

Meliá to Be One of the First Participants Worldwide to Adopt Whatsapp Business for Larger Companies

In line with its digital strategy, the company aims to provide a better customer service delivery

Palma de Mallorca, 16 August 2018 - Meliá Hotels International, the leading hotel company in Spain, is a global market-leader in the digitalization of the hotel industry with a strong focus on innovation to drive enhancements to the customer experience. The company has now added WhatsApp to its technological ecosystem after becoming one of the first participants worldwide to start using the WhatsApp Business solution for larger business, which allows companies to improve the digital customer relationship model.

In this first stage, after consent from users, Meliá Hotels International will use the WhatsApp Business solution to send useful information to customers such as their booking confirmation number, hotel location or contact telephone number. The company expects this to be a lever for improving customer experiences and their relationship with the brand. "Nowadays, customers want to connect quickly and easily with businesses in the same way they chat with friends and family. Our customer experience strategy requires us to be present in all the channels where they expect to find us, and WhatsApp is definitely one of them. This solution also allows us to get closer to customers and drive innovation in the industry, two of the fundamental values of our company," says Gabriel Escarrer, Vice President and CEO of Meliá Hotels International.

WhatsApp is a simple, reliable and private way to talk with anyone in the world. More than 1,5 billion people in over 180 countries use WhatsApp to stay in touch with friends, family and businesses anytime, anywhere. WhatsApp Business helps companies and customers to connect quickly and easily, providing a new opportunity to better manage conversations with customers.

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About Meliá Hotels International

Founded in 1956 in Palma de Mallorca (Spain), Meliá Hotels International is one of the largest hotel companies worldwide, as well as the absolute leader within the Spanish market, with more than 380 hotels (current portfolio and pipeline) throughout more than 40 countries and four continents, operated under the brands: Gran Meliá Hotels & Resorts, Paradisus by Meliá, ME by Meliá, Meliá Hotels & Resorts, INNSIDE by Meliá, Sol by Meliá and TRYP by Wyndham. The strategic focus on international growth has allowed Meliá Hotels International to be the first Spanish hotel company with presence in key markets such as China, the Arabian Gulf or the US, as well as maintaining its leadership in traditional markets such as Europe, Latin America or the Caribbean. Its high degree of globalisation, a diversified business model, the consistent growth plan supported by strategic alliances with major investors and its commitment to responsible tourism are the major strengths of Meliá Hotels International, being the

Spanish Hotel leader in Corporate Reputation (Merco Ranking) and one of the most attractive to work worldwide. Meliá Hotels International is included in the IBEX 35 Spanish stock market index. Follow Meliá Hotels International on Twitter [@MeliaHotelsInt](#) and Facebook [meliahotelsinternational](#). [www.melia.com](#)