

# Melia Hotels International SA - Strategy, SWOT and Corporate Finance Report

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## Abstracts

Melia Hotels International SA - Strategy, SWOT and Corporate Finance Report

### SUMMARY

Melia Hotels International SA - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY HIGHLIGHTS

Melia Hotels International SA (Melia), formerly known as Sol Melia, SA, is a hospitality company. It owns and operates a network of hotels worldwide. The company operates hotels under various brands including Melia, Gran Melia, Inside, , Sol and Paradisus by Melia, Circle by Melia, The Melia Collection and Affiliated by Melia. It also operates vacation clubs, restaurants, casinos and shopping centers. The company's hotels are located in major destinations such as Madrid, Tenerife, New York, Varadero, Cancun, Paris, Lanzarote, Granada, and London . The company also provides Club Melia loyalty program; and carries out real estate operations. Melia is headquartered in Palma de Mallorca, Spain.

### SCOPE

Detailed information on Melia Hotels International SA required for business and competitor intelligence needs

A study of the major internal and external factors affecting Melia Hotels International SA in the form of a SWOT analysis

An in-depth view of the business model of Melia Hotels International SA including a breakdown and examination of key business segments

Intelligence on Melia Hotels International SA's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Melia Hotels International SA, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## **REASONS TO BUY**

Gain understanding of Melia Hotels International SA and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Melia Hotels International SA as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Melia Hotels International SA's business structure, strategy and prospects.

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