The New Magaluf
“A leading company like Meliá Hotels International must assume, if possible, a greater commitment to start the road. **Renewed or die**”

*Gabriel Escarrer Jaume, Vicechairman & CEO (2011)*

**Calviá Beach Proyect**

In 2011 Meliá launches the Calviá Beach Project to face a critical situation, within a framework of public-private collaboration, which aims to reinvent the obsolete tourism offer and improve the positioning of Magaluf (Mallorca).
From 2011 to 2018

11 Renewed Hotels

More than 250 Mn € invested

- Conversion of all Hotels to 4 star and 4 star superior
- EarthCheck certified hotels
- 1st class partnerships as Nikki Beach, Katmandu Group or Starwood Capital
- Opening of a new commercial area for the promotion of Calvià as a daytime leisure area
- >2000 m² of MICE facilities
Stay in 1, play in all

9 hotels in 1 resort

Meliá offers the possibility of staying in a hotel and enjoying the restaurants and outlets of 9 properties, all located in Calvià.

Thanks to “Smart Bracelets”, guests can pay for all hotel and outlet services without having to carry anything else with them.
The evolution in figures (2011-2018)

- Annual income: +13%
- Annual RevPar: +9%
- Annual ARR: +8%
- F&B annual income: +14%
- Renovated rooms: 3.529
- Opening days: +8.5%
- Annual social cost: +9.2%
Customer profile (2018)

Now more than half the travelers visiting Magaluf are families and couples. And the majority of Meliá’s customers in Magaluf are over 30 years old.

This means the destination is changing, becoming The New Magaluf.
Meliá Hotels International’s CEO, Gabriel Escarrer Jaume, shows us how it looks this destination after the reconversion of the Company’s hotels in Magaluf.
The challenge

- Improve in key markets
- Face negativity in some environments
- Show the positive reality of the New Magaluf

The New Magaluf

Sol Beach House Mallorca
Human nature leads us to get impacted by negative events more than by positive, it is a matter of survival.”
What people see

Every year hundreds of negative news about Magaluf are viralized focusing on the elements that build a negative perception of destination. News in which the main theme is:

- Drunk Tourism
- Balconing
- Violence

That leads to the fact that when someone searches for information about “Magaluf” on Google, most of the content they find strengthens that negative image.
What travelers see

When we see the content that tourists are sharing on social media, we see a very different experience, in which the most positive elements that help us build a good image of the destination gain much more visibility:

• Crystal-clear water beaches
• Varied gastronomic offer
• Varied tourist profile

Thus, when we search for geolocated content in Meliá Hotels International hotels on Instagram, this is the type of content we see.
The new positioning

"This is what happens in Magaluf, and you never would have imagined it"

We want to position the image of the Magaluf destination as the clients of our hotels communicate in their social networks. We see that there is a real experience, of a quality tourism and with a heterogeneous profile that is living a vacation enjoying a destination, an infrastructure and a leisure offer that moves away from the perception that society has of the Magaluf destination.
The aim of this campaign is to make these two types of audiences change their conception of Magaluf. The goal is to get residents to like again the destination that they have been rejecting and become prescribers of the experience, and get tourists perceive Magaluf as a quality destination, with a varied offer, for many types of travelers and with an excellent and varied complementary product.
The hashtag

#TheNewMagaluf
The claim

HAVE YOU HEARD?

HAVE YOU HEARD?
The landing page of the campaign at melia.com shows an Instagram feed with User Generated Content, images in which it is shown the essence of The New Magaluf.
The social media plan

On social media, different types of content have been used to promote this Campaign, sharing User Generated Content (UGC) and real experiences of the travelers who visit the destination.
The video