



Único Hotels

"Luxury today means making the essentials something memorable.

Pau Guardans i Cambò
Founder & Chairman
Único Hotels

Born in Barcelona, an avid traveler, and a keen observer of the details and experiences he discovers on his journeys. El País has written about him that his essence is "elegance shaped by charm, environmental sensitivity, and hospitable luxury."

He founded the luxury lifestyle hotel collection, Único Hotels, in 2004 with the desire to create a project where each hotel would be a destination in itself, by selecting unique locations in exceptional places.

Over the years, he has managed to leave his mark, leading a team capable of transforming iconic hotels such as Hotel Único Madrid and Mas de Torrent, the sophisticated The Principal Madrid, the distinctive Finca Serena Mallorca and The Lodge Mallorca, surrounded by nature, and the majestic Finca La Bobadilla.

The journey continues. Every day, every project, and every guest give us the opportunity to reaffirm our values. We are fortunate that a new generation of the family, Carlota and Álex, is preparing to take the lead and take this dream to new destinations and renewed experiences, while keeping our commitment to excellence and authenticity intact. None of this would be possible without our team and the support of those who choose us every day. To all of them, thank you.