



Press Dossier 2020

Communications Department



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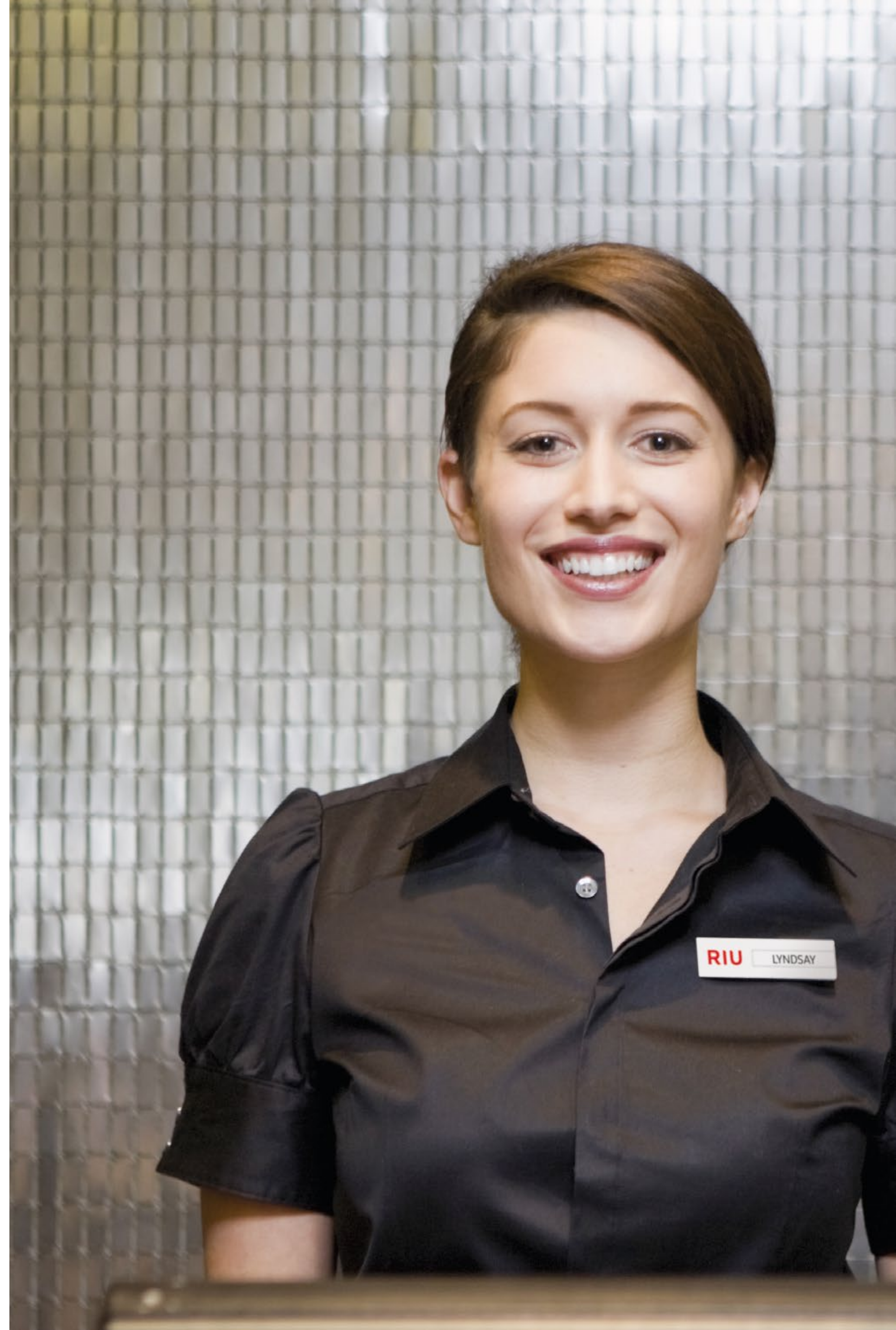
RIU Online & Blog

RIU Hotels & Resorts. The company

RIU Hotels & Resorts was founded in Mallorca, Spain, in 1953, as a small family holiday business by the Riu family, the original and current owner, now in its third generation. The company specialises in the holiday hotel trade, and over 70% of its establishments offer RIU's recognised all-inclusive service.

With the launch of its first city hotel in 2010, RIU expanded its product range with its own line of urban hotels, called RIU Plaza. At present, RIU Hotels & Resorts has 99 hotels in 19 countries which, every year, welcome more than 4.9 million guests and in which a total of 31,270 employees work.

The chain is defined by its strict commitment to quality, by its offer of outstanding facilities in the best beach and city destinations, by its varied and carefully prepared dining options and by personalised service with a heart. The staff are what set the chain apart from the competition. They make up RIU's main asset and its greatest source of pride.



RIU Group data sheet

Data at 31 December 2019

Hotels

99

Rooms

47,982

Countries

19

Staff

31,270

Beds

95,970

Customers

4.9 million

Revenue

€ 2.24 billion

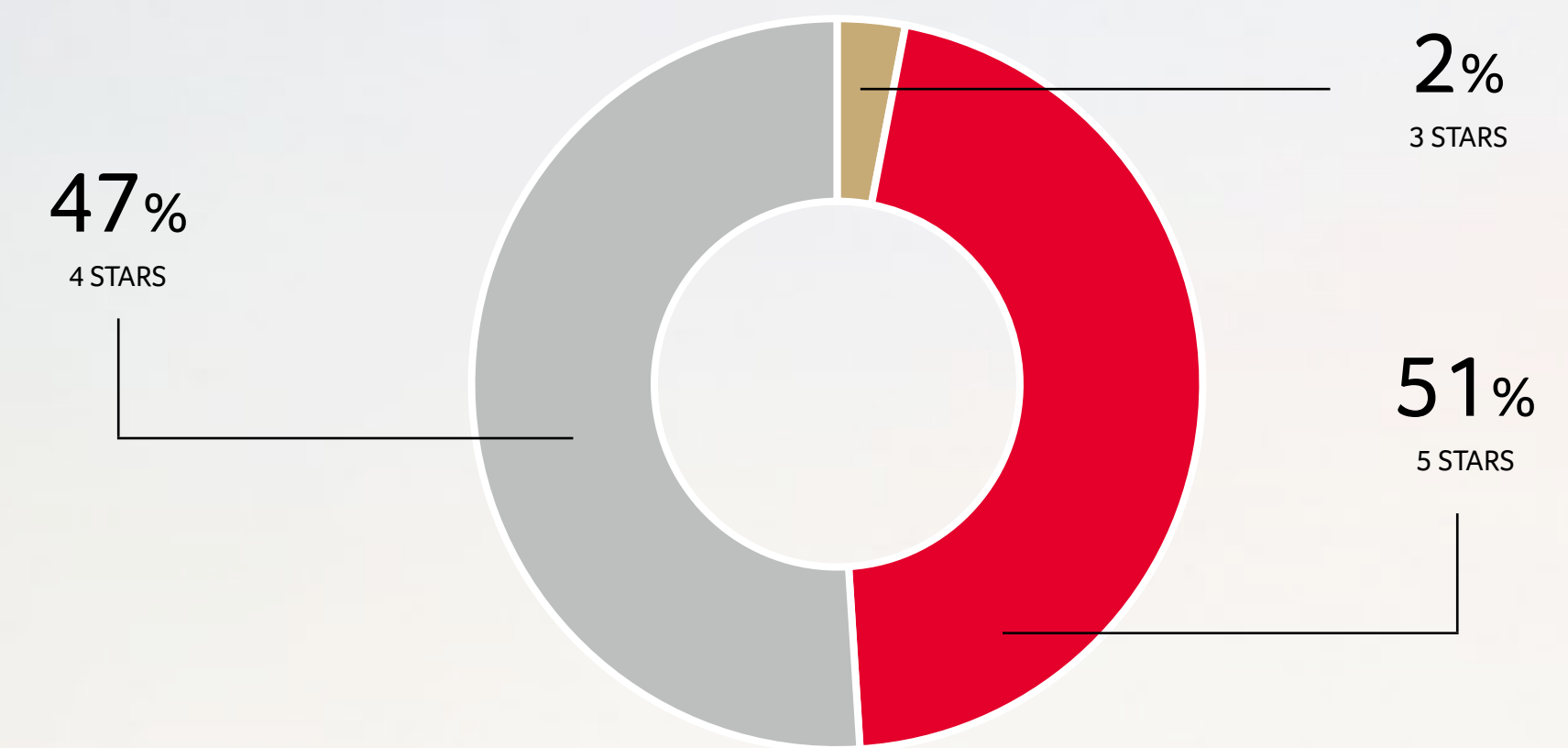
Commercial Partnerships

Riu Hotels S.A. Founded in 1977, hotel development company (49% TUI capital, 51% Riu family capital).

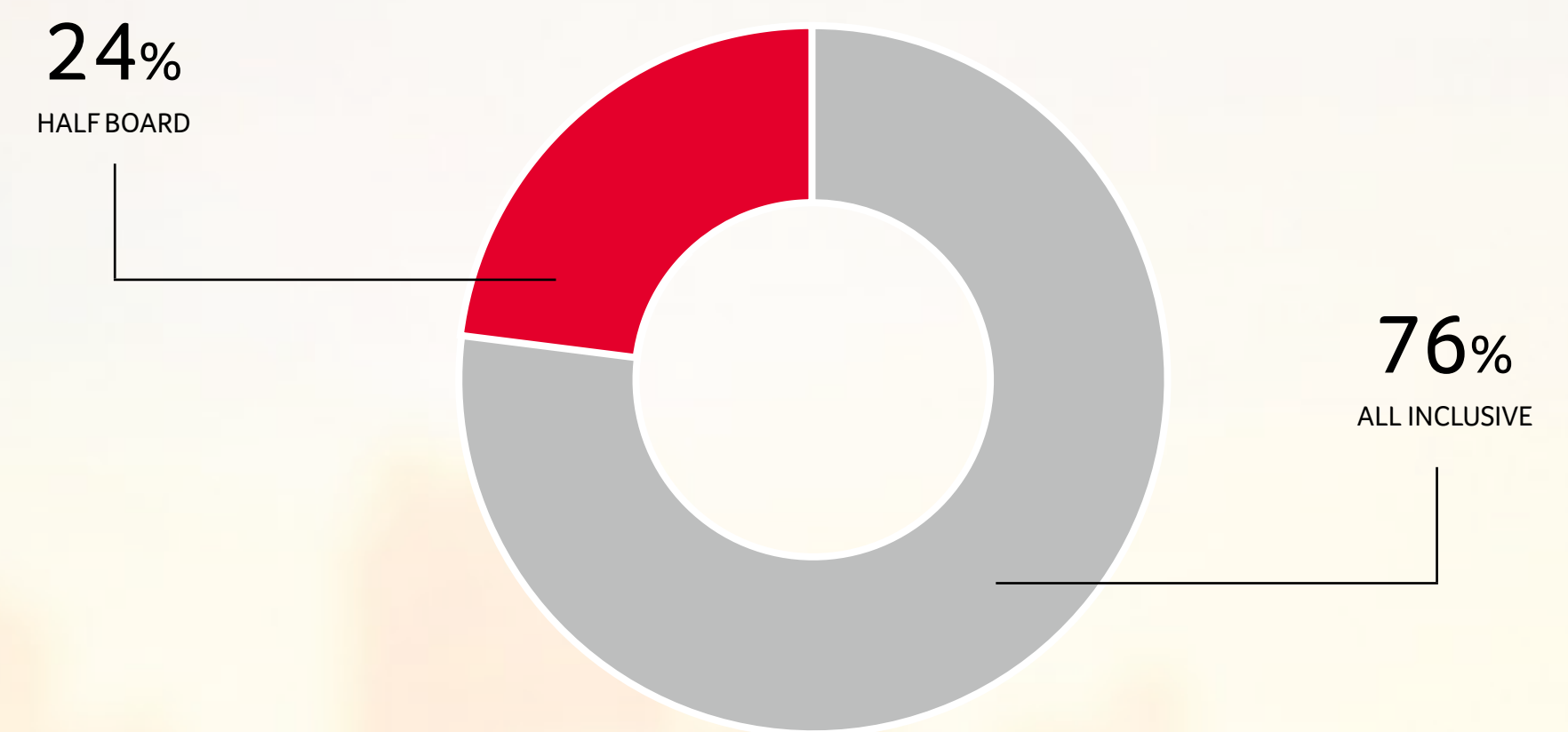
RIUSA II S.A. Founded in 1993, hotel operation company (TUI and RIU capital, 50% each)

RIU has been a shareholder in TUI AG since 2005. Since the merger of TUI Travel PLC and TUI AG in 2015, RIU now has 3.56% of the shares in TUI Group.

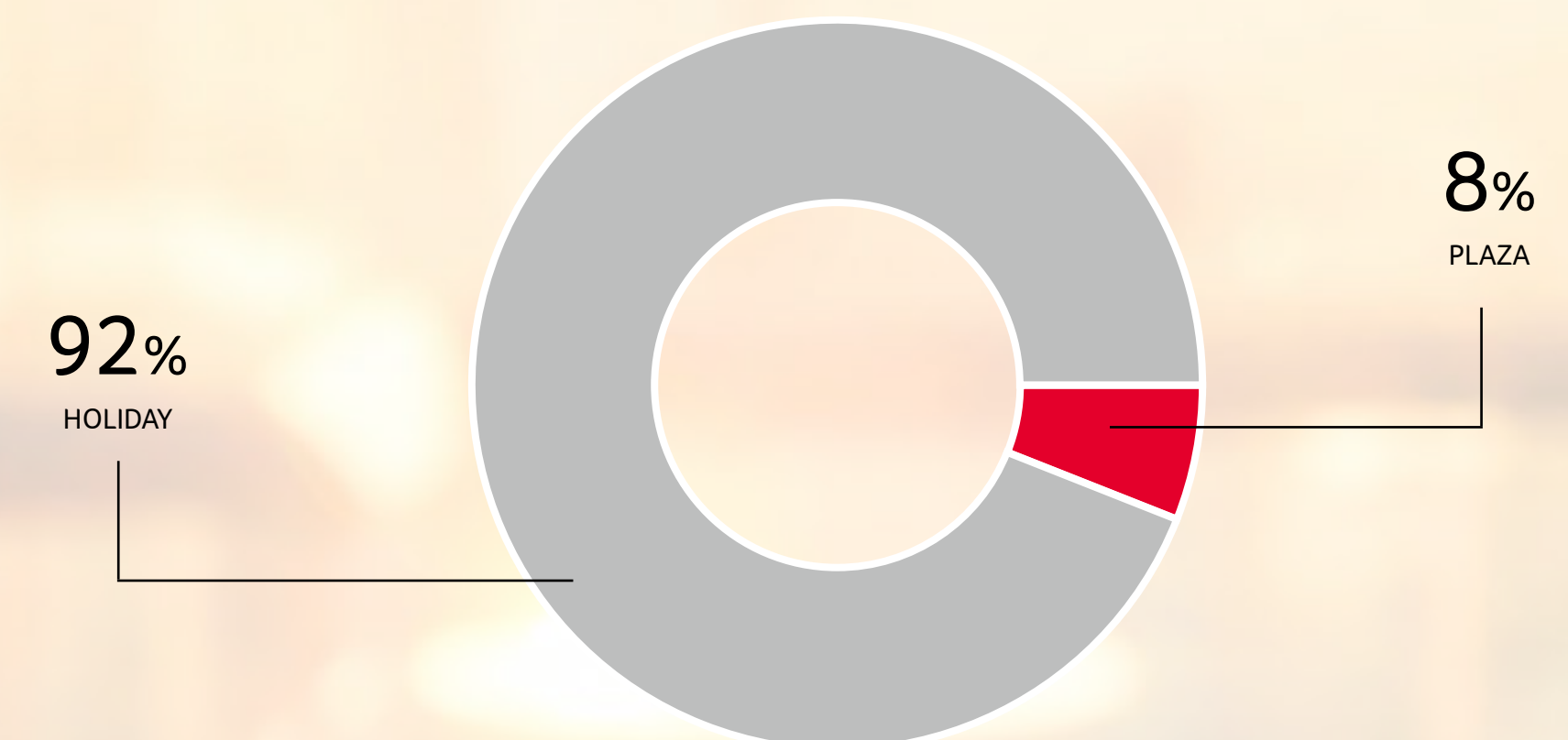
Distribution by Rating



All Inclusive vs Half Board



Plaza vs. Holiday



Positioning

38th chain in the world (Hotels magazine 2019 ranking)

4th in Spain by revenue and 4th by number of rooms (Hosteltur magazine 2019 ranking)

The chain's history

In November 1953, Juan Riu, his wife María Bertrán and their son Luis Riu Bertrán acquired the San Francisco hotel, a small establishment with 80 beds, located in Playa de Palma (Mallorca, Spain). It became the first hotel in what went on to be the international chain, RIU Hotels & Resorts. During the 1960s and '70s, the company grew in the Balearic Islands and it strengthened its commercial partnerships: in 1977, Riu Hotels S.A. was formed with TUI (Touristik Union International), with 49% TUI capital and 51% Riu family capital.

In 1985, RIU opened its first hotel outside of the Balearic Islands, Riu Palmeras in Gran Canaria, which proved to be a highly successful venture as the Canary Islands are still one of the chain's major destinations. It was also a key step towards making



the leap into the international arena. This took place in 1991, when Hotel Riu Taino opened in Punta Cana. This was the first major step in RIU Hotels' growth in America, where it now has more than 40 hotels.

Two years later, in 1993, the Riu family and TUI created the company RIUSA II S.A., which operates 100% of the RIU brand hotels. In 1998, following the death of Luis Riu Bertrán, his children Carmen and Luis Riu – the third generation of the Riu family – stepped up to be the chain's CEOs, the positions they still hold today.

Having specialised in holiday hotels for 56 years, in 2010 RIU embarked on one of its greatest ever challenges as a company: the launch of its city brand, RIU Plaza. That year, Hotel Riu Plaza Panama opened in Panama City, followed by hotels in the world's top cities, including Hotel Riu Plaza New York Times Square, opened in 2016 in Manhattan and Riu Plaza España in 2019 in Madrid.

The year 2016 also saw expansion into Asia, with the opening of Hotel Riu Sri Lanka. This expansion was strengthened further in 2019 with the launch of two hotels in the Maldives: Riu Atoll and Riu Palace Maldivas. At present, the chain is continuing its expansion throughout the Asian continent and in Africa.



The chain's milestones



1953

The chain's first hotel
Hotel Riu San Francisco
Playa de Palma



1977

Riu Hotels S.A. founded
Hotel development company



1985

First hotel outside of
the Balearic Islands
Hotel Riu Palmeras.
Gran Canaria



1991

First international hotel
Hotel Riu Taino
Punta Cana



2010

First urban hotel
Hotel Riu Plaza Panama
Panama



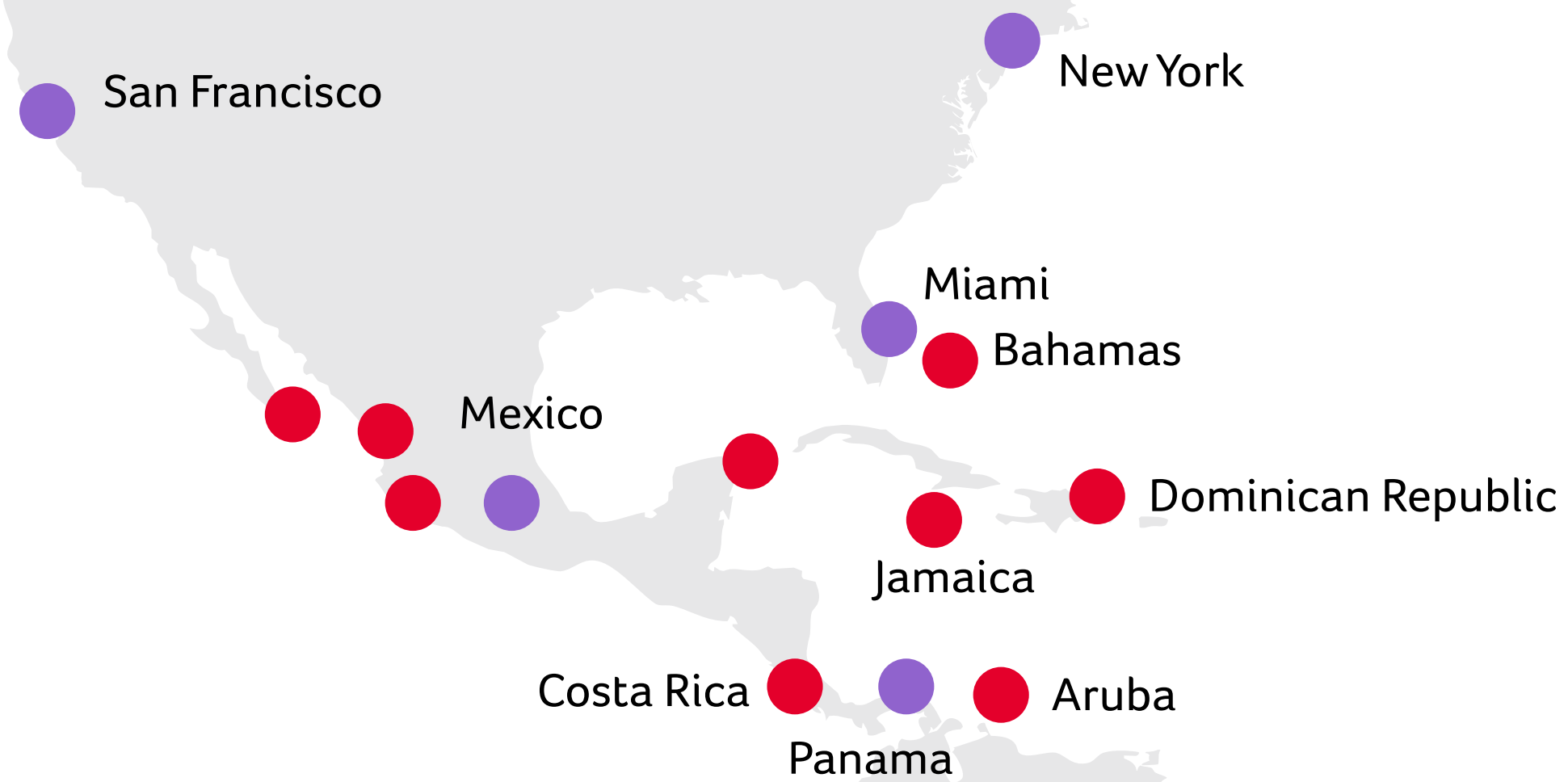
2016

First hotel in Asia
Hotel Riu Sri Lanka
Sri Lanka

RIU around the world

America

8 Countries · 19 Destinations · 42 Hotels



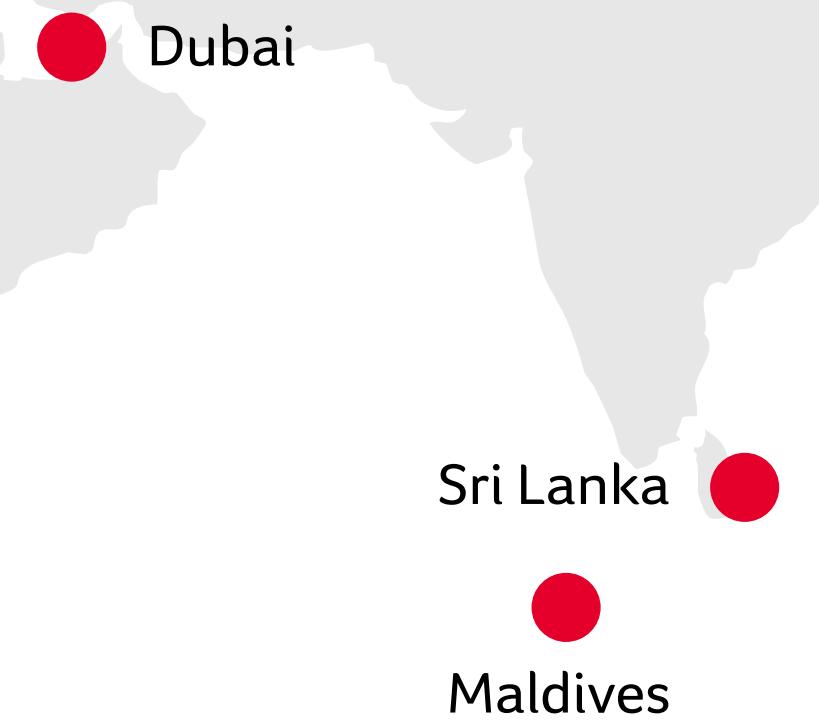
Europe

5 Countries · 17 Destinations · 39 Hotels



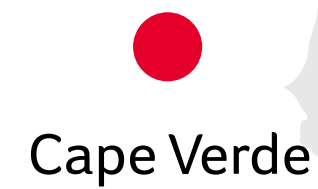
Asia

2 Countries · 2 Destinations · 3 Hotels



Africa

4 Countries · 6 Destinations · 15 Hotels



● Plaza Hotels

● Holiday Hotels

The CEOs

Carmen Riu & Luis Riu

Carmen Riu and Luis Riu took on the roles of CEO in 1998, positions they still hold today. They direct the company together, complementing one another and each contributing their skills to the business. So, Carmen Riu directs the Finance, Administration, Legal and Information Systems and Corporate Social Responsibility departments, while Luis Riu is in charge of the chain's Expansion, Sales and Marketing and Operations sections.

Carmen Riu

Carmen Riu was born in Palma de Mallorca in 1955. She is married and has three children. She has a degree in business administration from the University of Barcelona and also undertook postgraduate studies in human resources and finance at the IE Business School in Madrid. Carmen Riu has had a long career at RIU, where she has been hotel manager and head of human resources, administration and finance. In 1998 she was named CEO of RIU Group, together with her brother Luis.

Luis Riu

Luis Riu was born in Palma de Mallorca in 1960. He is married and has three children. He has a degree in business administration from the University of Barcelona and has always had a clear passion for hospitality. He has had a long career at the chain, where he has been hotel manager and head of expansion in the Canary Islands. In 1991 he was named president of the chain, and in this role he directed its international expansion. Since 1998 he has been CEO of RIU Group, together with his sister Carmen.



Holiday Hotels

RIU Hotels & Resorts has specialised in holiday hotels since its beginnings

It offers hotels with outstanding facilities and excellent locations in the best beach and city destinations, as well as high-quality dining options. More than 70% of its establishments offer all-inclusive service. The RIU chain offers the ideal product for all the family, therefore it includes services and activities for young children as well as shows and complete spas for the adults.



Entertainment

Continuous innovation for enjoyment and fun

For RIU, constant innovation and customer entertainment are paramount. For this reason, over the last year, some of its beach hotels now have the Splash Water World and Riu Parties, as well as the existing programmes of RiuFun, RiuFit, RiuArt and RiuLand.





Discover the best parties on your holiday

This new entertainment concept from RIU offers a range of themed parties. They include shows, performances and top DJ sessions. There are two types of Riu Party: the Riu Pool Parties are held in a closed zone with a pool, only for adults, and the Riu Get Together Parties are aimed at all ages.





A journey full of slides and big thrills

Fun is guaranteed with this new water park. Slides in different sizes and types, amazing cascades, some several metres high, and pools for all ages. Guests can enjoy these facilities for free at some of RIU's hotels in Punta Cana, Mexico, Jamaica and Costa Rica.



RIU Plaza Hotels

RIU Hotels & Resorts launched its new line of city hotels, RIU Plaza, in 2010

RIU Plaza hotels are urban hotels positioned in strategic locations in national and international urban hubs. These establishments are characterised by their modern yet functional style and a service that offers all types of amenities for both business travellers and holidaymakers.





New York



Dublin



London



Berlin



San Francisco



Madrid



Toronto

2010 PANAMA
Hotel Riu Plaza Panama

2011 GUADALAJARA
Hotel Riu Plaza Guadalajara

2015 MIAMI
Hotel Riu Plaza Miami Beach

2015 BERLIN
Hotel Riu Plaza Berlin

2016 NEW YORK
Hotel Riu Plaza New York Times Square

2016 DUBLIN
Hotel Riu Plaza The Gresham Dublin

2019 MADRID
Hotel Riu Plaza España

2019 SAN FRANCISCO
Hotel Riu Plaza Fisherman's Wharf

2020 LONDON

TORONTO

Loyalty programmes

The company's history has, since its origins, been linked to tour operation, and travel agents have been its greatest allies throughout its growth. So, in 1992, RIU launched a loyalty programme just for them. Being a member of Riu Partner Club is the best guarantee of training possible for travel agents because they get to know the product first-hand and, allowing them to recommend the hotels that best meets the customers' expectations.

For more information, please visit www.riupartnerclub.com

Created in 1997, this programme identifies our guests as preferential customers and allows them to enjoy special offers and earn points, which they can then exchange for extra costs in the hotels, items in Riu Shop stores or discounts on our partners' services.

For more information, please visit www.riuclass.com



RIU CSR

Corporate Social
Responsibility

RIU's new corporate social responsibility strategy reinforces our commitment to improving the social and environmental surroundings of our hotels, and our determination to orientate the business towards sustainability.

It is based on identifying each destination's needs and designing a corporate strategy in accordance with its key lines of action in terms of CSR, prioritising health and childhood, followed by the environment and development of the local community.



RIU CSR

Areas of work in 2020

Social and environmental investment in destinations, linked to turnover

Certifications

- Commitment to earn sustainability certification for hotels we own.
- “Carbon neutral” certification in Costa Rica.

Partnerships

- ECPAT: commitment to childhood, to eradicate the abuse and trafficking of minors linked to tourism.
- UNWTO Code of Ethics
- JSF T&T School
- Palma Beach

Sustainability criteria

- Sustainable purchasing
- Eradication of plastics
- Circular economy

Reporting

- Sustainability Report
- Integrated reporting



2020 renovations

Hotel Riu Tikida Garden
Marrakech / Morocco

Hotel Riu Concordia
Palma de Mallorca / Spain

Hotel Riu Montego Bay
Montego Bay / Jamaica

Hotel Riu Palace Jandia
Fuerteventura / Spain

Hotel Riu Buenavista
Tenerife / Spain

Hotel Riu Plaza The Gresham Dublin
Dublin / Ireland **Expansion**

Opening soon

Model

Hotel Riu Palace Santa Maria
Sal Island / Cape Verde (2020)

Hotel Riu in Dubai
Dubai / United Arab Emirates (2020)

Hotel Riu Plaza in London
London / United Kingdom (2021)

Hotel Riu Plaza Manhattan Times Square
New York / USA (2021)

Hotel Riu in Senegal
Pointe-Sarène / Senegal (2021)

Hotel Riu Plaza in Toronto
Toronto / Canada (2021)

RIU Online

Find out more about our hotels and follow us on our networks

Blog

RIU Hotels & Resorts shares information via its own blog, which reinforces its positioning and its internal and external communication and acts as a direct channel for the chain to share everything relating to the company and its hotels. In addition, the CEO Luis Riu shares anecdotes about the hotels, the company and his first-hand experiences through his personal blog posts.

Communications Department

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