

Press release

Telefónica accelerates the evolution of Meliá's global technology model through AI and cybersecurity

- The new phase of the strategic partnership will support more than 250 hotels across 40 countries, reinforcing a secure, consistent and globally integrated digital environment for the entire organization.
- Artificial intelligence will further enhance the capabilities of the services managed by Telefónica, enabling greater process automation, more proactive support, and faster incident resolution.
- Meliá currently processes 240,000 requests per year, with 70% already automated, and handles more than 12,000 AI-assisted conversations every month.

Madrid, September 10, 2026.-Telefónica and Meliá Hotels International have signed an agreement to continue accelerating the hotel group's technological transformation through this strategic alliance. After a decade of collaboration, the two companies are embarking on a new phase aimed at driving a global digital services model supported by cloud, artificial intelligence and security as key pillars. The agreement will provide support to more than 250 hotels across 40 countries.

The renewal of the agreement forms part of Meliá's digital transformation strategy, whose goal is to continue evolving towards a homogeneous, secure and scalable technology environment capable of responding swiftly to the needs of a constantly growing global organisation.

The collaboration between Telefónica and Meliá already includes 150 connected hotels in Spain, thanks to a technology deployment with a strong presence in key destinations such as the Balearic Islands (37 hotels), Andalusia (33) and the Canary Islands (19), as well as the Madrid region, Catalonia and the Valencian Community, each with 16 hotels. This deployment reinforces both companies' commitment to innovation and the digital transformation of the hospitality industry.

To support this transformation, Telefónica will continue providing a comprehensive Service Desk model, including technical assistance and specialised support for incidents and digital solutions, as well as workplace management, field support, security, cloud services, functional support and communications. This model currently serves close to 9,000 technology devices distributed across Meliá hotels and corporate headquarters worldwide.

Within this technology management framework, the partnership aims to promote a more efficient way of operating, enabling teams to focus their efforts on what truly adds value: hotel operations and the guest experience.

One of the main developments in this new phase is the expansion and evolution of AI capabilities within the Service Desk. This will pave the way for increasingly predictive and proactive support

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models, improving incident resolution capabilities and delivering a more agile and personalised user experience.

Meliá currently manages close to 240,000 requests per year, more than 70% of which are already automated, in addition to over 12,000 monthly conversations assisted by artificial intelligence. These figures reflect the company's level of digital maturity and the potential of AI to continue transforming the way technology services are delivered and consumed.

Cybersecurity is another key strategic pillar of this collaboration. The agreement includes advanced cybersecurity services designed to strengthen the protection of the hotel group's systems and data, while ensuring business continuity in an increasingly demanding digital environment.

Antonio Báez, CIO of Meliá Hotels International, said: "Our goal is for technology to help make hotel management simpler and customer relationships more human. We want technology to play a leading role in operations while remaining invisible in the guest experience. The better it works, the more room it creates for our people to bring our hospitality promise to life. For us, the true success of technology is measured by the satisfaction of our guests and employees."

Álvaro Jiménez Mogollón, Director of Sales for Banking, Insurance, Leisure and Tourism at Telefónica España, said: "This agreement strengthens our position as a trusted technology partner for large enterprises, to whom we aim to provide more and better services. In this context, Telefónica is committed to helping citizens gain the best access to digital technologies. Our offering combines technology, security and artificial intelligence to support Meliá in its transformation towards a more efficient, global and secure operating model."

This new phase strengthens a strategic partnership that began in 2016, during which Telefónica has established itself as one of Meliá Hotels International's leading technology partners. The collaboration focuses on digital transformation, including infrastructure management, advanced 5G connectivity, cloud services and innovative solutions for the hotel of the future, such as network slicing technology.

The Meliá Madrid Serrano Hotel was the first hotel in Spain to feature indoor NSA 5G, SA 5G and network slicing coverage. Several virtual 5G mobile networks (slices) have been configured to guarantee service levels for different connectivity needs, including live video streaming services, even during periods of high demand from guests and visitors.