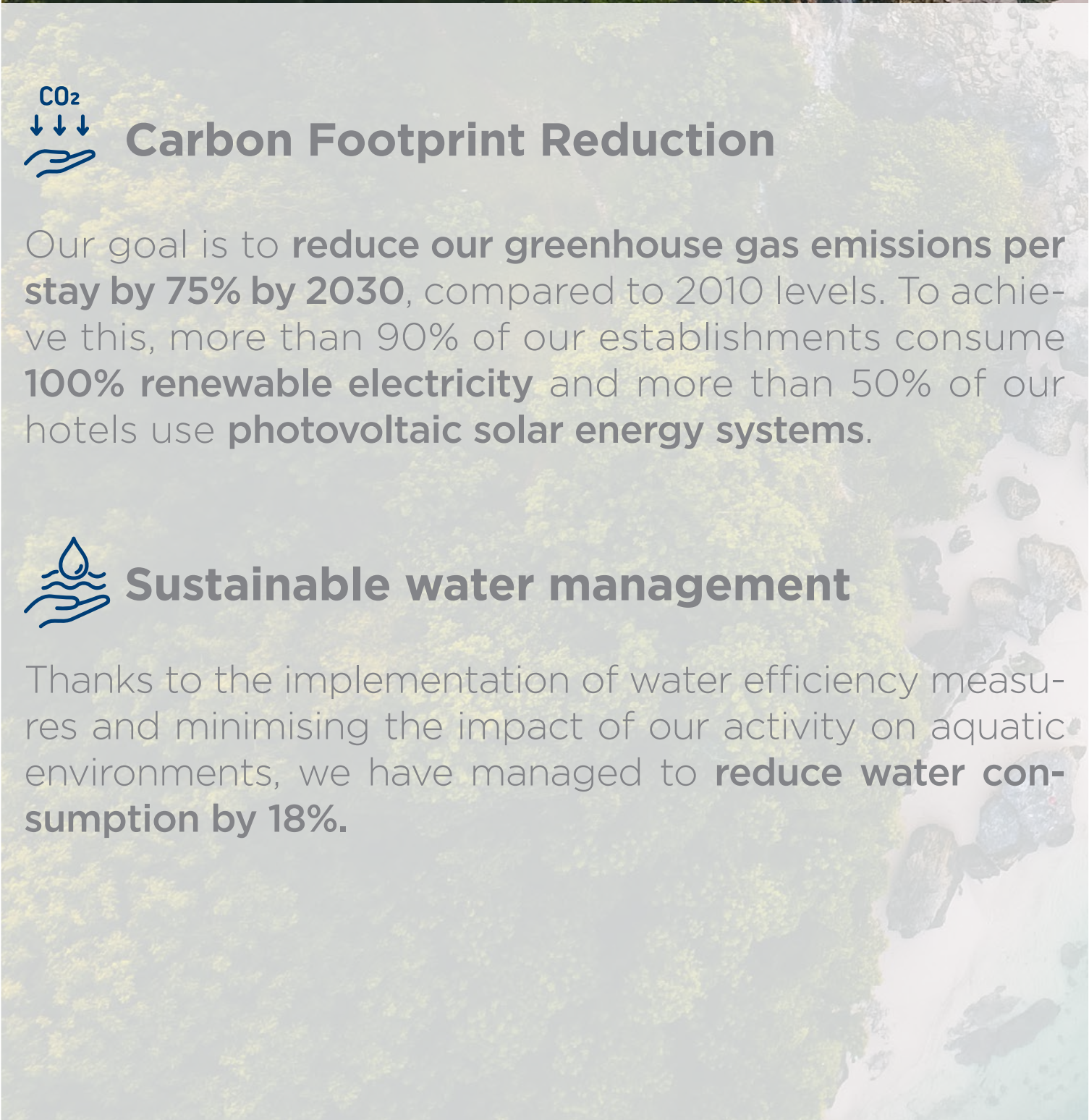
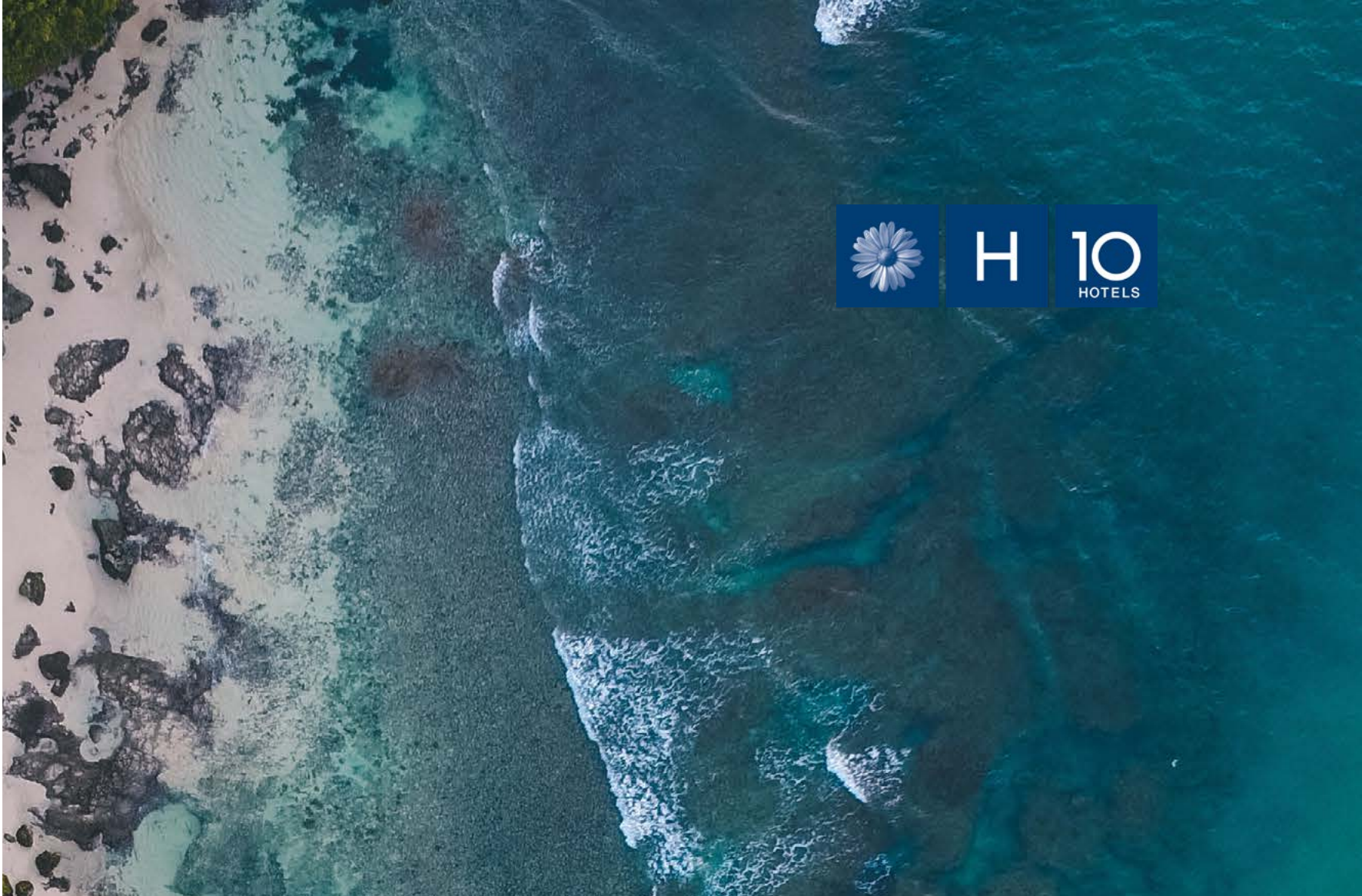
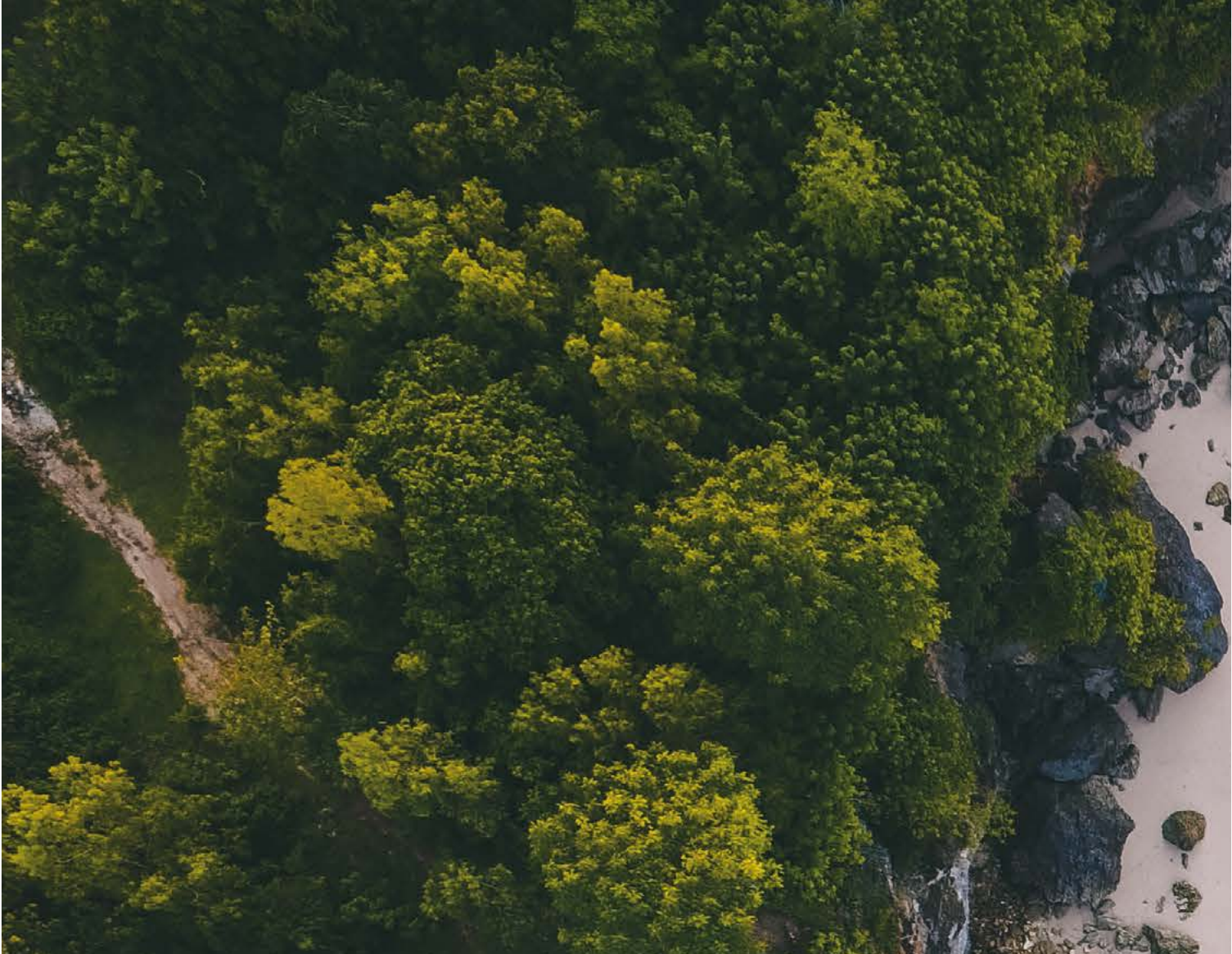


Sustainable Commitment



Committed to responsible tourism

Stay Green is H10 Hotels’ Sustainability Plan. In line with our commitment to society and the environment, its goal is to promote a model of **responsible tourism** in all our destinations. The current project continues the **strategy launched in 2010 and is based on four main lines of action** for the period 2021-2030:



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 90% of our establishments consume **100% renewable electricity** and more than 50% of our hotels use **photovoltaic solar energy systems**.

Sustainable water management

Thanks to the implementation of water efficiency measures and minimising the impact of our activity on aquatic environments, we have managed to **reduce water consumption by 18%**.



Responsible consumption

With the aim of **reducing the volume of waste generated per stay by 25%** compared to 2010 indicators, **23 tonnes of plastic** have been avoided by replacing amenity packaging with dispensers. In addition, **food waste has been reduced by 35%**, saving **over 300 tonnes of organic waste**.

Social commitment

In order to **promote social projects** in local communities and encourage a positive culture and 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 socially vulnerable situations.

Sustainable Commitment



Achievements 2023-2024

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



Carbon Footprint Reduction

We have managed to **reduce our carbon footprint by 23%** in 2023, a milestone certified by **AENOR**. We have also installed **5,700 KW of solar panels** in Spain and the Dominican Republic, boosting self-generated electricity by an additional 5%.



Less food waste

A **35% reduction in food waste**, preventing the generation of more than 300 tonnes of organic waste.



Reduction in packaging

The consumption of **2.8 million** glass containers has been reduced in 2024.



More sustainable beaches

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



Corporate Social Responsibility

From **H10 Hotels**’ corporate services and through various hotels, we carry out **Corporate Social Responsibility** actions to improve and contribute to the local economies where we operate. The main initiatives 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 activities**. The **FASE project** offers a multidisciplinary programme that, in collaboration with other organisations, includes medical check-ups, academic support, summer camps and day centres, promoting equal opportunities, comprehensive well-being and autonomy.



For a decade, we have been providing financial support to the **Sant Joan de Déu Children’s Hospital in Barcelona** and its **Hospital Amic programme**, which aims to **improve the experience of hospitalised children** through dog-assisted interventions to contribute to the emotional well-being of patients and facilitate their recovery during treatment.



We have been collaborating for nearly fifteen years with the **Fundació Guné** to promote **female literacy** in the Kolda region of Senegal by building schools. With the support of **H10 Hotels**, in 2024, 400 women received training in reading, writing, health and nutrition, facilitating their daughters’ access to education.

Job Placement

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**, and other social entities to offer them real employment opportunities and support their professional and personal development.

Charitable Donations

We **donate food, furniture and toys** to disadvantaged communities, including the preparation of **6,240 meals annually for social dining rooms** and fortnightly deliveries to the **Food Bank**. We also offer complimentary stays to help raise funds for charitable events organised by entities such as **Cáritas** and the **Red Cross**. Additionally, **H10 Hotels** staff actively participate in various charitable causes, including the **Magic Line by SJD**, among others.



Loyalty Programme



LOYALTY
PROGRAM

The place to belong

The **Club H10 loyalty programme** offers our customers the opportunity to enjoy exclusive benefits from their very first stay.

Members of the programme receive a 5% discount on all bookings made through our websites, stays, meals and free services at our hotels by earning points, welcome gifts, special amenities and exclusive offers.

