

A L E
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HOTEL ALEXANDRA
BARCELONA

CURIO
A COLLECTION BY HILTON™



ALEXANDRA

ALEXANDRA

patio
terrace &
pool

SOLIMILLO
Catalunya/Costa Brava

H
★★★★

HOTEL ALEXANDRA
★★★★

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XAN
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BARCELONA

CURIO
A COLLECTION BY PULSAR



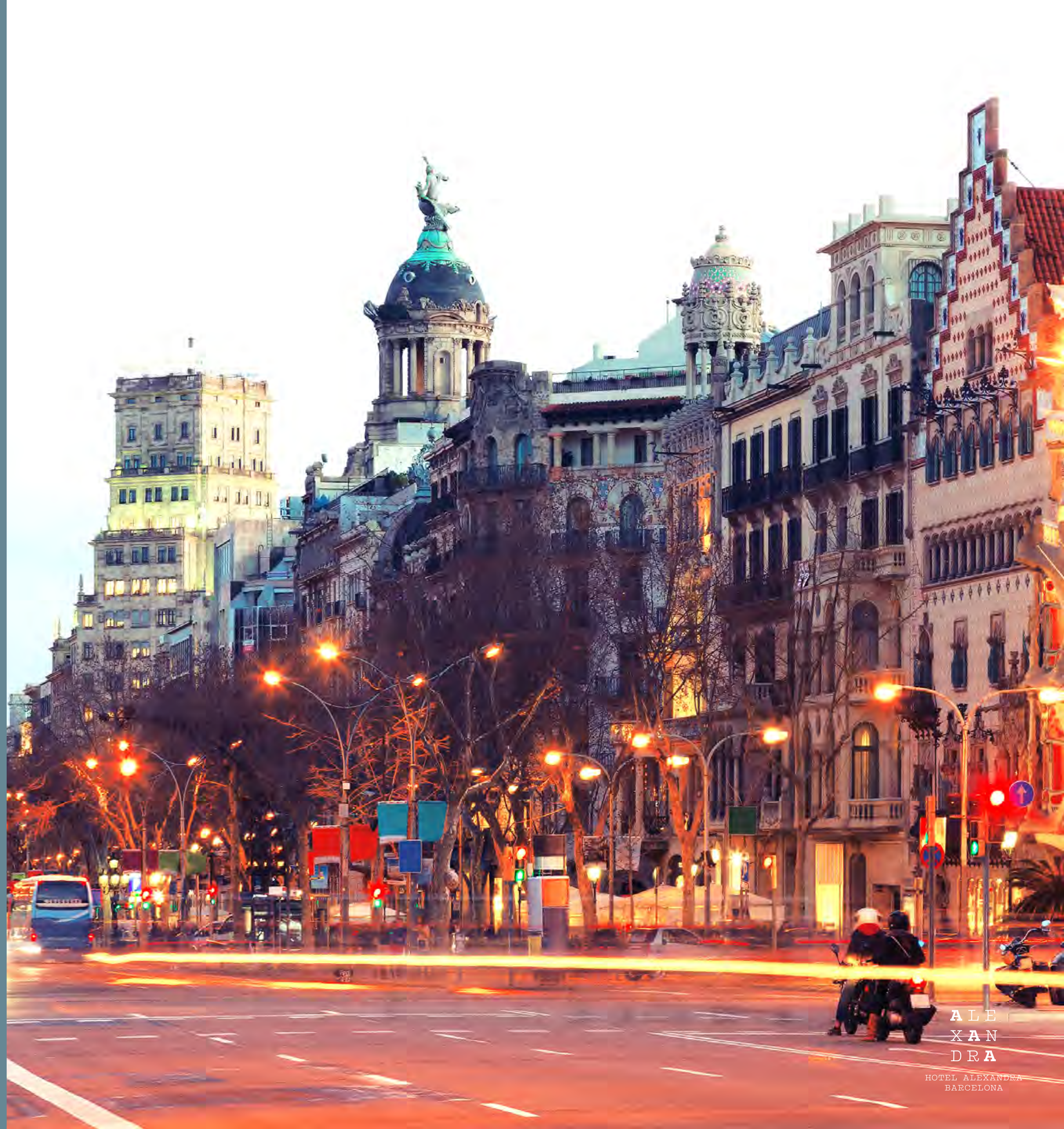
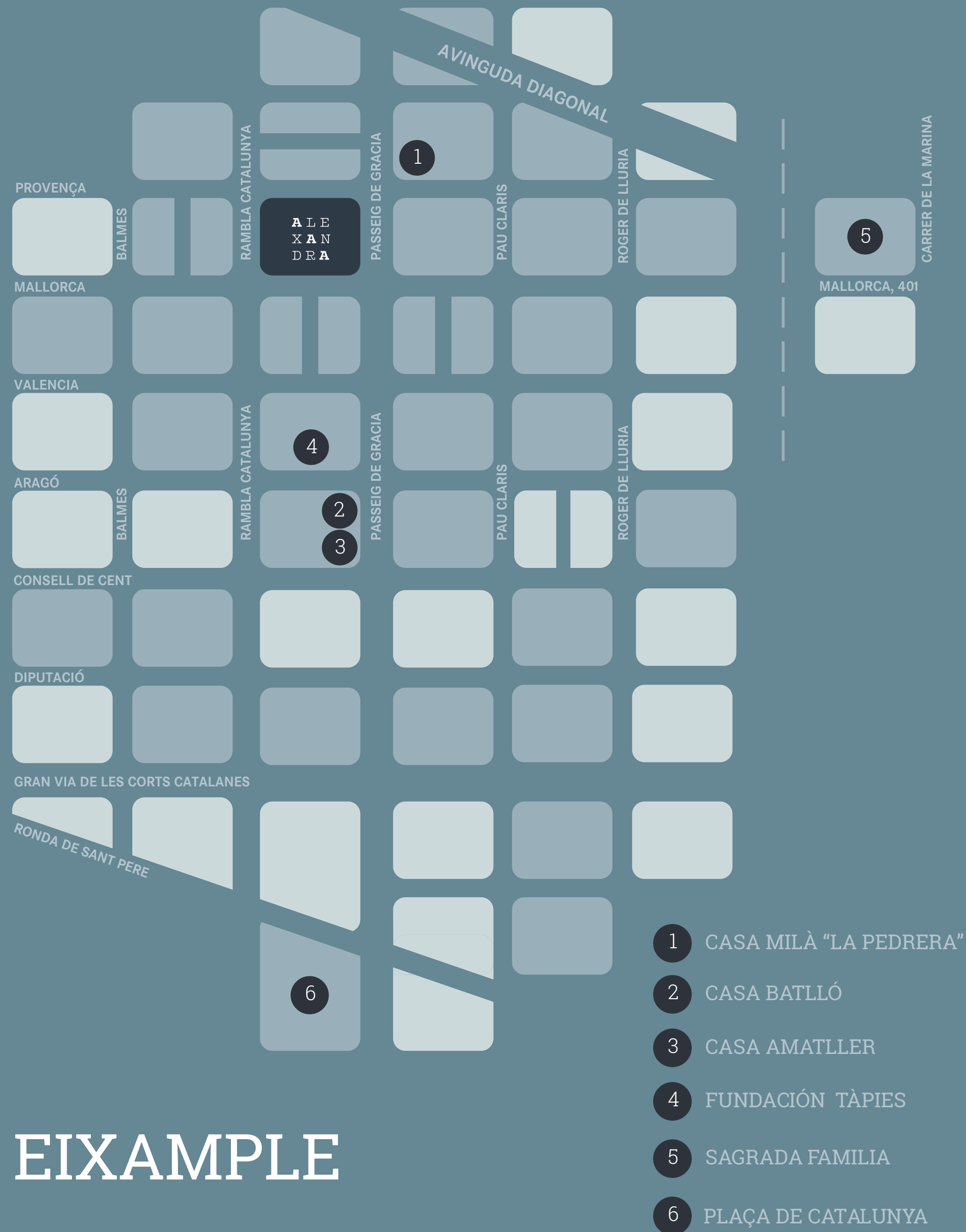
DESTINATION BARCELONA. SPAIN



Hotel Alexandra is located in the Eixample, where the Catalan bourgeoisie built their houses at the end of the 18th century, making modernism the symbol of its status and modernity.

Three of this houses have later become the Hotel Alexandra Barcelona, a design boutique hotel in Paseo de Gracia, fusion of classic and modern, which combines modernist details, local and original furniture.

>cosmopolitan<



How is Alexandra?
ALEXANDRA IS US,
THE WAY WE ARE. THE WAY WE LIVE.

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WHAT WE OFFER

5 Flexible meeting spaces

- 555 sqm
- Natural light
- High technological services
- Combine meetings with Patio Terrace
- Premium Wifi

116 Rooms

- 6 Guest Room
- 71 Superior Room
- 28 Collection
- 3 Modernist Premium
- 3 Junior Suite
- 3 Junior Suite Terrace
- 2 Suite Room

Outdoor

- 500 sqm with 3 spaces:
- Patio Terrace
- Swimmingpool
- Garden

Eat & Drink

- Gastronomic Breakfast Buffet
- Charcuteria & Street Terrace
- Solomillo Brasserie Restaurant
- Patio Terrace

Leisure facilities

- Fitness Centre
- Paseo de Gracia & Rambla Shopping Areas
- Modernist buildings & neighborhood

>lifestyle<

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ROOMS

Room type	
• Guest Room	6
• Superior Room	71
• Collection	28
• Modernist Premium	3
• Junior Suite	3
• Junior Suite Terrace	3
• Suite Room	2
• TOTAL	116

.....





>interior design<

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>modernist<



>light sophistication<

A photograph of an outdoor bathtub on a terrace. The tub is white with a wooden deck on top. On the deck, there are two rolled white towels and four small bottles of toiletries. Water is flowing from a showerhead into the tub. The background is filled with lush green plants and foliage.

>on the terrace<

OTHERS WITH PRIVATE TERRACE & OUTDOOR BATHTUB

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ENVIRONMENT

Involved in Corporate Social
Responsability projects.



ECO PRODUCTS

Our amenities products, materials and food
take care of the environment and the person.

WORK & MEET

Details

Total number spaces	5 spaces
Total sqm spaces	555 sqm
Largest space	277 sqm
Largest Group Meeting Capacity	120 people
Largest Group Social Capacity	230 people

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CHOOSE YOUR SPACE

Several of our spaces have natural light, the possibility to combine the different spaces between each other or open the meeting rooms to our terrace.

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>events<

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FORUM A

>personality<

ALEXANDRA

GROUPS / EVENTS / MEETINGS



FORUM B



FORUM C





CRISTAL ROOM



>intimate<



>social<

OUTDOOR & RELAX

patio
terrace &
pool

500sqm with three new spaces:
Garden, Swimming pool and Patio Terrace.

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>relax<

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>a good plan<



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EAT & DRINK



SOLOMILLO

Charcutería | Carne al peso

patio

terrace &
pool

The “Solomillo” house in Barcelona,
a new restaurant and an example of classic
but contemporary Spanish design.

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CARNE AL PESO

Solomillo revolutionizes the experience of eating meat, and original and ground breaking proposal, created by Enrique Valenti. Chef, entrepreneur and well-known designer of gastronomic concepts.

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>gastronomic discovery<



DRIVING BUSINESS

Key Business Travel Accounts

HP
IMB
CISCO
Roche
Google
Amazon
United Technologies
Parametric Technology
Oracle
HSBC

Key CMTG Accounts

BCD Meetings & Events
AMEX - Global Business Travel
Jack Morton
Korese
MCI

Key Pharma Accounts

Roche
Boehringer Ingelheim
Abbvie
Merck
GSK
Novartis

Entertainment Accounts

BCD Travel Entertainment
TAG The Appointment Group

Transient Market Drivers

Paseo de Gracia
La Pedrera
Casa Batlló
La Sagrada Familia

Key Regions Driving Business

USA
UK
Spain
Netherlands
Germany
France
Canada

Industries Driving BT, Incentives, Groups & Other

Pharmaceutical
Film / Advertisement Production
Congress / Convention / Association
IT & Technology

MARKET CONDITIONS

Unique selling points

· **Privileged Location**

- Barcelona City Center
- Shopping and cultural area
- Landmarks nearby

· **International Brand**

- Curio property
- Differentiation among competitive set

· **Style & Design**

- New design hotel
- Local feeling and style
- Newly renovated rooms
- Meeting rooms with natural daylight

· **Patio Terrace Garden & Pool**

- Urban Oasis in the heart of the city
- Outdoor Swimming Pool
- Event Space

· **Outstanding Gastronomic proposal**

- Meat by weigh concept in Solomillo Brasserie
- Charcutería Lobby Bar with local products
- Patio Bar & Terrace
- Patio Summer dining
- Slow food

Need periods & promo

· **Push CMTG & Need periods**

- Flexibility DDR requirements (minimum pax)
- Competitive rates and discounts in gaps with low meeting rooms occupancy
- No minimum accommodation required
- Complimentary flavored waters during the meeting
- Push CMTG July 2019 - March 2020
- Ideal group size around 60pax (max. 80pax)

· **Promotion Hilton**

- 20% off meeting rental (Mon - Sun)
- One complimentary Delegate (every 10 delegates)
- Premium Wifi included
- Permanent Coffee & Tea during the meeting



Discover PATIO | A Secret Terrace In The Center Of Barcelona



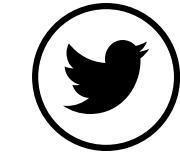


Lush and healthy lunch, breakfast, tea, or coffee in a secret garden in the heart of Barcelona. Relax and enjoy the view.

PATIO brings a refresh of tranquility, greenery and charm in the midst of Barcelona's Eixample district, while offering the opportunity to all meal lovers to enjoy the original gastronomic proposal of the chef Enrique Valenti. Located between the two main emblematic commercial streets of Barcelona, Passeig de Gracia and Rambla Catalunya, PATIO is a renovated outdoor space with a wide gastronomic offer created by chef Enrique Valenti.

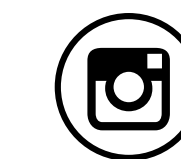






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-  alexandrabarcelonahotel
-  alexandrabarcelonahotel
-  alexandrahotel
-  alexandrabarcelonahotel
-  Alexandra Barcelona Hotel

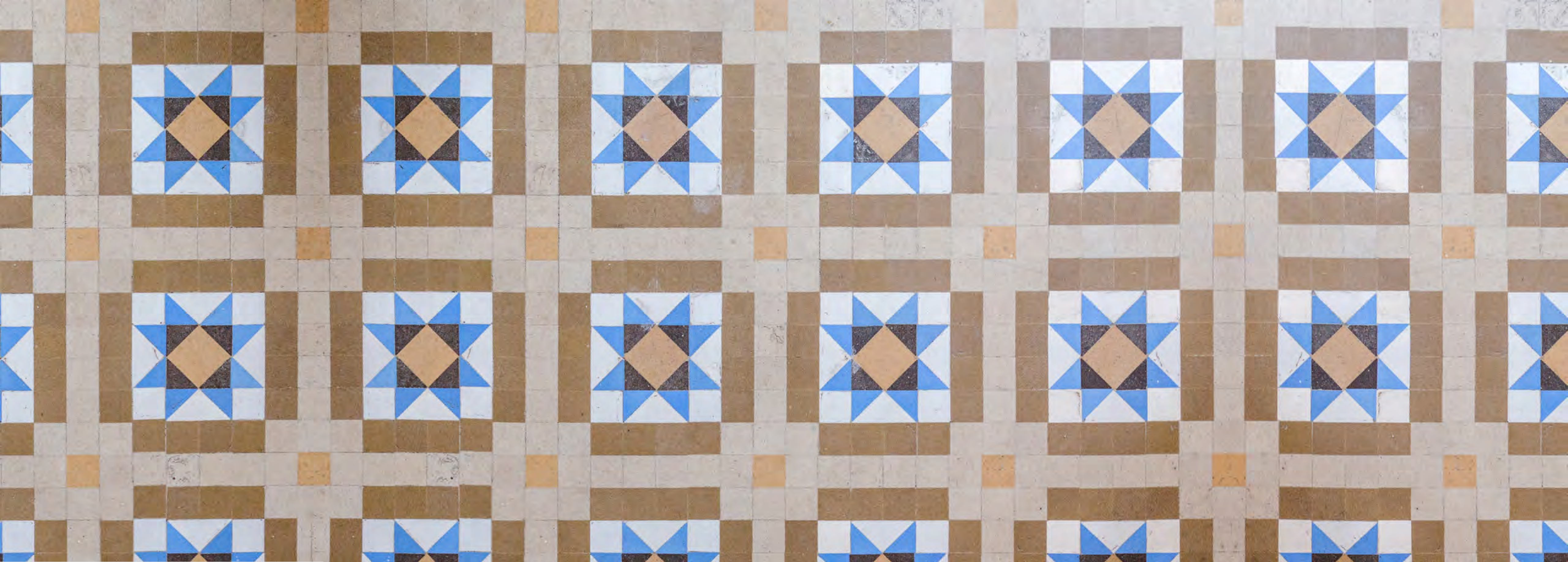
SOLOMILLO SOCIAL

-  restaurantesolomillo
-  restaurantesolomillo
-  Restaurante Solomillo

Play Alexandra



<https://youtu.be/aytMQ3pfsb4>



SALES TEAM

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>thank you<

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