

PRESS RELEASE

María Antonia Llull among the 30 Most Influential Women in the Balearic Islands according to Forbes Women España 2026

The recognition highlights her business leadership, her contribution to the development of tourism in the Balearic Islands, and her role in the transformation and international expansion of Hipotels.



Photo of María Antonia Llull, Vice President of Hipotels Hotels & Resorts..

Mallorca, July 2026 – María Antonia Llull, Vice President of Hipotels Hotels & Resorts, has been included – for the second consecutive year – in the list of the 30 Most Influential Women in the Balearic Islands 2026, compiled by Forbes Women España. This recognition highlights the talent, leadership, and impact of professionals who are contributing to the economic, social, and cultural development of the archipelago. The selection presented by Forbes Women España was prepared by a committee of experts led by Vera Bercovitz, Head of Content at Forbes Women España, and Andrés Rodríguez, Editor of Forbes España. The initiative recognizes outstanding careers in fields as diverse as business, science, culture, innovation, and sports, with the aim of giving visibility to women who are breaking new ground and inspiring future generations.

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For the second consecutive year, Forbes Women España has presented its list of the 30 Most Influential Women in the Balearic Islands

In a context where only three out of every ten executive positions in the Balearic Islands are held by women, this recognition is particularly significant as it highlights profiles that actively contribute to fostering a more diverse, innovative, and competitive society.

Born in Son Servera (Mallorca), María Antonia Llull has dedicated her entire professional career to Hipotels, the company founded by her father, Joan Llull. After joining the company at a young age, she worked across various management and operational areas before being appointed Chief Operations Officer in 2009. Holding a degree in Business Administration and Management from ESEE Valencia and further education in taxation, financial viability, and general management from IE Business School, she has served as Vice President of the group since 2015, leading a period characterized by corporate modernization, international expansion, and a commitment to a more innovative and sustainable tourism model.

For Hipotels, this recognition also represents an acknowledgment of a way of doing business based on proximity, responsibility, and commitment to people. This philosophy has been part of the company's culture since its origins and continues to guide its development.

“Companies are, above all, the people who make them possible every day. This recognition also belongs to all the teams that are part of Hipotels and who contribute through their work, commitment, and professionalism to building a strong, long-term project,” said María Antonia Llull.

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Under her leadership, Hipotels has strengthened its position as one of the leading hotel companies in the European holiday segment, driving strategic projects that have expanded the brand's international presence, particularly in Mexico, one of the company's most significant milestones in recent years.

This recognition adds to other achievements throughout her career, including the Balearic Islands Businesswoman Award granted by CaixaBank in 2019, which already highlighted her leadership capabilities and contribution to the business community of the islands.

María Antonia Llull's inclusion on this list places her alongside other women who are leading the transformation of the Balearic Islands across different sectors. Among those recognized in this year's edition are inspiring figures such as Marga Prohens, Maca de Castro, Sabina Fluxà, Gloria Fluxà, and Carmen Planas, among others.

The purpose of the initiative promoted by Forbes Women España goes beyond annual recognition. Its objective is to build a growing community of female role models, welcoming new voices each year and highlighting those who are helping shape the present and future of the Balearic Islands from diverse and complementary fields.



Aerial view of the HAVEN Riviera Cancún Resort & Spa complex, owned by Hipotels Hotels & Resorts.

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 Joan Llull, 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 both guests and employees.