

RIU Hotels & Resorts

Press Kit 2026

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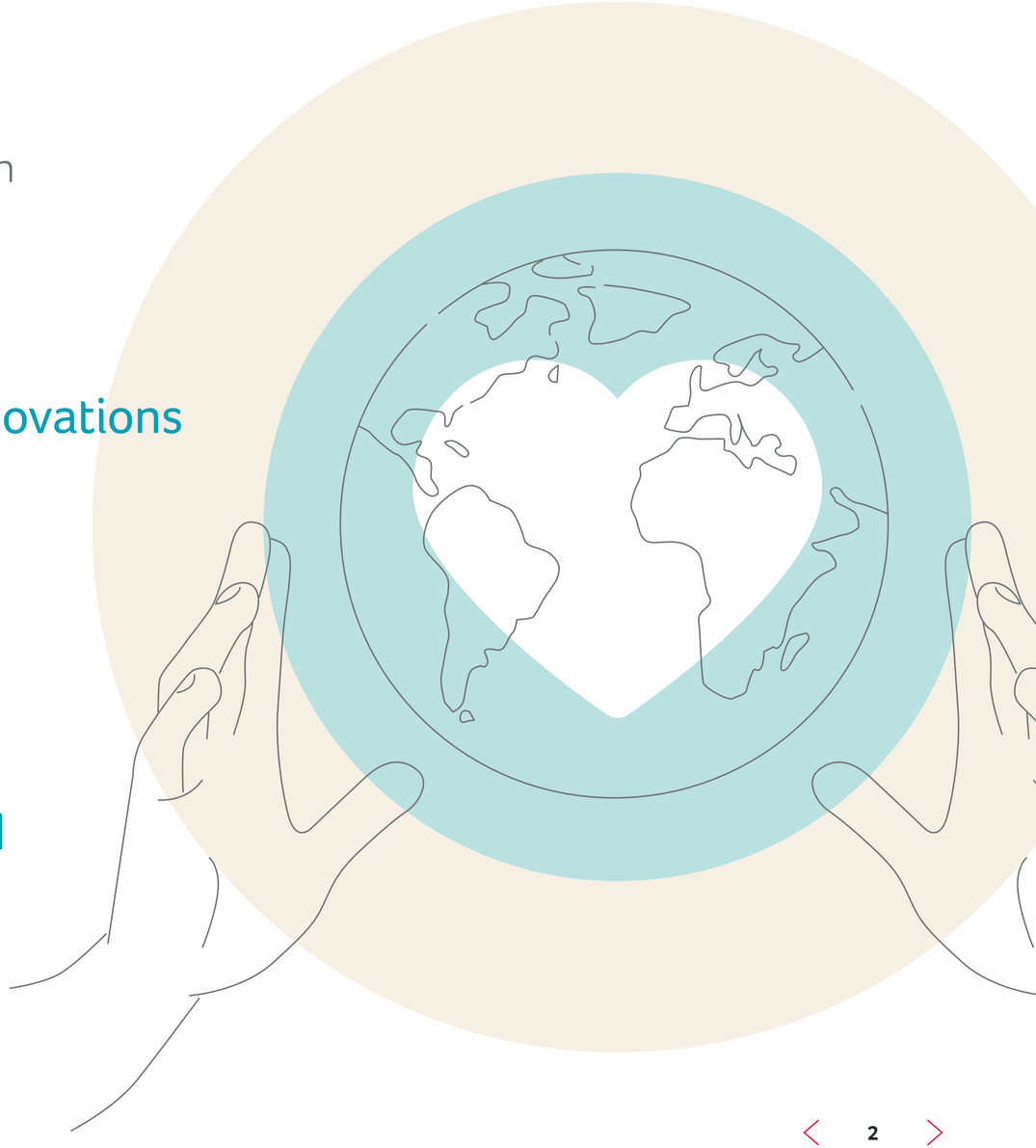
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The company

1

RIU Group fact sheet

No. of Hotels
101

No. of rooms
54.412

Countries
22

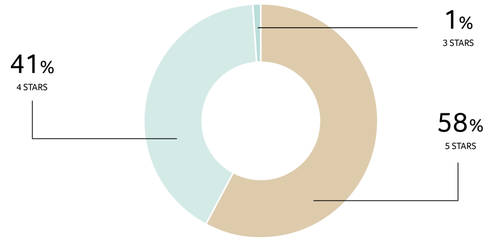
Staff
38.955

No. of beds
106.795

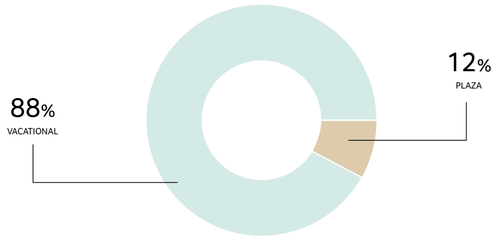
No. of guests
6,8 **Millions**

Revenue
4.188 Millions €

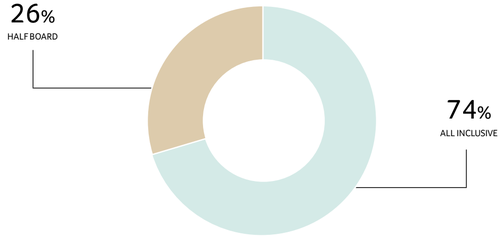
Distribution by category



Plaza vs Holiday



All Inclusive - Half Board





Position

40th hotel chain worldwide (2025 Hotels Magazine ranking)
3rd in Spain for number of rooms (2025 Hosteltur Magazine ranking)

Commercial partnerships

RIUSA II S.A. Foundation 1993, hotel management company (TUI and RIU capital at 50%). Since 2005, RIU has been a shareholder of TUI AG. Currently, RIU Hotels S.A. holds 1.1% of shares in the TUI Group.

History of the RIU chain



RIU Hotels & Resorts is a family company whose journey started in Mallorca in 1953 with its founders Juan Riu and María Bertrán. It started with the acquisition of Riu San Francisco, an 80-bed hotel located on Playa de Palma.

Luis Riu Bertrán, the son of the founders, was key in defining the solid philosophy of service and the business vision that have cemented the company today. His wife, Pilar Güell, was also key to organising the running of the hotels, optimising operations and efficiency. Following the death of Luis Riu Bertrán in 1998, the management of the company went to his children, Carmen and Luis, creating shared management responsible for the chain's international growth and consolidation. Following Carmen Riu's retirement in 2024, Luis Riu assumed the position of sole CEO. Currently, the fourth generation of the family holds key managerial positions, ensuring the long-term continuity of the chain's legacy and vision.

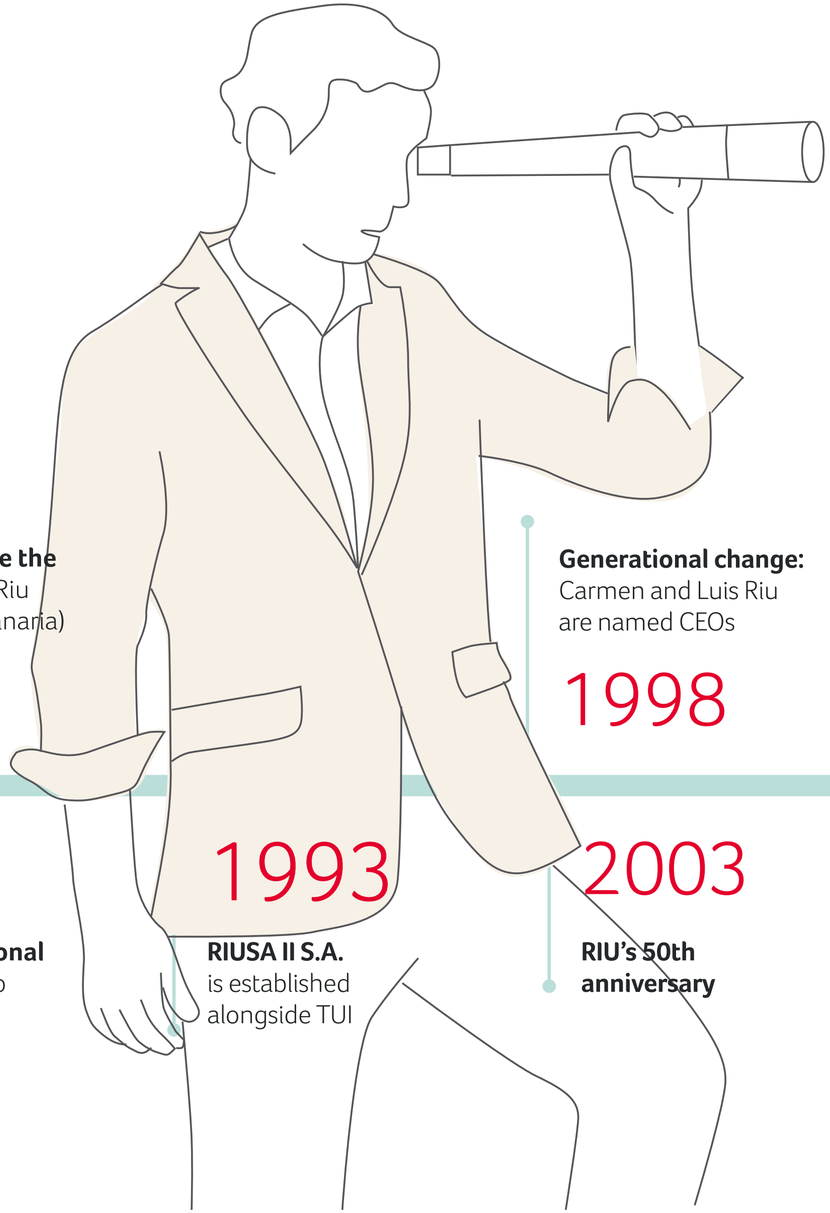
One of the chain's non-negotiable foundational pillars is its strict commitment to quality and service for its guests. RIU stands out by offering facilities with excellent locations in the best holiday and urban destinations, together with varied and carefully crafted cuisine. But what really sets it apart and is the source of greatest pride for the company are its staff, whose personalised and intimate service are at the heart of the RIU experience.

RIU has experienced strong and constant growth throughout its journey of almost 75 years, opting for a patrimonial model as the hotel chain believes owning and managing its hotels is the best way to ensure quality and service standards. Currently, RIU Hotels & Resorts has 101 hotels in 22 countries. In 2025, it welcomed 6.8 million guests with a total of 38,955 employees. Its expansion history is defined by various milestones that demonstrate its progression over the years.



Comany's first Hotel

The chain's milestones



1953 — **Opening of its first hotel:** Riu San Francisco (Mallorca)

1977 — **RIU Hotels S.A. is established alongside TUI**

1985 — **First hotel outside the Balearic Islands:** Riu Palmeras (Gran Canaria)

1991 — **First international hotel:** Riu Taino (Punta Cana)

1993 — **RIUSA II S.A.** is established alongside TUI

1998 — **Generational change:** Carmen and Luis Riu are named CEOs

2003 — **RIU's 50th anniversary**

2010 — **First urban hotel:** Riu Plaza Panama

2016 — **First hotel in Asia:** Riu Sri Lanka

2024 — Introduction of the **PROUDLY COMMITTED** sustainability strategy

2025 — New fourth-generation Riu family responsibilities


America
9 Countries
21 Destinations
Toronto
Chicago
New York
San Francisco
Bahamas
Miami
Dominican Republic
Mexico
Costa Rica
Aruba
Jamaica
Panama
London
Ireland
Berlin
Madrid
Madeira
Andalusia
Canary Islands
Morocco
Cape Verde
Senegal
Europe
5 Countries
14 Destinations
Asia
4 Countries
4 Destinations
Dubai
Zanzibar
Sri Lanka
Maldives
Thailand
Mauritius
Africa
5 Countries
7 Destinations
Vacation Hotels
Urban Hotels

CEO

Luis Riu

Luis Riu, born in Palma de Mallorca in 1960, is married and has three children. He has a degree in Business Administration from the University of Barcelona and always had a clear calling for the hotel industry. He has had a long career path at the chain, with roles including hotel director and head of expansion in the Canary Islands. In 1991, he was named Chairperson, during which he managed the chain's international expansion.

In 1998, Luis Riu and his sister, Carmen, assumed the role of CEOs, a responsibility they shared for over 25 years until Carmen's retirement in 2024.

Luis Riu excels in his passion for architecture and hotel design and was directly responsible for the expansion and execution of hotel projects, being personally involved throughout all phases. This is a key part of RIU's business, as owner and manager of its hotels, since each new hotel is an opportunity to take advantage of past experience, guaranteeing quality standards, optimising operations and elevating the guest experience.





New Hotels and Renovations

2026 renovations

The continued renovation of hotel facilities is a strategic priority for RIU, guaranteeing 100% of its hotels offer the highest quality, sustainability, safety and design standards.

In 2026, the chain will embark on an ambitious series of full renovation projects in key destinations such as Mexico, Spain, Morocco and Cape Verde. These projects will not only transform the aesthetic and comfort of rooms and communal areas, but will also include energy efficiency and sustainability criteria aligned with the Proudly Committed strategy. The aim is to elevate the guest experience by offering more modern, bright and functional spaces, while maintaining the essence and service that characterises us. The renovations are so profound that the reopenings will compare to the opening of brand-new hotels.



Hotel Riu Tikida Palmeraie

OPENING FEBRUARY 2026
MARRAKESH · MOROCCO



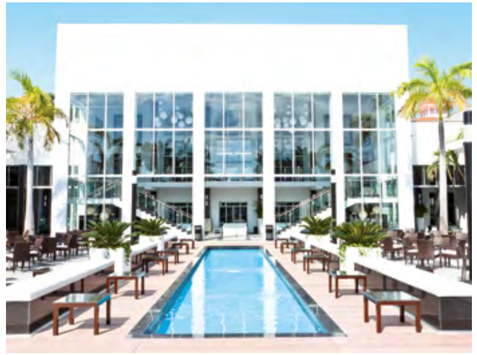
Hotel Riu Palace Nautilus

OPENING MARCH 2026
TORREMOLINOS · SPAIN



Hotel Riu Palace Peninsula

OPENING JULY 2026
CANCÚN · MEXICO



Hotel Riu Palace Mexico

OPENING SEPTEMBER 2026
PLAYA DEL CARMEN · MEXICO



Hotel Riu Touareg

OPENING OCTOBER 2026
BOAVISTA · CAPE VERDE

Opening Soon

RIU Hotels & Resorts continues its expansion through strategic projects that will take the brand to new exotic destinations and will strengthen its presence in the world's largest capital cities. 2026 will be key for this growth strategy, particularly the planned opening in Thailand with our first hotel in the country, the opening of the chain's second hotel in London and the arrival of the new Riu Palace Swahili in Zanzibar.

These milestones reinforce our commitment to excellence in the most sought-after destinations, while we continue to develop future projects in strategic destinations such as New York, the Mexican Caribbean and Dubai.



Hotel Riu Plaza London The Westminster

LONDON · UNITED KINGDOM
2026 • 464 ROOMS IN TOTAL



Hotel Riu Palace Swahili

TANZANIA · ZANZIBAR
2026 • 505 ROOMS IN TOTAL



Hotel Riu Palace Phuket

THAILAND · PHUKET
2026 • 504 ROOMS IN TOTAL



Hotel Riu Plaza Broadway Times Square

USA · NEW YORK
675 ROOMS IN TOTAL



Hotel Riu Palace Quintana Roo

MEXICO · QUINTANA ROO
• 457 ROOMS IN TOTAL



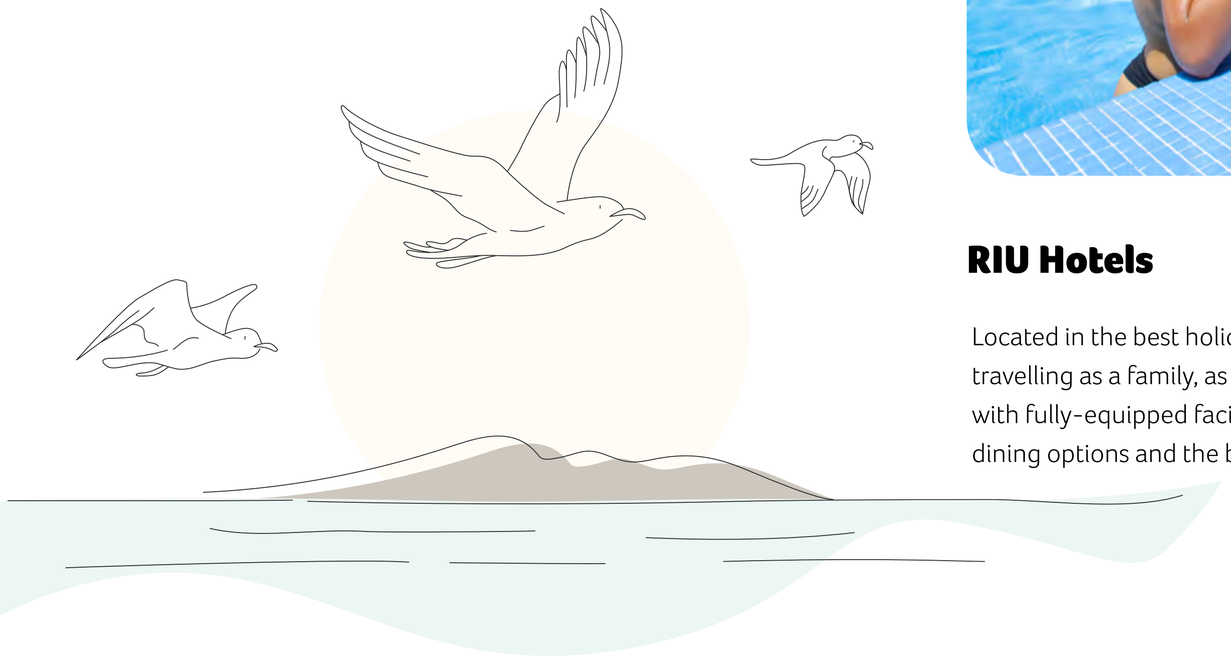
Hotel Riu Palace Dubai

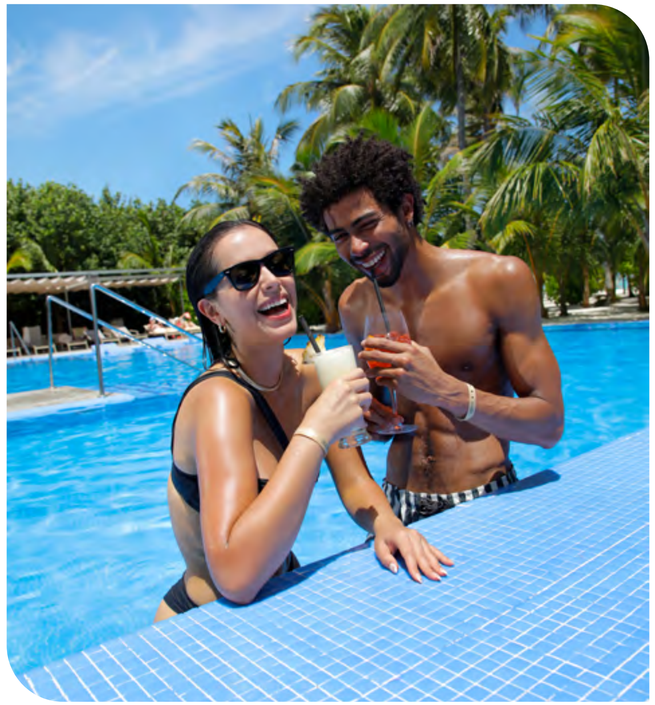
UNITED ARAB EMIRATES · DUBAI
504 ROOMS IN TOTAL


Holiday Hotels
3

Product lines

RIU Hotels & Resorts has always specialised in holiday hotels, offering great locations at some of the world's best beaches. 74% of its hotels are All Inclusive, 26% are Adults Only and 9% offer the Elite Club premium service.





RIU Hotels

Located in the best holiday destinations. Ideal for travelling as a family, as a couple or with friends, with fully-equipped facilities to enjoy extensive dining options and the best entertainment.



RIU Palace Hotels

RIU Palace Hotels are the chain's most sophisticated range, offering high-quality service, modern facilities, and prime beachfront locations. Some include Elite Club, a premium experience with exclusive areas (restaurant, pool, beach, and lounge) and perks such as better views, aromatherapy, a welcome amenity, and premium spirits/snacks in the room.

Elite Club by RIU

RIU Palace hotels' expanding premium service. These hotels offer unique spaces for the exclusive use of Elite Club guests, such as a restaurant for breakfast and dinner, an exclusive beach area and pool, and a dedicated lounge.

Guests also receive a welcome gift and aromatherapy in their rooms, which also enjoy the best views. They have access to premium drinks at various points throughout the hotel, a dispenser with top-shelf spirits, and a minibar stocked with snacks in the room.

Due to its success, RIU plans to expand the Elite Club service in 2026 to new destinations and properties, including Riu Palace Mexico, Riu Palace Peninsula, Riu Palace Costa Mujeres, and Riu Palace Riviera Maya in Mexico, as well as Riu Palace Swahili in Tanzania and Riu Palace Phuket in Thailand.





Entertainment

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Entertainment

At RIU, we design entertainment experiences that are a mix of innovation and fun, adapting to each of our guests' tastes. Our overall proposal is based on specialised programmes that guarantee unforgettable moments at all our destinations:

For adults: We promote the balance between activity and well-being. RiuFit offers exercise and relaxation sessions to keep your body and mind in good shape. RiuArt invites you to explore creativity through guided art workshops. RiuFun reinvigorates your day with sport, games and competitions, while RiuStage takes centre stage at night with high-quality shows and live music.



For teenagers (Riu4u): A space where teenagers take centre stage, with activities designed specifically for their interests and energy, promoting a unique type of fun. (Only available at select hotels)

For the little ones (RiuLand): It's much more than a kids club. It's a space where magic and fantasy merge to promote positive values through games and themed days, including Pirate Day, Magic Circus Day and Ecoland.



Our exclusive concepts take the holiday experience to the next level. A highlight is the iconic RIU Party: parties where music and DJs make everyone feel fabulous. There are wo concepts: Pool Party exclusively for adults (Only available in Cancún, Los Cabos and Punta Cana) and the family-friendly Riu Party suitable for all guests.

There's also Splash Water World, a waterpark with free access for guests designed for adrenaline-filled fun with the family.



RIU Plaza Hotels

5



RIU Plaza Hotels

In 2010, RIU Hotels & Resorts launched RIU Plaza, its urban hotel line. These are urban hotels located in strategic areas in the world's largest capital cities, characterised by its modern and functional style and its service offering all the necessary amenities for both guests visiting for business and those on holiday.

RIU Plaza hotels with conference centres have established themselves as ideal places for business travel, offering versatile state-of-the-art spaces for corporate events in the heart of the world's largest capital cities.



RIU Plaza Hotels



Hotel Riu Plaza Panama

Panama · Panama City

- Located in the heart of Panama City's banking and business district
- 644 rooms in total
- Conference centre



Hotel Riu Plaza Guadalajara

Mexico · Guadalajara

- Located in the centre of Guadalajara, the city's wealthiest area
- 556 rooms in total
- Meeting rooms and conference centre



Hotel Riu Plaza Miami Beach

USA · Miami

- Located along Miami Beach
- 284 rooms in total
- Conference room



Hotel Riu Plaza Berlin

Germany · Berlin

- Located in Berlin's city centre, near Kurfürstendamm
- 357 rooms in total
- Meeting and conference rooms



Hotel Riu Plaza New York Times Square

USA · New York

- Located in Manhattan on well-known "Restaurant Row"
- 647 rooms in total
- Meeting and conference rooms



Hotel Riu Plaza The Gresham Dublin

Ireland · Dublin

- Located on O'Connell Street, in the heart of Dublin's city centre
- 404 rooms in total
- Meeting and conference rooms



Hotel Riu Plaza España

Spain · Madrid

- Located in the centre of Madrid, in Edificio España
- 582 rooms in total
- Meeting and conference rooms



Hotel Riu Plaza Fisherman's Wharf

USA · San Francisco

- Located in the Fisherman's Wharf district, near Pier 39
- 531 rooms in total
- Grab & Go service



Hotel Riu Plaza Manhattan Times Square

USA · New York

- Located in Manhattan, surrounded by Broadway's most famous theatres
- 656 rooms in total
- Grab & Go service



Hotel Riu Plaza London Victoria

United Kingdom · London

- Located in London's city centre, a short distance from Victoria station
- 435 rooms in total



Hotel Riu Plaza Chicago

USA · Chicago

- Located in Streeterville, very close to Magnificent Mile
- 390 rooms in total
- Terrace and sky bar on the 26th floor



Hotel Riu Plaza Toronto

Canada · Toronto

- Located in Toronto's financial district, on Ontario Street
- 352 rooms in total
- Meeting and conference rooms



Hotel Riu Plaza London The Westminster

United Kingdom · London

- Located in the area surrounding Big Ben and Westminster Abbey
- 464 rooms in total
- 280 m2 events space



Hotel Riu Plaza Broadway

USA · New York

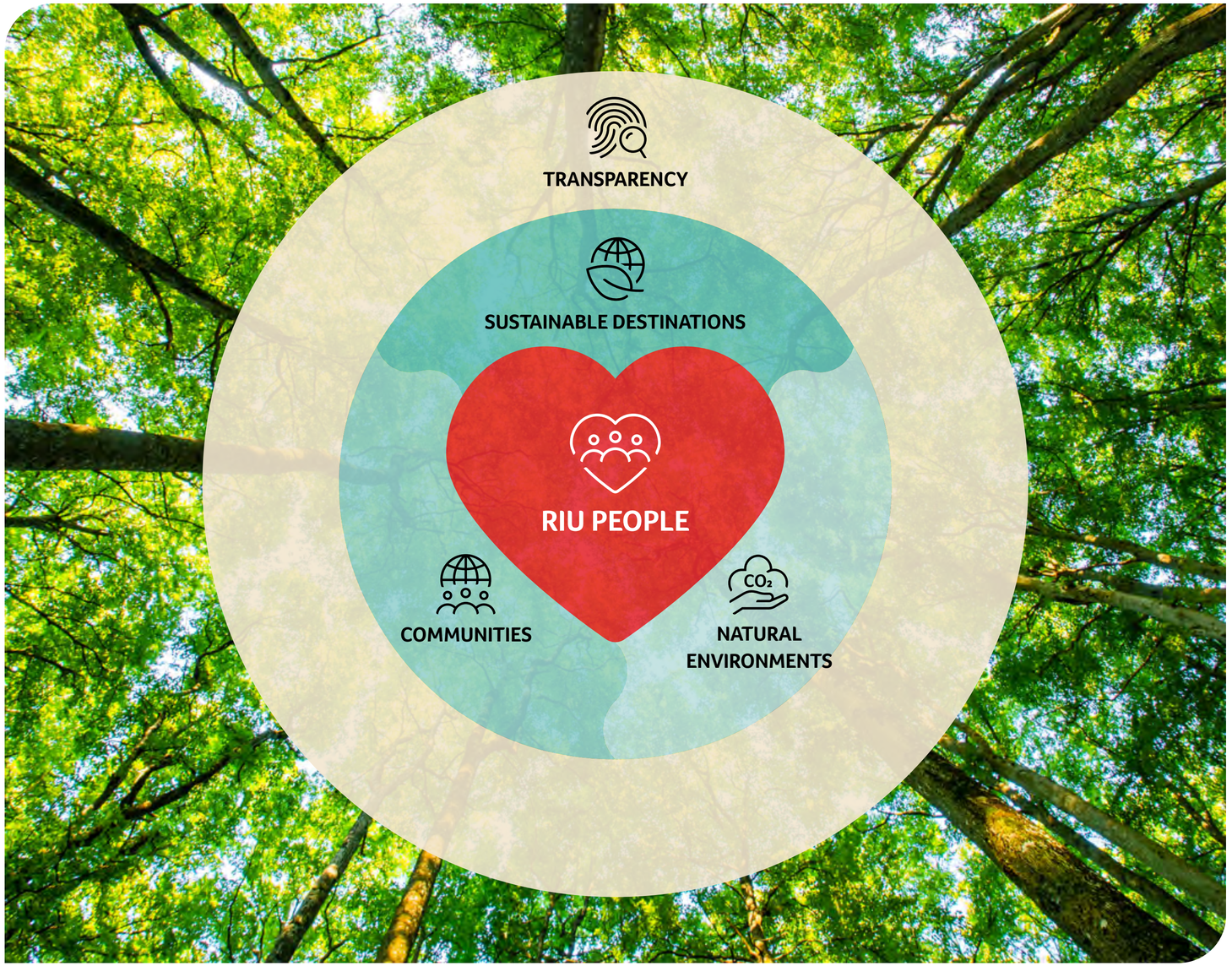
- Located on Broadway
- 675 rooms in total





Proudly Committed

6



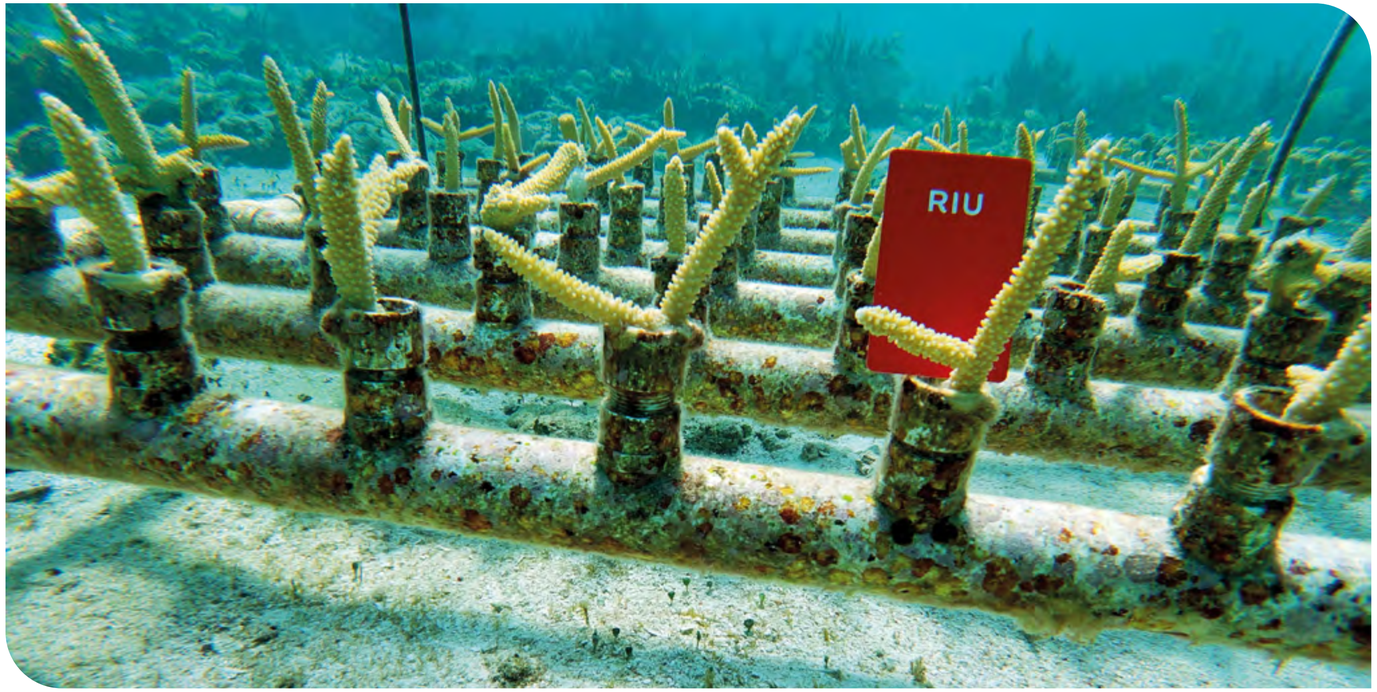
Proudly Committed

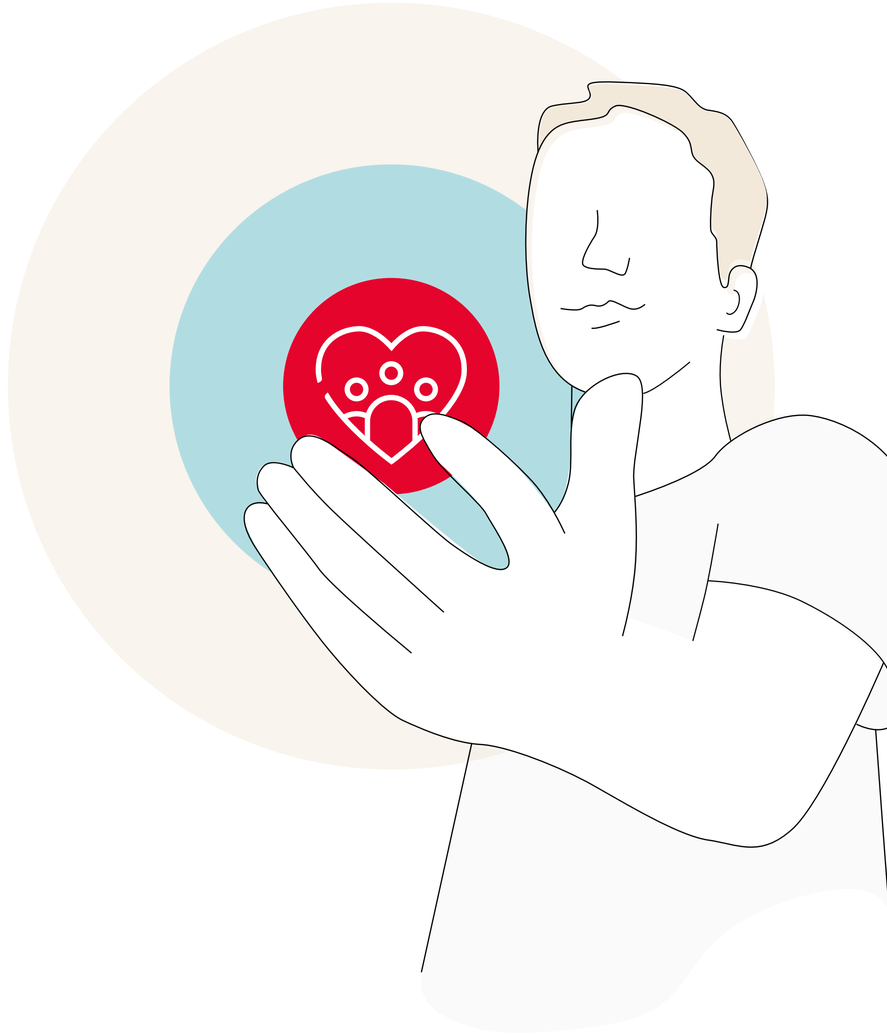
In 2024, RIU Hotels launched its new Proudly Committed strategy, placing sustainability at the heart of its strategic decisions and making Corporate Social Responsibility cross-functional throughout its entire organisation. The company aims to maintain its high client satisfaction standards whilst amending its processes to maximise its positive impact on communities and the environment.

A key foundational pillar of this strategy is social commitment. In 2019, the chain created the innovative RIU Method to make decisions regarding community development and significant public and private collaboration projects, such as Artola Paediatric Clinic in Costa Rica and Sal.

Since 2012, RIU has also adhered to The Code - ECPAT in order to combat the commercial sexual exploitation of children and teenagers in the tourism industry with a zero-tolerance policy, corporate protocols, mandatory training for more than 14,000 co-workers and including rejection clauses in contracts and on its booking website, demonstrating strong leadership regarding child protection. RIU has been recognised as a TOP Member by ECPAT for its strong commitment.

RIU is also fully committed to environmental sustainability and a circular economy. The company has focused on reducing its environmental footprint, achieving a 61% decrease in its CO2 emissions in three years, mainly due to its investment in renewable energy and using certified green energy in 77% of its hotels. It has also led symbolic biodiversity projects, such as the conservation of coral and marine ecosystems in destinations such as the Dominican Republic, Costa Rica, Mexico, Spain and Mauritius and the protection of the “Caretta caretta” turtle in Cape Verde. For its talent, RIU prioritises team training and development. Finally, its commitment to transparency is reflected in its continued effort towards certification, with the achievement of 100% of its hotels being certified in sustainability.





The RIU World online

Social media

To get all the latest news, offers and competitions, follow RIU on social media.

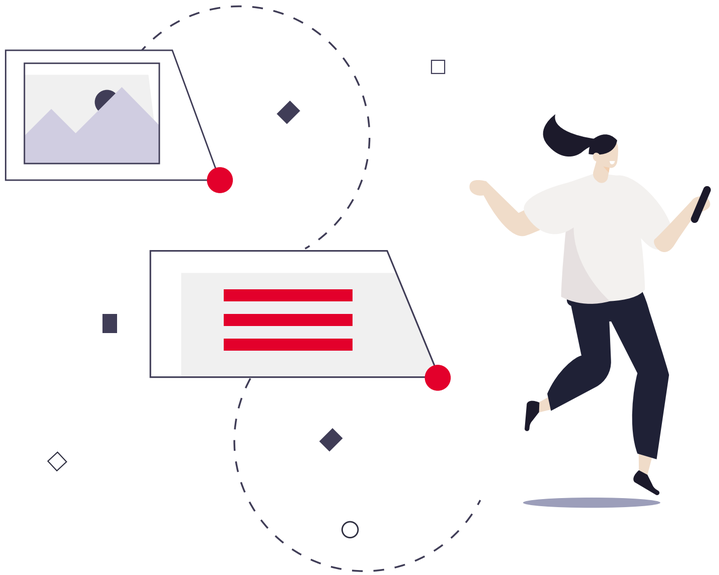




Blog

RIU Hotels & Resorts shares updates through its blog articles. Its CEO, Luis Riu, also shares personal posts on his vision for the company and the hotels.

www.riu.com/blog



RIU App

Guests now have everything they need to manage their holiday with RIU in one app. Book a holiday, check in online, request services during your stay at the hotel and access benefits from the Riu Class loyalty programme.

https://www.riu.com/es/riuhotels-app

RIU Pro

A state-of-the-art tool comprising everything a travel agent needs, all in one place.

www.riupro.com



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