



# PRESS KIT

## SHORT INTRODUCTION

- **Name:** Vila Galé Hotels
- **Nationality:** entirely Portuguese company.
- **Hotels:** 37
  - 27 in Portugal
  - Ten in Brazil
- **Rooms:** 8,002
- **Beds:** 18,260
- **Employees:** approximately 3,500
  - 1,600 in Portugal
  - 2,100 in Brazil
- **Turnover:** €197 million in 2019, up 7% compared to the previous year.
- **Upcoming projects:** Vila Galé São Miguel, Azores, Portugal (2022), Vila Galé Alagoas, Brazil (2022).
- **Brands:** Vila Galé, Vila Galé Collection, Nep Club, Espaço Galera, Massa Fina, Inevitável, Satsanga Spa & Wellness, Santa Vitória Wines and olive oils, Val Moreira Wines and olive oils.
- **Slogan:** "Always close to you".
- **Other business areas:** agriculture, real estate, wellness.
- **Community:** [Website](#), [Instagram](#), [Facebook](#), [YouTube](#), [Twitter](#), [Vimeo](#), [LinkedIn](#), [Pinterest](#)

## HISTORY

Vila Galé was founded on 30 May 1986 by Jorge Rebelo de Almeida, José Silvestre Lavrador and José Ruivo. After obtaining his Law degree and working as a legal consultant at the Ministry of Public Works, the current CEO of the group, Jorge Rebelo de Almeida, started practicing law more oriented towards Civil Construction and Tourism. It was then that he came up with the idea of creating his own business, with his friends José Silvestre Lavrador and José Ruivo, who in turn owned a meat company, Fricarnes. Together, they decided to enter the Hospitality business. The first project, the Vila Galé Apartment Hotel (now called [Vila Galé Atlântico](#)) opened on 8 May 1988 in the Galé Beach, near Albufeira (Algarve, Portugal).

In 1990, [Vila Galé Praia](#) (now called Vila Galé Collection Praia) was the second hotel to open, very closely located to the first one. From then on, and given the acknowledged success of these investments, in the following years the Vila Galé brand expanded throughout the Algarve, opening more units in Albufeira, Armação de Pera and Vilamoura.

In the mid-1990s, it grew into other regions of Portugal. On the Lisbon Coast it opened the [Vila Galé Cascais](#) (1996) and [Vila Galé Estoril](#) (1997) hotels. It reached the North in 1999, when [Vila Galé Porto](#) started operating.

In 2001, it went international and started operations in Brazil with the opening of the [Vila Galé Fortaleza](#) hotel. In turn, in Portugal, it entered a new hotel segment and invested in agro-tourism with the opening of the [Vila Galé Clube de Campo](#) rural hotel in Beja, on a 1,620 hectare estate. This is where the group's vineyards and olive groves are also located, as, in the meantime, the group also engaged in agriculture and production of wines and olive oils, under the [Santa Vitória](#) (Alentejo) and [Val Moreira](#) (Douro) brands.

In the following years, Vila Galé continued to strengthen its presence in Portugal with hotels in [Lisbon](#), [Ericeira](#), [Coimbra](#) or [Santa Cruz](#) (Madeira).

Investing in the “All Inclusive” concept in Brazil, the group has also experienced tremendous growth in this country, with the opening of [Vila Galé Salvador](#) (Bahia), [Vila Galé Marés](#) (Bahia) and [Vila Galé Cumbuco](#) (Ceará) resorts and also two eco-resorts - in [Cabo de Santo Agostinho](#) (Pernambuco) and in [Angra dos Reis](#) (Rio de Janeiro) - held by the Brazilian pension fund Funcef and managed by the Portuguese company.

In 2013, [Vila Galé Collection Palácio dos Arcos](#) (in Paço de Arcos, Oeiras) opened. It was a milestone in the company's history, as it is its first five-star hotel in Portugal and it launched a new sub-brand: Vila Galé Collection. This concept was later extended to more units, including [Vila Galé Collection Douro](#) (2015), [Vila Galé Collection Braga](#) (2018), [Vila Galé Collection Elvas](#) (2019) or [Vila Galé Collection Alter Real](#) (2020).

At the same time, the group continues to focus on Brazil with investments in [Rio de Janeiro](#) and [Touros](#) (Rio Grande do Norte), where it built the largest resort in the region, [Vila Galé Touros](#), which has been open since 2018. It has thus strengthened its position as the largest resort operator in that country.

In 2020, Vila Galé will reach 37 hotels with the opening in Portugal of [Vila Galé Collection Alter Real](#) (in Alter do Chão, Alentejo) and [Vila Galé Serra da Estrela](#), its first mountain hotel. In Brazil, Vila Galé will debut in São Paulo with the opening of the [Vila Galé Paulista](#) hotel.

## STRATEGY AND POSITIONING

Product quality and differentiation are at the heart of Vila Galé's strategy, which considers that its hotel units should have a “life of their own”. In the company's vision, the hotels must provide unique experiences and be more than just places to sleep. They work as entertainment spots, elements to boost the surrounding areas and poles of attraction. For this reason, the second largest Portuguese hotel group has focused on the development of theme hotels: cinema is the theme of [Vila Galé Porto](#); [Vila Galé Ópera](#) (in Lisbon) is devoted to music; fashion differentiates [Vila Galé Lagos](#); painting gives colour to [Vila Galé Porto Ribeira](#) and dance enlivens [Vila Galé Coimbra](#).

At the same time, Vila Galé has been committed to recovering and rehabilitating heritage, by holding hotels in historic buildings. Some examples are [Vila Galé Albacora](#) (in Tavira), which was an old tuna fishing camp and fishing village, or [Vila Galé Collection Palácio dos Arcos](#), which resulted from the rehabilitation of a 15th-century palace. [Vila Galé Collection Braga](#), in turn, was set up in an ancient hospital dating from 1508. And [Vila Galé Collection Elvas](#) transformed an 18th-century convent into a boutique hotel.

The group also incorporates a strong commitment to sustainability, energy efficiency and respect for the environment. Having several eco-hotels in its portfolio, it has been a pioneer in launching innovative concepts, such as the [Vila Galé Porto Ribeira](#) or [Vila Galé Sintra](#) hotels, which are paper-free units. Here, the use of paper has been replaced by tablets, smartphones, apps, internet and other digital processes. But they are also plastic-free, with the replacement of single-use plastics for other materials. Most of Vila Galé hotels in Portugal have electric car charging points.

With hotels on the beach, in the countryside, city and mountain, the group's management model involves ensuring privileged locations, continuously reinvesting in the renovation of hotels, and offering a quality service. But it also involves focusing on gastronomy and entertainment for children and adults, and offering full and competitive options for family holidays, business trips or corporate events.

The excellence of its offer, the development and professionalism of its human resources, the passion for welcoming well and the ambition to achieve sustainable, social and environmentally responsible economic growth also characterise Vila Galé's positioning.

Over the years, the group has won numerous honours, including several medals of tourism merit, awards from different publications as the best company to work for in the hospitality industry, but also architecture and urban rehabilitation awards, and awards based on customer preference.

Considered one of the 200 largest hotel groups in the world, Vila Galé ranks 184th in the Hotels magazine's 2020 ranking.

## SUB-BRANDS



**VILA GALÉ COLLECTION:** This is the sub-brand assigned to the group's boutique hotels, which are distinguished by their premium location, differentiating concept, service personalisation and refinement, gastronomic offer or by the history of the place.



**NEP CLUB:** The [brand of the Vila Galé hotels' kids clubs](#) is inspired by Neptune, the king of the seas, and therefore Nep is the clubs' mascot. They are designed for children from three to 12 years of age and have teams of specialised entertainers who promote children's and educational activities such as games and sports challenges, do-it-yourself, dance or face painting workshops, cooking workshops, and karaoke sessions, among others. Some hotels also include a trampoline park and a playground. Nep Club has its own merchandising - colouring books and storybooks, rackets, frisbees, colouring pencils, inflatable arm rings, playing cards, balls, t-shirts, flip-flops - as well as a [videoclip](#) with exclusive music and choreography and a [game available online](#).



**ESPAÇO GALERA:** It is a space dedicated to teenagers, available in the Vila Galé resorts in Brazil, with console games, computers and internet, and several connections for mobile devices that allow them to play networked games and even a snooker table.



**MASSA FINA:** Massa Fina pizzerias, located near the hotels or within the resorts, stand out for their artisan style pizzas and relaxed atmosphere. The brand currently has five venues in Portugal and ten in Brazil.



**INEVITÁVEL:** This is the name of the restaurants with an à la carte service in several Vila Galé hotels, whose offer is defined by high quality, Mediterranean-inspired cuisine.



**SATSANGA SPA & WELLNESS:** Meaning "meeting in good company" or "association" in Sanskrit, the Satsanga spas & wellness of Vila Galé hotels are a place to awaken the senses, relax and take care of the body and mind.

## BUSINESS DIVERSIFICATION



Besides the hospitality industry, the group has been diversifying its business activities, with a special focus on agriculture. Here, the [Santa Vitória](#) brand stands out, which was launched in 2002 and is devoted to the production and marketing of Alentejo regional wines and olive oils. After acquiring several estates near Beja, Vila Galé now owns a property with 1,620 hectares (ha), out of which more than 120 ha are vineyards and about 200 ha have olive groves.

Santa Vitória's wine production favours advanced winemaking technologies to achieve modern and competitive wines, but also traditional practices of manual grape harvesting and grape stomping, embodied in the most exclusive wines. Therefore, it offers wines from different ranges and brands - Versátil, Santa Vitória, Inevitável - which have already won several national and international awards.

Having its own wine press and cellar in this estate, where the Vila Galé Clube de Campo hotel is also located, Santa Vitória produces more than one million bottles of wine per year.

Besides being served and sold in the group's units, Santa Vitória wines are exported to Brazil, Germany and Switzerland, among other countries.

In 2019, the group also built a modern olive press, where it produces high quality virgin olive oil, which is subsequently offered in its hotels, large supermarkets and specialized stores. Representing an investment of 3.5 million Euros, the oil press has the capacity to process up to 50 tons of olives per hour and to bottle, cap and label more than 1,200 bottles per hour.

In 2020, a new fruit processing plant went into operation. The 90 hectares of orchards on the estate are currently mainly occupied by plantations of Rocha pear, plums, nectarines and peaches.

## VAL MOREIRA

Recently, the group also started producing Douro and Port wines, taking advantage of the approximately 25 hectares of vineyards at the Val Moreira Estate, near Armamar, in the heart of the Douro wine region. Under the [Val Moreira](#) brand, this is an investment made by Xvinus, a company resulting from a partnership between Vila Galé and Madre, owned by Portuguese entrepreneur António Parente. The Vila Galé Douro Vineyards agrotourism unit is also located there.

As a result of its presence in these sectors, Vila Galé has strengthened its offer of wine tourism, agrotourism, olive oil tourism or rural tourism, for instance, thus complementing and enriching its core business.

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