

PRESS RELEASE

Hipotels Group launches its new corporate website: a firm step towards sustainable leadership

A digital space that reflects who we are: a family-run group with more than 50 years of history, now showcasing its sustainability strategy under the We Care 360° framework



Homepage: www.grupohipotels.com

Cala Millor, September 2025. – Hipotels Hotels & Resorts, a Mallorca-based hotel chain with over five decades of experience and 28 properties in key destinations such as Mallorca, Cádiz, Lanzarote and Cancún, has unveiled its new corporate website: www.grupohipotels.com.

The new website has been designed to strengthen the group's corporate identity and to communicate its values, projects, and the We Care 360° strategy in a closer, more transparent way.

“With this launch we are taking a firm step towards sustainable leadership in the hospitality sector. We want this website to be a showcase of who we are, our history and where we are headed—always with the guest at the center and with a genuine commitment to people, the planet and society,” says Gabriela Llull, CSO of Hipotels.

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PEOPLE CARE, the group's employer brand, reflects its commitment to employees and to creating an environment where everyone can thrive

At Hipotels, corporate culture is built on respect, commitment, perseverance, honesty, closeness and reliability. These values are highlighted throughout the website, together with the We Care 360° strategy: People ~ Planet ~ Corporate, because caring for what truly matters is the path to the best journey. This framework encompasses all of the company's sustainability initiatives, structured around three key pillars:

- People Care: caring for those who make the journey possible—our teams, our guests and local communities—by fostering dignity and well-being.
- Planet Care: caring for the places where the journey happens—minimizing environmental impact, optimizing resources, and protecting local culture and nature.
- Corporate Care: caring for how each step of the journey is managed—with ethics, transparency and accountability, integrating responsible practices into all business and social decisions.

In addition to presenting the company's present and future, the new website also takes visitors on a journey through its history and the brands that today make up the Hipotels Group.

About Hipotels Hotels & Resorts

For over 50 years, Hipotels has played a leading role in Mallorca's tourism development, becoming one of the island's hotel chains with the largest number of rooms.

Founded by Don Juan Lull, the group reflects his vision and character through a careful expansion strategy in destinations such as Mallorca, Cádiz, Lanzarote, and Cancún. With a hotel portfolio in constant renewal, this development model has allowed the company to maintain a close management style based on long-term relationships with, guests, partners and employees.

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