

VALENTIN

HOTEL GROUP

APRIL 2023

VALENTIN HOTELES ANNOUNCES CHANGES IN ITS MARKETING AND SALES TEAM IN SPAIN.



Partial view of the Valentin Sancti Petri (549 rooms), located in Novo Sancti Petri (Cádiz).

After a long and successful career as the head of Valentin Hoteles' commercial team in Spain, Javier Escriche will immediately assume a new position as Marketing and Communications Director of Valentin Hoteles.

Juan Miguel Llompart has been appointed Sales Director for Spain, taking over the duties previously performed by Javier, to whom we offer our sincere appreciation and thanks for his years in charge of this department. Juan Miguel is a respected leader

within the travel industry and brings with him a wealth of experience in eCommerce, Sales, and Contracting in Europe, Asia, and the Americas, which will surely help drive Valentin Hoteles' Commercial Area forward. Juan Miguel is excited to join our team and continue the legacy, momentum, and growth the company is experiencing.

Javier Escriche, in his new position as Director of Marketing and Communications, will oversee enhancing the rebranding of our brand, the launch and positioning of our B2B (Valentin High Fidelity) and B2C (Valentin Rewards) loyalty programs, and will continue to be in charge of marketing initiatives and agreements with our commercial partners. His knowledge of the house, the market, and our partners makes him ideal for this new strategic position within the group.

"Valentin is undertaking an exciting phase of renovation of its hotels, and with the recent addition of Juan Miguel Llompert, and the new challenge taken on by Javier Escriche, we are restructuring the team to welcome a new stage of growth", says Rafael del Castillo, CMO of Valentin Hoteles. "Between new loyalty programs, more tools for professionals selling our hotels, a new collection of web solutions, and the addition of new talent to the team, Valentin is positioned for continued growth. The best part? We're just getting started."

About Valentin Hotel Group:

Valentin Hotel Group is a hotel chain founded in Mallorca in 1967 by Doña Francisca Bonet Suñer and Don Miguel Codolá Camps, with the collaboration of patriarch Don Gregorio Bonet. Since the opening of its first establishment, the Pension Paguera, the group has expanded to a total of 9 hotels located in Mallorca, Menorca, Cadiz, and Mexico.

For more information:

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