

the edge of hotel management



ABOUT US



- Group specialized in **the hotel industry**
- Origins in the “**time sharing**” business as “**Vacation Club**”
- **20 years of experience** and management of **5.100 rooms**
- Daily capacity over **10.200 people**
- Demand of **82 nationalities**
- **Customer** focused **management**
- **Excellence** and **satisfaction** achievement
- **Different business units:** hotels, restaurants, supermarkets and wellness centers

Vacations Club business

- Leaders in Spain
- Annual fix and recurrent income
- Advanced receipt of owners' maintenance fees
- Fix cost distribution among different owners
- Stability in economic crisis periods
- High occupancy levels during the whole year
- High satisfaction and loyalty rates

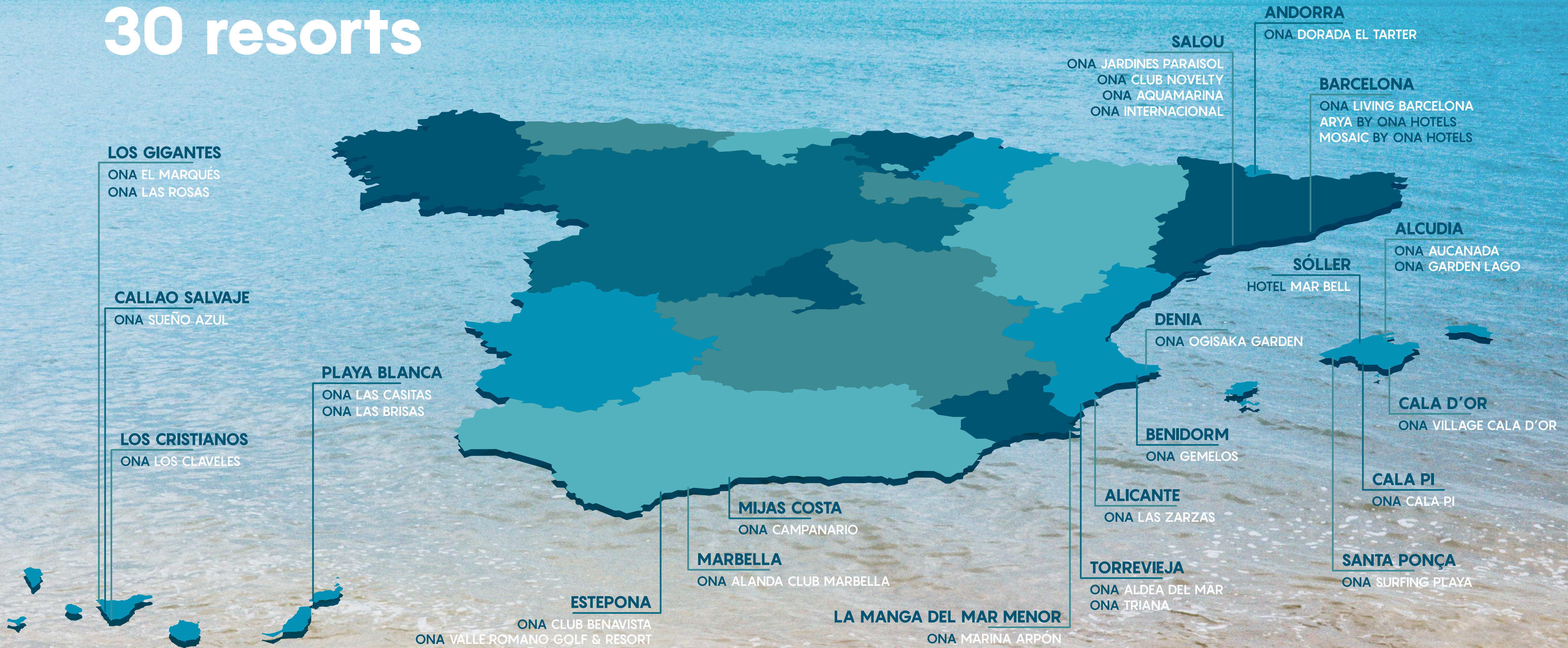


OUR VALUES

- ① Experience and know-how of hotel industry
 - ② Service and excellence for our clients
 - ③ Quality and innovation with new technologies
 - ④ Innovative marketing and commercialization strategies
 - ⑤ Team with the required experience, abilities, and specialization
- 

20 destinations

30 resorts

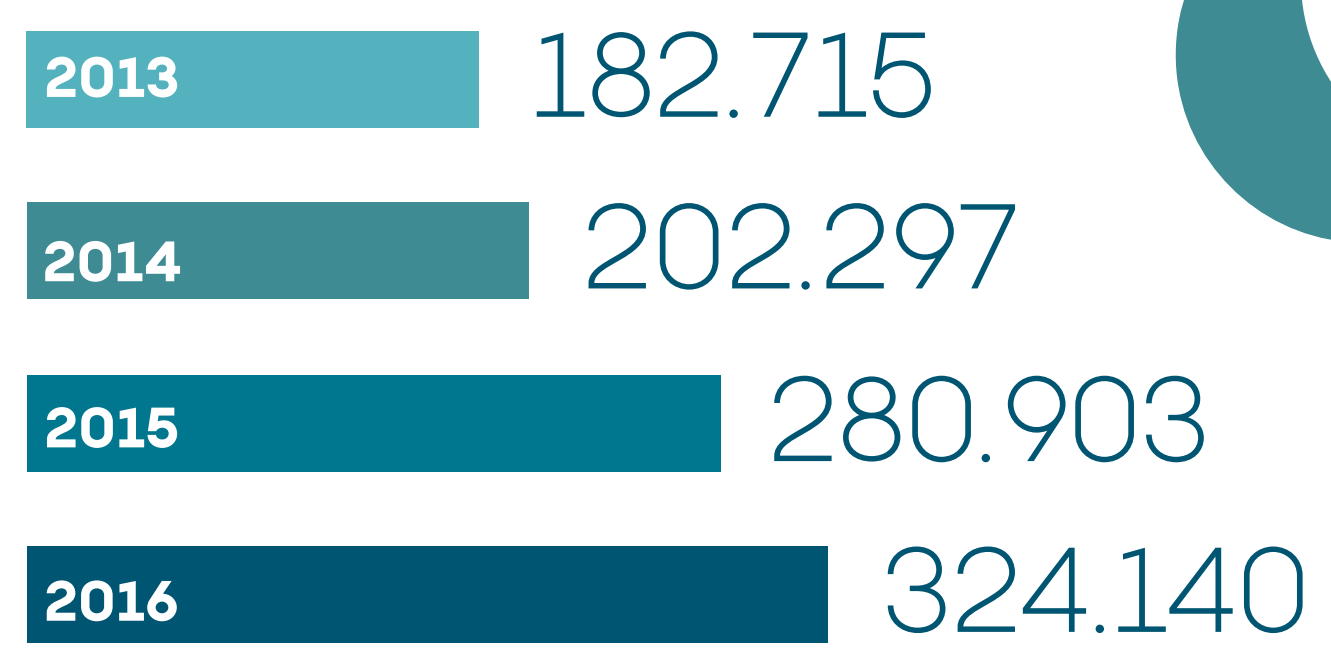




**The favorite
DESTINATIONS
of our clients**



OCCUPIED APARTMENTS



CAPACITY 2017

10.238
PERSON PER DAY

82,07%
AVERAGE OCCUPATION

Ona is strengthened year after year, with a strong and constant growth.

This growth allows us to have an increasing presence in the hotel market, offering guarantee and excellence.

OUR STRUCTURE



Vacation Club.
Business unit dedicated to
the management of holiday
resorts of the timesharing
scheme.



Hotel Brand. Business unit
dedicated to the operation
of holiday resorts and
aparthotels.



Business unit dedicated
to the management and
operation of holiday real
estate investments subject
to the condo hotel regime



Business unit dedicated
to the management and
operation of restaurants and
bars from Ona Corporation
group.

Ona Hotels

different styles for different desires



ENJOY

Hotels, apart-hotels and resorts for families located on the best holiday and enjoyment destinations.

URBAN

City hotels and apart-hotels, equipped with a wide range of services both for leisure and business travelers.

PREMIUM

Hotels, apart-hotels and resorts of a high standard, aimed for a demanding public who are looking for a high-quality service.

Ona Valle Romano has been recently incorporated to Ona's portfolio as a PREMIUM Hotel.



A DIFFERENTIATION STRATEGY based on 4 pillars

1



Innovative & owned
technological tools

2



Avant-garde
Marketing Strategy:
Ona 360°

3



Diversified and
loyal demand

4



Budget & Quality
control

1 Development of owned technological tools



1 Strong commitment with innovation

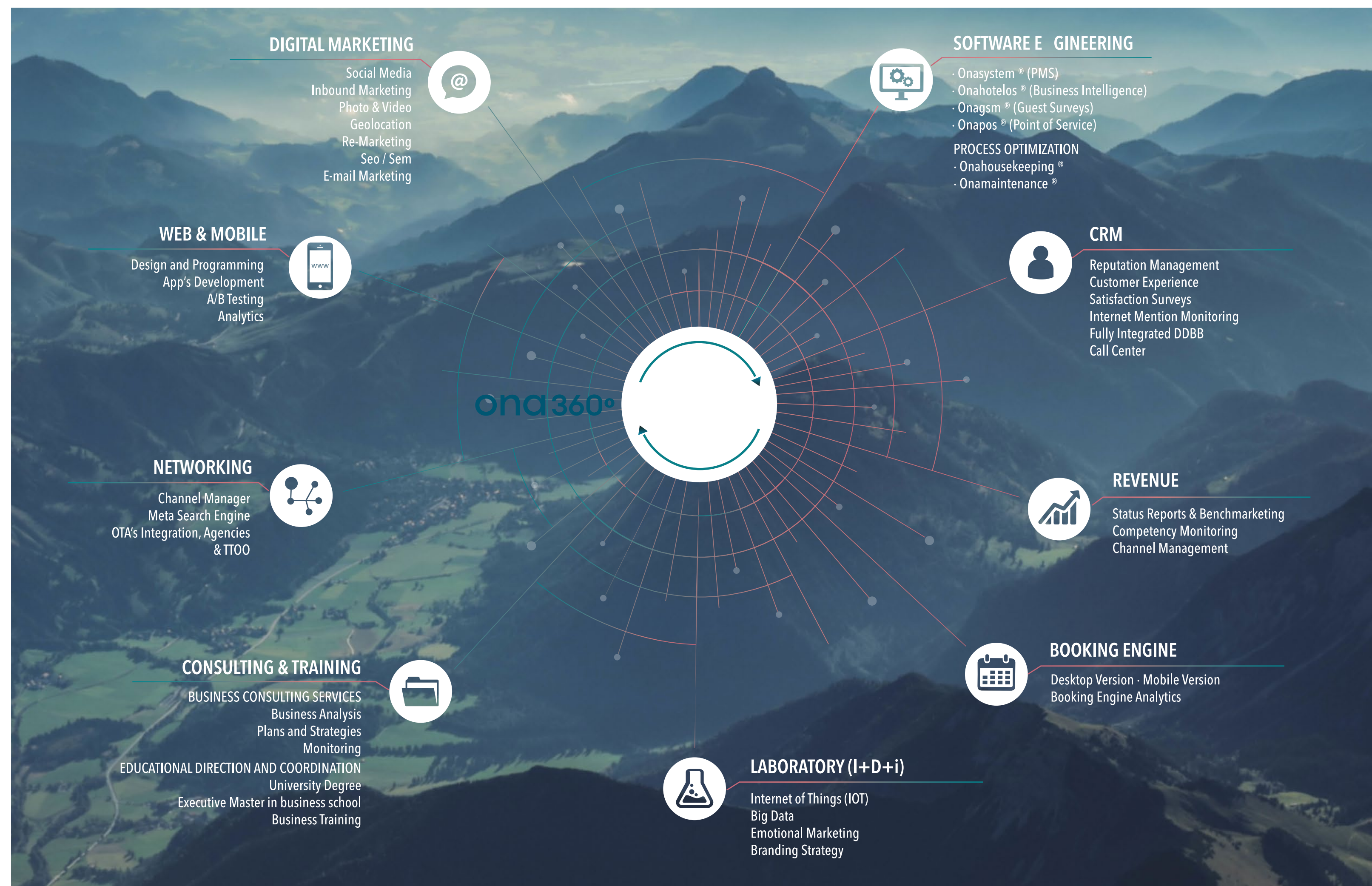
2 Creation of an IT Department with new high-tech experts

3 Development of unique tools adapted to ONA's needs:

- Own booking engine
- Direct selling channels (33%)
- OnaSystem®, OnaGSM®, OnaHouseKeeping®, OnaMaintenance®

2

AVANT-GARDE MARKETING STRATEGY: Ona 360



3



Customers from 82 nationalities trust us!

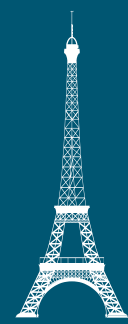
20%
Repetition
rate



British
35%



Spanish
32%



French
8%



German
4%



Russian
3%



USA
2%



Others
17%

With more than 50.000 families associated



- Own clients' **data base** who value our type of accommodation.
- **50.000 families** (Vacation Club) pay in **advance** their annual **fee**.
- We manage the space in a **mix way**: through TT00, Condotel and Vacation Club.

4 Three tools to monitor hotels

1



Budget control

- General Committee
- Monthly and annual review system

2



Online reputations tracking

- Booking valuation (8.3)
- OnaGSM®
- Social Mention

3

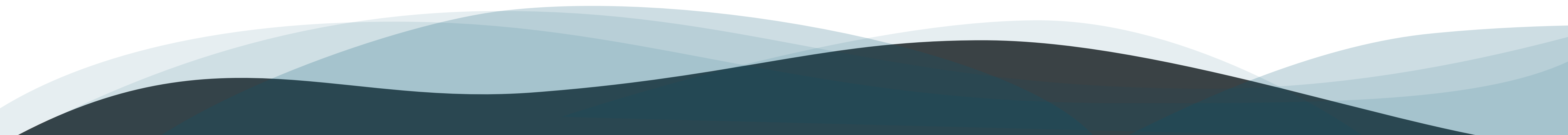


Quality supervision

- Technical revisions
- Operations department
- Hotels updates

And specially, we offer guarantees in time of crisis

Despite the different economic situations, the hotel industry has experienced in Spain and Europe over the last years, Ona Corporation has been strengthened with a solid and constant growth which has allowed us to have a stronger role in the hotel industry



Our differentiation offers several advantages

SUMMARY



- Knowledge of Hotel products, Vacations Club and Condohotel, covering the needs of all our clients
- IT, Marketing and commercialization specialists
- Capacity to offer tourist accommodation alternatives for emerging markets.
- Possibilities to overcome political and economic instabilities in our source markets thanks to our management.
- Recurrent income due to our loyal clients.

GET TO KNOW A LITTLE MORE ABOUT US



