



Juan José Calvo
Sales&Marketing Corporate Director
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USHUAÏA IBIZA: THE HOTEL THAT CHANGED EVERYTHING



**“ART IS THE BIGGEST EXPRESSION OF A HUMAN BEING”
WE MADE OUT OF MUSIC&HOSPITALITY THE BEST WAY TO EMBODY PEOPLE’S DREAMS**

USHUAÏA IBIZA: QUALITY AND EXCLUSIVITY

WORLDWIDE **PREMIUM** TREND SETTER

USHUAÏA IBIZA: THE ORIGINAL CONCEPT



MODERN AND OUTBREAKING DESIGN
HIGH QUALITY SERVICES IN A PRIVILEGED DESTINATION
THE RESULT: BEST ADULTS THEMATIC PARK IN THE WORLD

USHUAÏA IBIZA: THE HOTEL & SERVICES

**417 ROOMS WITH AROMATHERAPY, CHROMOTHERAPY
3 SWIMMING POOLS, VIP CONCIERGE 24H
USHUAÏA SHOPS, RECORDING STUDIO, WELLNESS
MEETING ROOMS AND MORE**

USHUAÏA IBIZA: GASTRONOMY



BEST FOOD & BEVERAGE OUTLETS IN IBIZA:

**MINAMI-JAPANESE, MONTAUK-STEAKHOUSE, BEACH CLUB-
MEDITERRANEAN**

BARS & COCKTAILS:

OYSTER & CAVIAR BAR, UP SKY BAR, POOL BARS, SWIM-UP BARS.

USHUAÏA IBIZA: CONTINUOUS INNOVATION

WE ARE ALWAYS ONE STEP FORWARD

USHUAÏA IBIZA: TECHNOLOGY PIONEERS



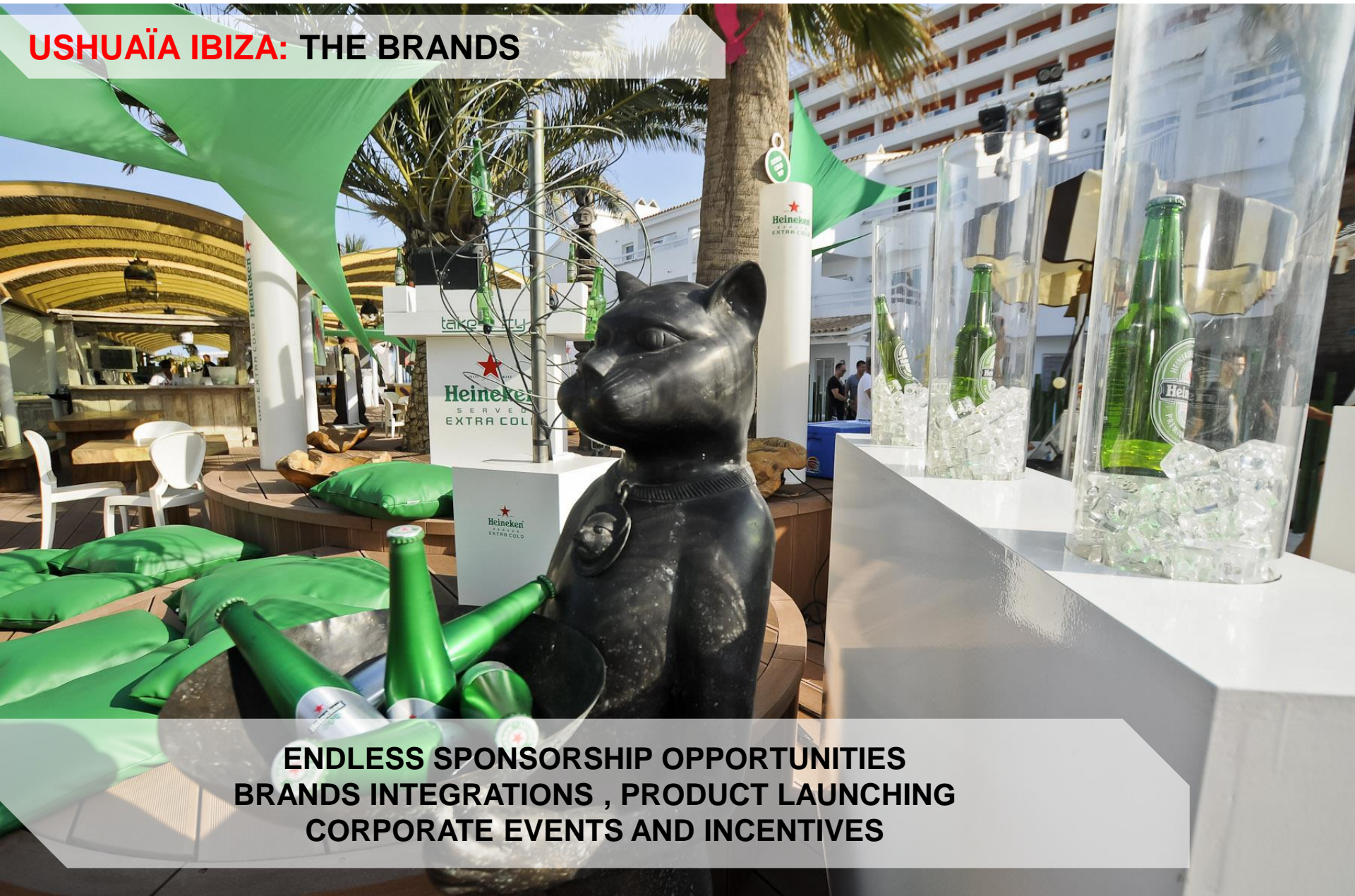
CUTTING EDGE TECHNOLOGY / A BENCHMARK FOR THE INDUSTRY:
NEW SMART BRACELETS WITH RFID TECHNOLOGY,
GIANT LED SCREENS. INTERACTIVE GROUNDS,
MICROSOFT SURFACE, SUR40, XBOX KINNECT
“STATE OF ART” SOUND, ILLUMINATION AND FIREWORKS

USHUAÏA IBIZA: THE SOCIAL NETWORK HOTEL

A woman with short dark hair and sunglasses is smiling and touching the screen of a white Facebook photo booth. The booth has a camera icon and the Facebook logo at the top. In the background, other people are visible, and a wall is decorated with many small black ant-like figures. The scene is outdoors under a clear blue sky.

FACEBOOK PRESENCE. GET YOUR COMMENTS AND PICTURES LIVE
FREE WIFI ALLOVER THE HOTEL 24 HOURS
WE ARE WORLDWIDE LEADERS IN HOSPITALITY
FACEBOOK 356,000. YOUTUBE 5,000. TWITTER 112,000. INSTAGRAM 14,000

USHUAÏA IBIZA: THE BRANDS



**ENDLESS SPONSORSHIP OPPORTUNITIES
BRANDS INTEGRATIONS , PRODUCT LAUNCHING
CORPORATE EVENTS AND INCENTIVES**

USHUAÏA IBIZA: THE SHOPS



**4 MERCHANDISING STORES IN THE ISLAND (HOTEL, AEROPUERTO, IBIZA
& SAN ANTONIO)
CONNECTING OUR CLIENTS WITH HIGH END TRENDS, ACCESORIES AND
GIFTS.**

USHUAÏA IBIZA: THE WORLD'S BIGGEST DJ'S

DAVID GUETTA, LUCIANO, SWEDISH HOUSE MAFIA, LOCO DICE, PETE TONG, AVICII,
CALVIN HARRIS, FATBOY SLIM, CARL COX, SVEN VATH, TIESTO...

USHUAÏA IBIZA: THE HOTEL THAT LOVES VIPS

**+3,000 CELEBRITIES CAME TO JOIN LUXURY, MUSIC AND PARTY
(LEONARDO DI CAPRIO, PARIS HILTON, BONO-U2, SHAKIRA, MICK
JAGGER, LADY GAGA...)**

USHUAÏA IBIZA: SOME STATISTICS

Ushuaia Ibiza

Término de búsqueda

Pacha Ibiza

Término de búsqueda

Space Ibiza

Término de búsqueda

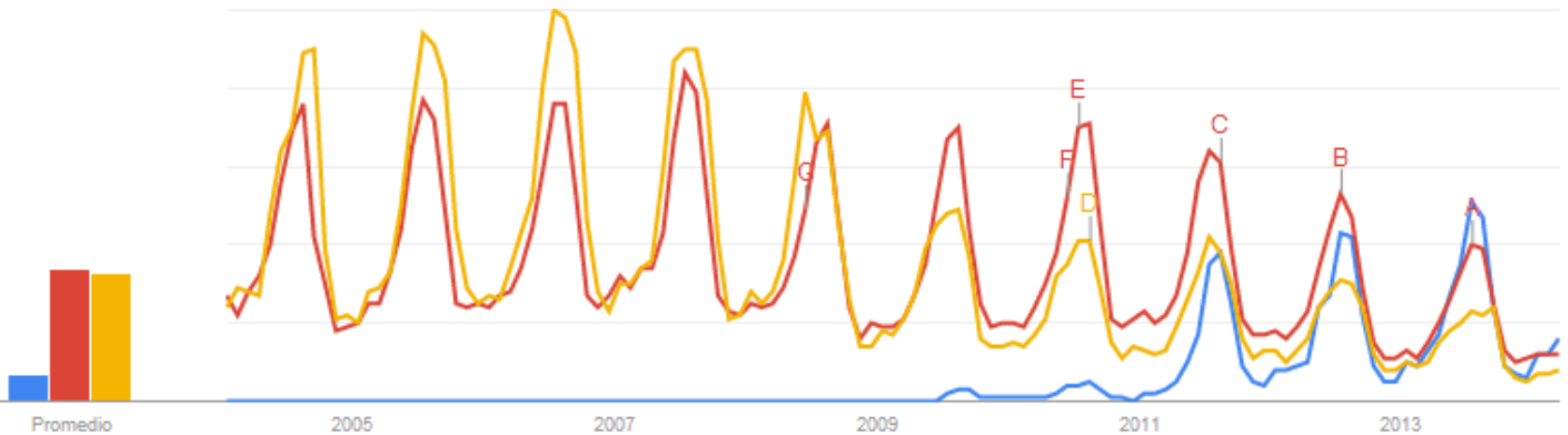
+Añadir término

Compartir ▾

Interés a lo largo del tiempo ?

☒ Titulares de noticias

☐ Previsión ?



USHUAÏA IBIZA: SOME STATISTICS

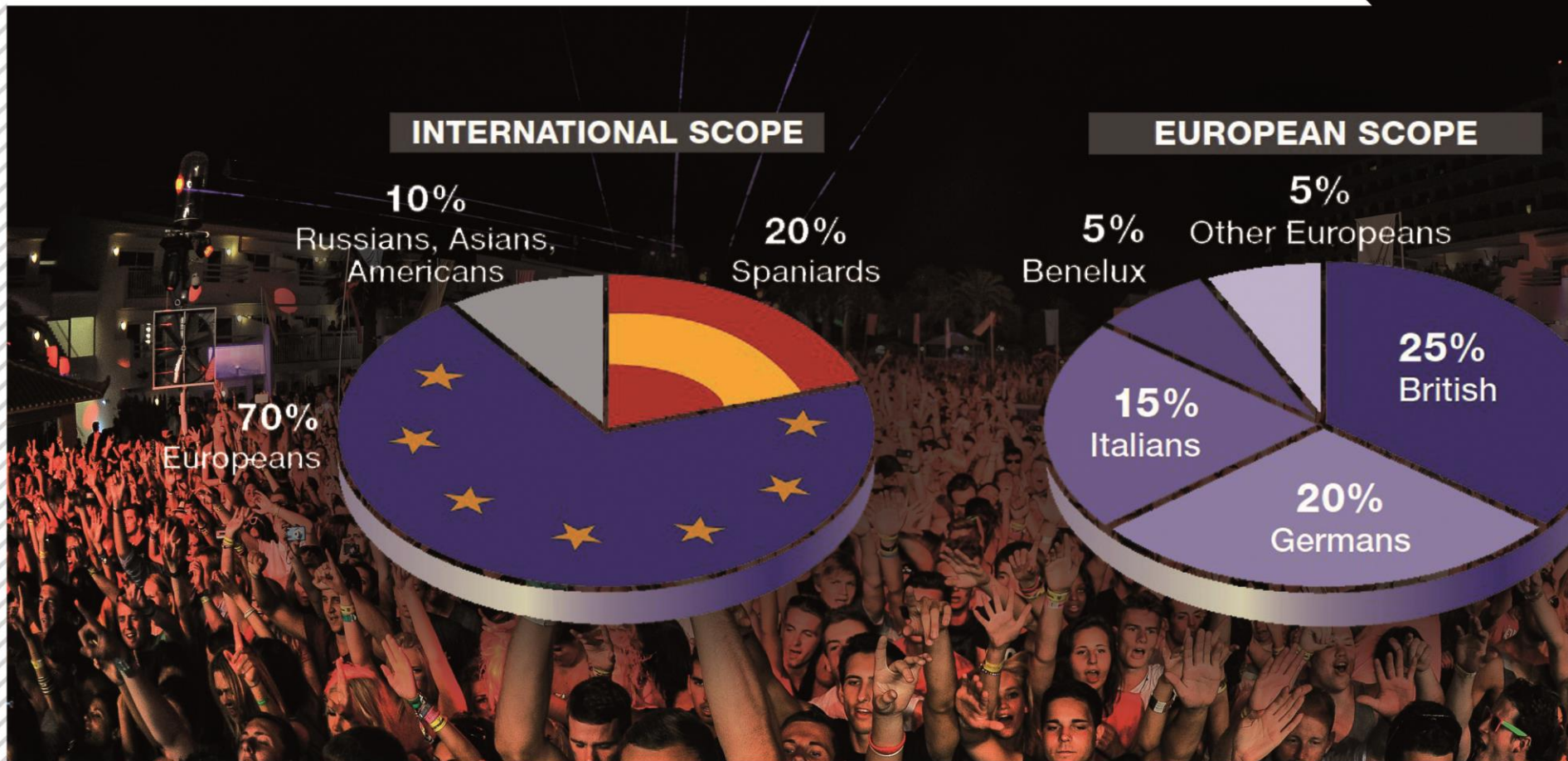


Hotelera	Seguidores en twitter 2013	Seguidores en twitter 2012	Puesto en el Ranking Twitter Hosteltur 2012	Establecimientos 2012	Habitaciones 2012
PALLADIUM HOTEL GROUP	112.103	45.499	2	48	13.832
BARCELÓ	108.591	57.005	1	140	37.778
NH HOTELES	36.965	19.710	3	395	58.885
MELIÁ HOTELS INTERNATIONAL	22.372	11.991	4	306	77.996
RIU HOTELS	17.919	8.742	5	108	43.081
IBEROSTAR HOTELS & RESORTS	15.062	7.652	6	89	30.063
PARADORES	13.952	5.082	7	93	5.800
GRUPO HOTUSA	8.332	4.449	8	118	11.680
AC HOTELS BY MARRIOTT	7.086	3.107	9	83	8.800
HIO HOTELS	5.178	2.654	10	40	11.344



HOTELERA	Seguidores en Facebook 2013	Seguidores en Facebook 2012	Puesto en el Ranking Facebook 2012	Establecimientos 2012	Habitaciones 2012
1 MELIÁ HOTELS INTERNATIONAL	808.637	538.241	1	306	77.996
2 PALLADIUM HOTEL GROUP	356.113	22.746	8	48	13.832
3 RIU HOTELS	282.913	144.215	2	108	43.081
4 IBEROSTAR HOTELS & RESORTS	135.006	67.049	3	89	30.063
5 BARCELÓ	94.414	14.984	10	140	37.778
6 HIO HOTELS	93.822	25.848	6	40	11.344
7 PARADORES	90.202	50.339	4	93	5.800
8 GRUPO PLAYA SOL	67.759	Sin Facebook	48	46	5.119
9 NH HOTELES	77.699	37.808	5	395	58.885
10 GRUPO PINERO	47.852	19.636	9	23	10.993

USHUAÏA IBIZA: INTERNATIONAL SEGMENTATION



A MELTING POT OF WORLDWIDE NATIONALITIES

HARD ROCK HOTEL IBIZA: OPENING JUNE 2014



**FIRST HARD ROCK HOTEL IN EUROPE
FULL RECONVERSION OF A 3* HOTEL INTO A 5*
KEY OF DIFFERENTIATION AND FUTURE OF THE DESTINATION**

HARD ROCK HOTEL IBIZA: MODERN AND FOR ALL AGES



**CHROMOTHERAPY, AROMATHERAPY
ELECTRIC GUITAR & ROCK LESSONS -The Sound of Your Stay
SENSORIAL CABINS WITH MUSIC RITHM MASSAGE - Rock Spa®
MEMORABYLIA WITH ORIGINAL PIECES FROM THE BEST ROCK
LEGENDS**

HARD ROCK HOTEL IBIZA: FOR ALL AGES



STAGE FOR MORE THAN 2.500 GUESTS
UNIQUE DECORATION WITH MUSIC AS MAIN THEME
THEMATIC AREAS AND ACTIVITIES FOR ALL PUBLICS
Sports Bar, Pool Zone, BeachClub, Teens Club, Kids&Babies Club

COMING SOON...





*"When you come to Ushuaia,
don't forget to visit Ibiza!"*