

Hilton strikes a blow in the middle of Covid: brings its luxury chain Conrad to Spain

The American group has reached an agreement with Platinum Estates to open the future Conrad Costa del Sol in Casares, between Marbella and Sotogrande, opening scheduled for 2022



Conrad is Hilton's luxury chain

Author
Ruth Ugalde
[Contact the author](#)
RuthUgalde
Reading time 2 min

07/07/2020 12:00 - Updated: 07/07/2020 12:02

Hilton , one of the largest hotel chains in the world, has just signed an agreement that is quite an oxygen balloon for the Spanish tourism industry, since it involves the landing in our country of the Conrad chain , its first luxury insignia, in between of the biggest crisis the industry has experienced in decades.

The American group has signed an agreement with Platinum Estates to open the future Conrad Costa del Sol in what is known as Finca Doña Julia, an extension of 40,000 square meters located in Casares, between Marbella and Sotogrande.



Platinum buys the Park Hyatt project together with Sotogrande to open its own hotel

Ruth Ugalde

The Hong Kong fund has bought the seven banks that stayed Finca Doña Julia, a development where it was planned to open a Park Hyatt, this asset and the attached shopping center

As El Confidencial put forward, in the spring of last year, the fund led in Spain by Juan Luis Segalerva acquired this project from the seven banks that had stayed with it after the bankruptcy of the previous promoter, the Evemarina group, which was planning to raise a Park Hyatt five stars, with spa and golf club.

"This project, our first luxury hotel in Spain, represents an important step for Hilton, which is currently working to expand its luxury establishments throughout Europe," said Carlos Miró, Director of Development for Spain and Portugal at Hilton .



Roshni Mohinani, President of Platinun Estates

The future Conrad Costa del Sol will be an establishment with 194 rooms , a spa with an indoor pool, several external ones, two bars and a restaurant that, when it opens its doors in 2022, will join the select list of resorts

operated by Hilton around the world. such as Conrad Maldives Rangali Island, Conrad Bali , Conrad Bora Bora , Contad Koh Samui or Conrad Algarve , among others.

"We are delighted to be able to announce our agreement with Hilton to operate this hotel under the prestigious Conrad brand," said Roshni Mohinani , president of Plantinum, who maintains that "the Costa del Sol continues to attract national and international tourism and we believe it has a great potential to invest in this area ”.



Hilton fires 2,100 employees and extends pay cut through October

Europa Press

"Never in Hilton's 101-year history has our industry faced a crisis that takes travel to a complete halt"

In fact, the future Conrad is the second major hotel investment carried out by Platinum in this sought-after enclave on the Costa del Sol, as the Asian fund is also behind the W Marbella Resort , a five-star luxury establishment that provides inaugurate in 2021, and it will have 183 rooms.

These projects are a reflection of the locomotive that is the Costa del Sol for the national tourism industry, thanks to its climate, elite urbanizations and good communication, which allowed this enclave to attract thirteen million visitors last year. A role of engine of the industry that will be key to help the sector out of the serious crisis in which the Covid-19 has plunged it.

Únete a los lectores influyentes

Llevamos 20 años defendiendo el derecho de los ciudadanos a saber la verdad. 20 años promoviendo un periodismo responsable e independiente. Hoy, más que nunca, las más de 170 personas que forman El Confidencial trabajan sin descanso para mantener ese compromiso inquebrantable y ofrecerte una información de calidad. Ayúdanos a construir El Confidencial del futuro. Únete a los lectores influyentes. #únetealconfi

SUSCRÍBETE

