



PRESS KIT



IBIZA



MAJORCA



BARCELONA



SAINT TROPEZ



MIAMI



FEBRUARY 2018

INTRODUCTION

OD Hotels is a Spanish brand owned by the OD Group, a family company active in the tourism sector headed by CEO and founder Marc Rahola. The group owns boutique hotels in some of the Mediterranean's most significant and attractive locations, such as Ibiza (OD Ocean Drive, OD Talamanca and OD Can Jaume), Majorca (OD Port Portals) and Barcelona (OD Barcelona). The group plans to open a hotel in France's Côte d'Azur (Saint-Tropez) and Florida in the USA (Miami). Today, the OD concept is firmly established as the benchmark of the Mediterranean lifestyle, a lifestyle the world widely admires.

OD Hotels are true to their visual credo, somewhere between the Spirit of Bauhaus, Le Corbusier's manifesto and pure white Mediterranean villages. Additionally, OD Hotels' corporate philosophy ensures a firm grounding on and commitment to:

- 1) **Reusing, refurbishing and upgrading the buildings that house OD Hotels**, enhancing them and, therefore, the neighborhoods and districts themselves;
- 2) **Ensuring the family's enthusiasm about design is unbridled** – it needs to be **exquisite while functional**, in terms of both hotel architecture and interiors;
- 3) **Selecting the hotels' ideal locations**, not only the neighborhood, but also the specific site;
- 4) **Keeping sustainability in mind** and increasingly committing to the environment.
- 5) **Looking to be inclusive**, to bringing together locals and visitors, while respecting and honoring the personality of the district or neighborhood we are in.

The combination of all these components results in an *arty* style of accommodation. The OD style is modern, responsible and inclusive, but it is also exclusive... in that its 'selectiveness' results from how guests feel, and from how each hotel guarantees personalized stays to its guests. OD Hotels offer a wealth of options and any request guests may have with regards to car services, beauty and health, cuisine or sports and leisure activities will be fulfilled.

Since the first stone was laid in 2009 to the present, OD Hotels has progressively grown and now provides first-rate contemporary accommodation in which hospitality and quality rule; where guests are not lodgers, but visiting friends. Ultimately, OD Hotels are an exciting option that makes it is easy to participate in interesting activities. Hotel guests and locals truly share the neighborhoods where the hotels are located, and there are always thrilling events to join that make each visit a great experience.

Welcome to OD Hotels. Live it!

THE DNA OF OD HOTELS

1) Location

One of the principles of OD Hotels is to be in the “hot spots” of the world’s more vibrant cities and, within those cities, in the best locations. This ensures that OD Hotels’ guests are close to the best and widest range of leisure choices: the best restaurants, the trendiest clubs, the more specialized boutiques, or the most authentic natural surroundings. Whatever each and every one of OD Hotels’ guests may be looking for. No filters. No go-betweens.

2) Refurbishing and upgrading vacant land-mark buildings

Fabulous buildings that once pulsed with life but are now vacant are what OD Hotels looks for. These are properties which in the past housed banks, offices or hotels, that were vacated, and that today, thanks to OD Hotels, are brought back to life to enjoy a come-back, retaining, whenever possible, the essential features of their original personality such as structural details or artistic components. OD Hotels’ purpose is to give a new lease of life to these buildings, enhancing their neighborhoods.

3) Contemporary and inclusive

The OD Hotels brand is fundamentally state-of-the-art. Its heart beats to the rhythm of technology, innovation, mobility, environmental responsibility, and multiculturalism. OD Hotels’ guests are provided with complimentary *Smart* cars, wifi, iPads, daily international press in several languages, satellite TV channels, the services of multilingual staff, and eco-friendly facilities. Additionally, OD Hotels host exhibitions, filmings, LP bazaars, fashion shows and, at the end of the day, guarantee a lively and inclusive meeting point for guests and local residents. OD Hotels are located in the more vibrant cities of Spain and, soon, the world.

4) Design and art

In its belief that both the inside and the outside matter, OD Hotels has made design and art part of the chain’s distinguishing traits. Architect Víctor Rahola and interior designer Mayte Matutes are front-line advocates of creating elegant spaces, refined, pure and fluid, with natural light pouring in. OD Hotels’ open common areas – the lobbies and lounge areas – are carefully soundproofed, and light plays the leading role.

These areas have a contemporary look; their Mediterranean character features fine materials such as wood, suede and leather, steel and exclusive textiles; signature furniture by Mies van der Rohe, Hans J. Wegner, Barbara Corsini and Joaquim Ruiz Millet, Lievore Altherr Molina, Charles & Ray Eames and +Halle are the standard. OD Hotels’ design and art collections invite guests to leisure and wellbeing, and make the hotels oases of the *arty* movement in the heart of the neighborhoods they inhabit.

5) Sustainability

OD Hotels operates on the basis of a sustainable ethics that becomes visible, beyond the recovery of buildings, in *eco-friendly* facilities: rooftop- and vertical gardens, solar panels, efficient building insulation and

innovative temperature controls which help reduce energy consumption by up to 35%. It goes without saying that for OD Hotels the best interior lighting is natural sunlight streaming in from the outside. Environmental awareness is also evidenced in different factors such as the use of geothermal systems to provide heating, construction which favors the use of local materials such as dry stone, and a hotel cuisine that is comprised, to a great extent, of local Mediterranean produce grown organically, for instance the olive oil, the olives, the *sobrasada* (a raw, cured sausage from the Balearic Islands made with ground pork, paprika and salt and other spices)... The brand will also shortly announce the launch of a motivated e-mobility plan for guests.

OD’s commitment to Sustainability was first acknowledged in 2017, when the prestigious *Re Think Hotel Competition* awarded OD Barcelona the “**Best Sustainability and Hotel Refurbishment in Spain’ Prize,**” highlighting parameters referring to “Global and Building Sustainability,” “Corporate Social Responsibility” and “Universal Heritage and Accessibility” on the basis of the 17 UN Sustainable Development Goals.

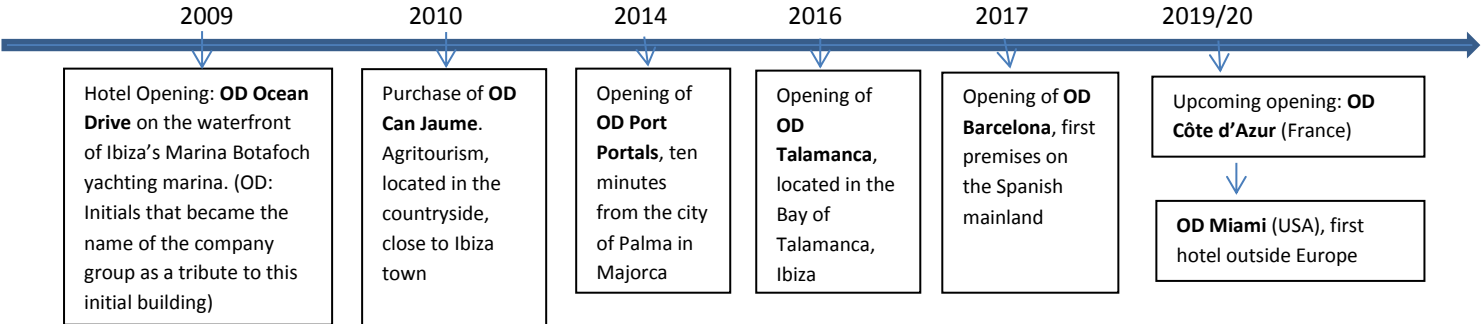
BY WAY OF BACKGROUND...

Ibiza, Majorca, Barcelona, Saint-Tropez and Miami are leading tourism destinations. These cities take in a major share of their respective countries’ tourists, and their hotel infrastructure is wide-ranging and diverse. These destinations have historically hosted medium-high- and high-end tourists accustomed to exclusivity, luxury and exquisite service of a long-established style.

OD Hotels came into the market in 2009 with the aim of satisfying the needs of 21st Century travelers who, besides the abovementioned requirements, also desire that hotels be functional and mindful of the environment.

Almost a decade after the inauguration of its first establishment, OD Hotels has become a hallmark quality brand with five hotels currently in operation, two forthcoming hotel openings, important leaps into the international market, one in Europe and another one in the USA.

OD Hotels is a member of **L.E. Hotels**, a leading collection of boutique luxury hotels with nearly 200 of the world’s best hotels. It is also a member of **Kiwi Collection**, the most complete and diverse curated catalogue of the world’s leading luxury hotels.



OD HOTELS

SPAIN (by opening date)

OD OCEAN DRIVE – IBIZA

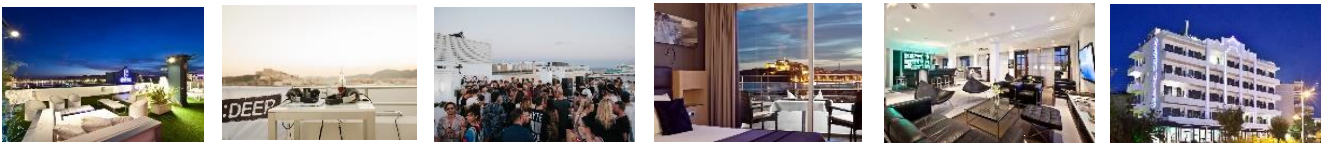
This was the first hotel the group opened; the year was 2009. It is now the company flagship and a landmark in Ibiza. The initials of this hotel gave the corporation its name, OD Group, under the leadership of Marc Rahola.

OD Ocean Drive is located on the waterfront of Ibiza's renowned yachting marina *Marina Botaforch*. Its privileged location places it by the island's best beaches, by the Old Town – *Ciudad Vieja* (designated a UNESCO World Heritage Site), by nightclubs as renowned as Pacha, Lío or Heart, and conveniently close to numerous international cuisine restaurants.

Design pervades every one of its 40 rooms, sleek and elegantly fitted with furniture by Mies van der Rohe and Le Corbusier in shades of lavender and chocolate, which blend with the views they showcase of the Mediterranean Sea and the mountains of Ibiza. The hotel's style, combining a Mediterranean retro soul with an exterior art déco design equally fitting to the landscape of Miami's South Beach, lends it a truly personal and differentiating character.

The hotel's looks, functional luxury and location have made it the summer retreat for celebrity DJs who attract guests and locals to its incredible OD Sky Bar. A chill out space located on the hotel's uppermost story provides a full menu of leisure activities to enjoy as the sun sets by the sea. With music acting as the leitmotif of its identity, the hotel offers keen music lovers mixing consoles for their personal enjoyment.

OD Ocean Drive is much more than a seasonal hotel. In defiance of the local tradition upheld by many local hotels, Marc Rahola decided to operate OD Ocean Drive all year round. The hotel's being open during what used to be the off-season makes it possible for guests and local residents alike to enjoy an experience that is more than the legendary nightlife of Ibiza summers.



- **Opening year:** 2009.
- **Category:** Boutique hotel, a landmark hotel on the island.
- **Outstanding or unusual services:** mixing consoles for client use; private chauffeur; complimentary Smart Cabrio for Suite guests; breakfast and brunch served until 4 pm; OD Sky Bar; lobby lounge; international daily newspapers; iPad; free wifi throughout the hotel; health and beauty service available for clients, and much more.
- **When to visit:** The hotel is open year-round.
- **You will especially enjoy it if...** You want to enjoy Ibiza to the fullest and take in everything it has to offer, given its privileged location in Marina Botafoch, with your feet in the sea and with a view of the Old City. OD Ocean Drive, a landmark of Ibiza's culture and a summer home to the most fashionable DJs, encourages you to enjoy its temporary exhibitions.
- **Where to sleep:** The hotel features 40 rooms in five different categories, from individual Deluxe Rooms to the Formentera and Dalt Vila Suites.
- **Which cuisine:** Our restaurant serves local produce, which can also be enjoyed through room service or in the Sky Bar. In addition, you can plan your weekend activities to best enjoy what the island has to offer in the hotel, at the well-known after-work "Burger Meets Gin" sessions held on Friday, and take in the themed brunches served on Sunday, as well as the Hola Sundays! for fans of electronic music that include an LP bazaar and Master classes

Puerto Deportivo Marina Botafoch, 07800 Ibiza (Ibiza). <https://www.od-hotels.com/es/hotel-ocean-drive-ibiza/>

OD CAN JAUME. IBIZA

OD Can Jaume is OD Hotels committed wager on luxury agritourism in Ibiza. In 2010, Marc Rahola visited an orange plantation in the outskirts of the quiet town of Puig d'en Valls and discovered, nestled in the heart of the grove, an ancient farm and adjacent buildings: this was Can Jaume. He has turned Can Jaume into the ideal place to live the wonderful experience of a real stay in the country. A restful sojourn in touch with nature, where rest is guaranteed but can easily be exchanged for a visit to Ibiza town, just 2 Km. away.

Can Jaume's 10 villas make a total of 15 rooms (single, double, superior or suites, in different categories). Some have lovely large terraces, and all are decorated in the Mediterranean style: wooden elements, canopied beds, earth tones, an outside pool and a restaurant that serves a complimentary breakfast until noon. The produce is all organically grown on the farm. This is the perfect place to enjoy the island's undiscovered heartland and benefit from the peace and quiet it guarantees.



- **Opening year:** 2010.
- **Category:** Luxury Agritourism.
- **Outstanding or unusual services:** Breakfast until 12:00; Balinese beds and hammocks by the pool; 24/7 cafeteria services, fruit, pastries and water; dedicated staff for guests.
- **When to visit:** the hotel opens from April to October.
- **You will especially enjoy it if....** You are looking for natural but comfortable surroundings, R&R and wellbeing, and want to disconnect in an arty setting.
- **Where to sleep:** In one of the 10 villas. There are only 15 rooms (six different categories), from single room to Grand Suite, with a King Size bed and views of the estate.
- **Which cuisine:** In the hotel, basically fresh local organically grown and produced foodstuffs.

Cami de Ca n'Arabi, Puig d'en Valls, 07819, Ibiza. <https://www.od-hotels.com/od-can-jaume/>

OD PORT PORTALS. MAJORCA

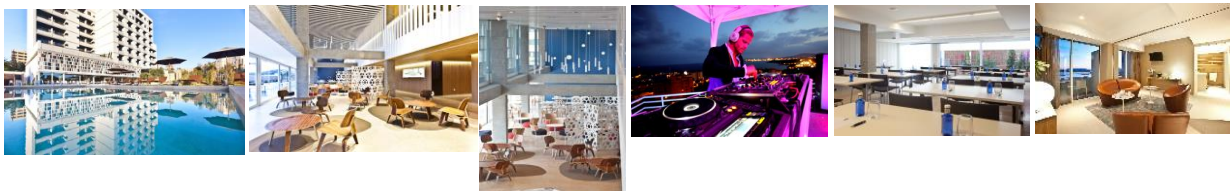
OD Port Portals, a 4 star superior hotel, is the third hotel the group led by Marc Rahola opened in Spain. It was inaugurated in 2014 and has become the leading OD alternative in Majorca. Its location is absolutely fabulous.

The hotel is in the prestigious yachting and leisure development of Puerto Portals, in the heart of the Bay of Palma. It is barely 20 minutes from the airport and ten from the city itself. Close to the finest restaurants, the most exclusive boutiques, wonderful beaches, golf courses, tennis courts and everything one may wish for in the way of leisure: think paddle surf or bicycle routes in the Sierra de la Tramuntana hills (a UNESCO World Heritage Site as of 2011)...

OD Port Portals also stands out because of its meticulous design. A vacant building was taken up by architect Víctor Rahola and interior designer Mayte Matutes and fashioned into a beautiful 77-room hotel. The common areas include a lobby lounge with a bar, a restaurant and a terrace; meeting rooms for up to 200 participants; a pool; the OD Sky Bar... Its unique façade rests lightly on the elegant spaces that match, perfectly, the graceful areas that are filled, in accordance with their creators' wishes, with pure and natural light. OD Port Portals blends and matches furniture of a modern design and make with iconic pieces and textiles made and woven exclusively for the hotel. Thus a contemporary touch melts into the Mediterranean style of Majorca.

The à la carte restaurant makes healthy Mediterranean dishes with a hint of Asian and American cuisine available; breakfast is served until noon, and activities as follow are organized: after-works on Fridays; Mexican and Mediterranean brunches on weekends; dinners and evening repasts all through the Christmas season. During the summer months, the restaurant On Top is open in the OD Sky Bar so guests can enjoy a delicious meal while taking in the Bay of Palma.

The Hotel pampers its guests: complimentary Smart Cabrios for Suite guests; private drivers; iPads; daily international newspapers; satellite TV... All of this makes the Hotel the perfect destination, be it for business or private travel, at any time during the year.



- **Opening year:** 2014.
- **Category:** 4 stars superior.
- **Outstanding or unusual services:** 80 m2 pool with Balinese beds; private driver; complimentary Smart Cabrio for Suite guests; breakfast and brunch until 4 PM; OD Sky Bar; lobby lounge; meeting rooms; international daily press; iPads; electric bicycles available for rent; health and beauty services; gym; babysitting services... The Hotel also offers on-site complimentary Pilates and Yoga sessions to its guests.
- **When to visit:** The Hotel is open year-round.
- **You will especially enjoy it if....** You want to stay in a high-end hotel, Mediterranean in style, lavish but muted, with art and design... a lot of design... in one of Majorca's hippest, most elegant locations.
- **Where to sleep:** the Hotel's 77 rooms – 10 of them Suites – can accommodate up to 165 guests.
- **Which cuisine:** The restaurant's menu, which includes fresh locally grown products, may also be enjoyed in one's own bedroom or in the OD Sky Bar. During the weekend – and right before it begins – serious fun is set in motion in the hotel: the renowned after-work "Burger Meets Gin" on Fridays, and two brunches (the Tasting Menu and the Mexican Brunch) are enjoyed by locals and guests alike on Saturdays and Sundays.

Av. Tomàs Blanes Tolosa, 4, 07181 Portals Nous, Mallorca. <https://www.od-hotels.com/es/hotel-od-port-portals-mallorca/>

OD TALAMANCA. IBIZA

OD Talamanca, 5 stars, opened in 2016 in one of the best parts of Ibiza, the Bay of Talamanca. The Bay stands out for its beauty, calmness and proximity to Ibiza town, and it is close as well to the airport (10 Km. away), to some of the island's best beaches, and to several of the island's most attractive beach clubs. The character of OD Hotels is embodied in each of the hotel's 117 rooms and suites, in the spacious and bright reception area, in the three pools – in different shades of blue, surrounded by ample sun decks and a bar –, in the à la carte restaurant committed to healthy cooking inspired by Asian and European cuisine, and in the OD Sky Bar, a unique location in which to enjoy great cocktails and views of the bay that additionally features another pool and lounge area... Moreover, numerous events are planned and staged here.

The rooms offer views to the Mediterranean, to the World Heritage Site quarter of Dalt Vila, and to the island's beautiful sunrises. The Duplex Suites feature a bonus in terms of exclusiveness: the Suites themselves are over 100 m2 and give to spectacular 120 m2 terraces that include a private pool and incredible views. The hotel provides Suites guests with a complimentary Smart for four as well as access to a fleet of chauffeured luxury cars upon request, in addition to chef service with service-entrance access to the Suites' fully equipped kitchen areas (in order to ensure guests' privacy and provide them, in-room, the best choices on the menu).

In terms of design, the hotel's trademark character is elegant architecture with a retro touch and sleek interiors, flowing spaces decorated with design furniture and textiles manufactured exclusively for the hotel, and of course the works of art in its collection..



- Opening year:** 2016.
- Category:** 5 stars.
- Outstanding services:** 250 m2 sun deck; 3 pools (additionally, private pools in Duplex Suites); full-sized gym; private chauffeur; complimentary Smart Cabrio and Smart for four cars; private garage; health and beauty services; concierge service; and VIP access to Ibiza's best nightclubs – Ushuaia, Pachá, and Lío. OD Talamanca additionally provides chef service with service-entrance access to the Suites' fully equipped kitchen areas (in order to ensure guests' privacy). The OD Sky Bar is also just spectacular.
- When to visit:** The hotel is open between April and the end of October.
- You will especially like the hotel if....** you enjoy architecture, art and design and are looking to unwind, while staying close to Ibiza's best options in terms of leisure and services. when traveling and away from home, you value above all else gracious and professional services provided by hotel staff.
- Where to sleep:** With a capacity for 238, the hotel features 117 rooms, including 7 Suites.
- Which cuisine:** The hotel restaurant serves Mediterranean cuisine with a nod to international influences. The restaurant has sun-drenched indoor section and an outdoor section on a terrace giving to the three pools and the sun deck.

C/ de Jesús, 28. Playa de Talamanca. 07800 Ibiza. <https://www.od-hotels.com/es/hotel-od-talamanca-ibiza/>

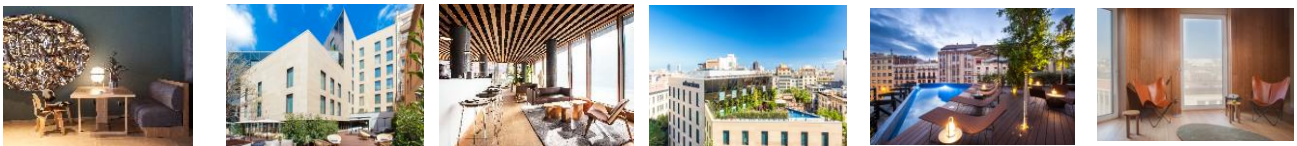
OD BARCELONA. BARCELONA

The most recent OD Hotels opening was OD Barcelona in the summer of 2017. This is the first hotel the company opens on the Spanish mainland, and to this end the location is unbeatable: the city of Barcelona. It is in one of the choicest parts of the city center, in the l'Eixample District by the Paseo de Gracia Boulevard. The building's avant-garde design and essence make it stand out in this special neighborhood.

The hotel boasts 98 rooms; its architect and interior designer are again Víctor Rahola and Mayte Matutes, respectively, who have combined the avant-garde style of OD Hotels with that of modern Barcelona. The result is a perfect, fully balanced combination. The rooms, spacious and well-appointed in all categories, showcase a modern design with a touch of the Mediterranean. The spacious Suites and the Grand Suite, featuring a terrace and private pool, are bound to satisfy even the most demanding of guests. The use of natural sunlight, the soundproofing, and the efficient insulation throughout the hotel, together with the hush of the indoor areas, are in contrast with the surrounding city bustle and make OD Barcelona an oasis of calm with a view on the town. An oasis which underscores the importance of sustainability, including eco-friendly equipment and structures such as the vertical garden, the solar panels, and an HVAC system which reduces energy consumption by 35%.

Furthermore, OD Barcelona has won recognition as one of the top 10 sustainable hotel renewal projects in Spain in the Re Think Hotel 2017 competition. Some of the elements that stand out include the hotel's common areas – think of the sun-drenched reception hall –, the lobby bar, the restaurant that includes a terrace garden, and the OD Sky Bar with its pool and sun deck, are features of all OD Hotels.

Barcelona is a perfect location to enjoy traditional OD Hotels' initiatives such as the after-work "Burger Meets Gin" sessions held on Fridays, the Sunday brunch, and the popular Hola Sundays!, a monthly DJ session, an LP bazaar, and Master classes.



- **Opening year:** 2017.
- **Category:** 5 stars.
- **Outstanding services:** Wine bar; wine refrigeration & storage cabinets in every room; complimentary Smart Cabrio; breakfast and brunch until 4 pm; OD Sky Bar; lobby lounge; international daily newspapers; iPad; health and beauty services available to clients; a triangular rooftop pool with views of Barcelona, and private garage.
- **When to visit:** The hotel is open year round.
- **You will especially like it if...** you are a resolutely cosmopolitan urban dweller, you enjoy the avant-garde, relish art and culture, and like being spurred to action, but at the same time want to be able to slow down in the midst of the bustle, breathe a lungful of quiet, gather yourself together and take in the thousand and one marvels of Barcelona.
- **Where to stay:** The hotel features 98 rooms, including 5 Suites, one with a private terrace and pool.
- **Which cuisine:** The restaurant menu offers local produce that can also be enjoyed in the privacy of your room or in the OD Sky Bar. Additionally, during the weekend, the city's best plans for entertainment come to life in the hotel: the renowned after-work "Burger Meets Gin" on Thursdays, the Sunday brunch and the Hola Sundays! event.
- **Awards:** OD Barcelona has been recognized as one of the Top 10 leading sustainable hotel renewal projects in Spain in the Re Think Hotel 2017 competition.

C/ Aragón, 300 (Corner to C/ Roger de Llúria), 08009 Barcelona. <https://www.od-hotels.com/es/hotel-od-barcelona/>

Upcoming Openings

REST OF THE WORLD

OD CÔTE D'AZUR. 2019

The future OD Côte d'Azur will make history as it takes its place as the first OD Hotel outside of Spain. The building selected to house this first international adventure is that of the former Hotel Cavalière sur Plage on Avenue du Cap Nègre, 2 at Le Lavandau, barely 30 Km from Saint-Tropez in the south of France. OD Hotels purchased the site from the Ibersol Hotels chain for 11 million Euros in December 2017. OD Côte d'Azur will be the group's sixth hotel and its first beyond Spain's borders.

OD Hotels will carry out ambitious restoration works on the building, looking to complete it in time for the opening scheduled to take place before 2019. The result will be a boutique hotel located directly on the waterfront. Featuring 71 rooms, incredible views on the Mediterranean, a pool, an OD Sky Bar, complimentary Smart Cabrios for Suite guests, a restaurant on the beach and a private beach, the hotel is sure to be a success. Additionally, conversations are ongoing regarding the possible construction of a Beach Club.

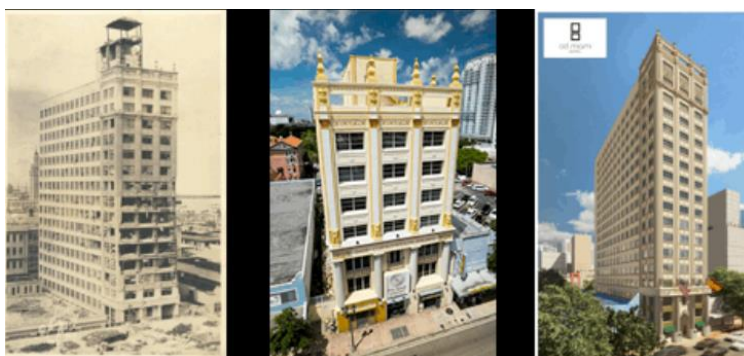
OD Côte d'Azur will be a welcome alternative to the ones available in the marvelous Cote d'Azur, a hotel in which the traditional concept of luxury and sophistication are to be complemented by the evolved understanding of tourism that OD Hotels brings to its brand.

OD MIAMI. 2019

And also in 2019, OD Hotels plans to open a hotel in Miami. This hotel will occupy the former Dade-Commonwealth flagship building. The group plans a 45 million Euro investment to convert it into a 5-star boutique hotel, with 169 rooms and the hallmark services of the hotel chain: complimentary Smart Cabrios; OD Sky Bar; concierge service, and art and music events.

This landmark building, designed by Martin L. Hampton in 1925, was the city's tallest building in the year of its construction. As a result of the catastrophic hurricane that ravaged Miami in 1926, the building's structure suffered major damage, and the Wall Street crash of 1929 abruptly spelled the end of its life. A bank then bought it and proceeded to lower the building's height to 7 floors and sell off the steel contained in the top 10 floors.

Two US firms will participate in the project to reclaim the original building. R.J. Heisenbottle Architects will increase the existing 4,000 m2 surface area on 7 floors to a projected 10,000 m2 on 17 floors, and Charles H. Benson & Associates, Architects will lead the hotel construction project. The neoclassical façade, of historical importance to Miami, will be restored in order to recover the building's fabled image. The building is included in the USA's National Register of Historic Places: the choice made by OD Hotels is not accidental. Its location and history make it a landmark that, thanks to OD Hotels, will again come to life.



An interesting feature of the OD Hotel in Miami will be on the ground floor. The 32-ton stainless steel vault, installed when the building was used as a bank, will be preserved and will house the hotel's Club.

The Dade-Commonwealth building or, in other words, the future OD Miami, is located in downtown Miami, in the Flagler Street area. Significant private capital investments in commercial and residential real estate are underway in this part of the city, as well as infrastructure development measures undertaken by Miami authorities.

FOR MORE INFORMATION...

For interviews, additional data, delivery of press kits and photographs or any other request, please do not hesitate to contact our Communications team. We will be pleased to be of assistance.

<https://www.od-hotels.com/downloads/>

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