

Marbella - Estepona

Conrad Costa del Sol will open in 2022 after 20 months of reform



CHARO MARQUEZ

Hilton has required changes in the renovation project of the old Doña Julia hotel, to be at the level of its luxury brand



CHARO MÁRQUEZ

Casares

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The future Conrad Costa del Sol Hotel, the first five-star Hilton Grand Luxury in Spain, will open its doors in 2022 in Casares by the investment group Platinum Estates. Once the Casares City Council grants the license, which is scheduled for August, the works will be tendered, which will begin in the autumn and will last for about 20 months.

The managing director of Development Spain and Portugal of Hilton, **Carlos Miró**, highlighted during the presentation that of the 6,162 hotels that Hilton has distributed throughout the world, only 39 carry the Conrad brand, name of the founder of the company, «because a series of very special circumstances have to be given in order for the Conrad brand to be given to an establishment, and this is the case, for the hotel, for its location and for its population ».

Hilton has 13 luxury brands, Conrad is characterized, according to its director, “by a very contemporary design; for a very intuitive and personalized service, and with **the highest technology** «.

The old and abandoned Hotel Doña Julia will serve as the basis for the future Hilton. **Jose García**, responsible for the project, announces that he is going to change the architectural style in a relevant way, to adapt to Hilton's requirements regarding image. The establishment will have **196 rooms, of which 12 will be luxury suites**. The hotel will have a main building, with the main common areas, three restaurants, gym, underground parking for 120 vehicles, eight villas that will surround a central pool. The building will have **50,000 square meters built**.



Authorities and managers of Hilton and Platinum Estates in the presentation / CHARO MÁRQUEZ

Platinum Estates acquired, together with the hotel, a plot of commercial use, of 11,000 square meters, located to the south, which the group intends to convert into **a proximity shopping center**, which will not be linked to the hotel, but will complement its offer.

The authorities present at the presentation of this agreement between Hilton and **Platinum Estates** have agreed that this firm comes at a very opportune moment, when it plans a tough crisis in the tourism sector and that it is a hopeful element.

The provincial delegate of Tourism, **Nuria Rodríguez**, has pointed out that the Costa del Sol "continues to be a preferred destination for investors and that is thanks to the fact that we are a strong, safe and quality destination". The second vice president of the Provincial Government and CEO of Costa del Sol Tourism, **Margarita del Cid**, recalled that luxury tourists spend an average of 600 euros a day and that their average budget is between 5,000 and 30,000 euros on vacation. The Mayor of Casares, **Pepe Carrasco**, has valued that Hilton "places Casares in the national and international tourism market with this project" and becomes a source of employment for the region.

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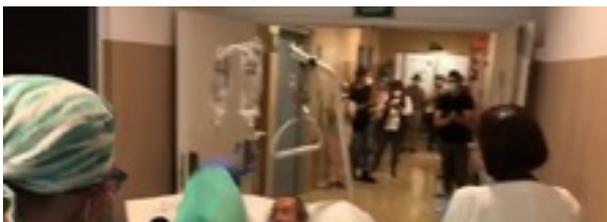
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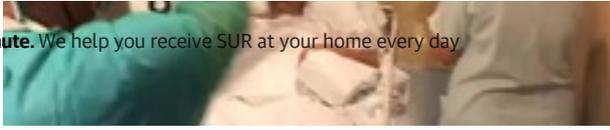
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