

COMMERCE

Fairmont heads to Barcelona to bolster European presence

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Hotel Rey Juan Carlos I

By STAFF REPORTS

Fairmont Hotels and Resorts is sketching out its renovation plans for the Hotel Rey Juan Carlos I in Barcelona, a property that it will soon begin managing.

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The hotel chain worked with Barcelona Projects to acquire the management rights for this property and JLL Hotels & Hospitality was brought in to handle the operator selection process. Although much of Europe is still struggling with the repercussions of the economic depression, major cities such as Barcelona still remain vibrant hubs of tourism.

Globally recognized

Hotel Rey Juan Carlos I was conceived by the architect Carlos Ferranter in 1992 and won the National Prize for Architecture in 1993. The property contains 432 rooms, multiple restaurants, ample meeting spaces, a 2,000-seat auditorium and a spa with 13 treatment rooms.



Hotel Rey Juan Carlos I

The property is situated on Barcelona's main avenue, Avenida Diagonal, and offers views of the city and sea.

In 2015, Fairmont will initiate a revitalization process to renovate the property and ensure that it aligns with brand codes.

Fairmont is concentrated in the United States and Canada, but has been gradually expanding its footprint globally, especially in the Middle East and China.

For instance, Fairmont is expanding its offerings in China by opening a 350-room property in the central province of Henan.

In agreement with Henan Donggang Real Estate Co. Ltd., the Fairmont brand plans to open a hotel in Zhengzhou in 2018. The hotel will be attractive to affluent travelers, especially business professionals, as it will be located within the mix-used CBD of Zhengdong New Town, an upcoming financial and business hub ([see story](#)).

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