

NEWS

Meliá wins contract to manage Real Madrid residence

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By [Jeff Weinstein](#) on 9/24/2013

Meliá Hotels International has won the contract to manage the Real Madrid Residence in Madrid, which includes a hotel facility where the first team of Real Madrid, the world's most valuable sports franchise, according to Forbes, trains and stays over night prior to all matches that they play at their home stadium.

PHG Hotels & Resorts acted in this project as hotel advisor to Real Madrid. "After evaluating a short list of luxury and boutique operators from Asia, Europe and the U.S., we finally selected Melia International to manage this property," said Ivar Yuste, partner at PHG.



Real Madrid Residence in Madrid

Modern equipment is being installed to monitor and improve the diet habits and improve the working conditions of the players and coaches. The residence, part of a three-story space, is located in the core area of the first team, adjacent to the building that houses the team's locker rooms, gym, offices and hydrotherapy area. It has 57 single rooms with small living rooms, bedrooms, spa bathrooms and terraces.

"The world's best sports residence should be managed by the best," said Gabriel Escarrer, vice president and CEO of Meliá Hotels International. "The opportunity to manage the home of Real Madrid, the best ambassador for the promotion of Madrid and Spain, and working with the best players in the world, has been a challenge that our company dreamed to assume."