

**The former Selomar Hotel, part of Hotel Investments Partners' (HIP) portfolio and managed by the Barceló Group, undergoes complete refurbishment.**

## **BARCELÓ BENIDORM BEACH HOTEL OPENS AFTER AN INVESTMENT OF MORE THAN €27 MILLION EUROS**

- **The establishment was comprehensively repositioned and upgraded from a three-star to a superior four-star hotel. It has 264 fully renovated rooms, most of them with views of the Mediterranean.**
- **Located on the Levante beach, and with easy access to the historic centre, the Barceló Benidorm Beach Hotel is designed for adult guests.**

**Barcelona, Palma, 2 October, 2023.-** The Barceló Benidorm Beach Hotel (formerly The Selomar Hotel) has just opened its doors after a comprehensive renovation of all its facilities, following an investment of more than 27 million euros. The establishment is included in the portfolio of Hotel Investment Partners (HIP), a leading owner of resort hotels in Southern Europe owned by Blackstone-managed funds, and opens as a superior four-star hotel designed for adult guests.

The Barceló Benidorm Beach Hotel has a prime location on the Levante beachfront with easy access to the historic centre. The new design pays homage to the glamour of Benidorm in the sixties. The 264 rooms, most of them with views of the Mediterranean, have been completely renovated and equipped in accordance with the quality standards of the hotel's new four-star category.

The culinary and leisure offer has also been updated. The hotel has 'La Santa María Gastrobar', a gastronomic project by the Barceló Hotel Group that is already present in other hotels and invites guests to travel through different cuisines through an original concept of 'travelling tapas' and a buffet restaurant specialising in Mediterranean fare. It also has a lobby bar for aperitifs and the 'B-Heaven rooftop bar' located on the top floor of the hotel, with a swimming pool and solarium, where guests can enjoy a select cocktail menu with the spectacular views of the Mediterranean and the Benidorm skyline. And for those who don't want to miss out on their sports routine on holiday, the Barceló Benidorm Beach Hotel also has a fitness area.

HIP is committed to generating value for the destinations in which it operates through investment and repositioning its hotel assets. The choice of strategic partners such as Barceló Hotel Group, plays a key role in achieving this, due to their experience and market knowledge.

**About HIP**

HIP was founded in 2015 by Alejandro Hernández-Puértolas and Banco Sabadell and was subsequently acquired by Blackstone in 2017. Through subsequent acquisitions, the portfolio has grown to 72 hotels totalling ~21k keys across Spain, Greece, Italy and Portugal.

HIP has a dedicated team of around 100 professionals specialised in acquisitions, execution, renovation and repositioning of well-located but undercapitalised hotels. The team works in partnership with various hotel operators such as Ritz-Carlton, Barceló, Apple Leisure Group®, Hilton, Ledra, Melia and Marriott with the aim of improving hotel management and travellers' experience during their stay. HIP will invest more than 600 million euros in its existing portfolio of resorts.