

PRESS RELEASE

Hipotels introduces its new Swim-Up Suites at the Hipotels Hipocampo Palace

The renovation of the 5-star hotel in Cala Millor marks a new stage, embracing Mediterranean luxury and strengthening its position as a benchmark on the island



The Swim-Up Suite rooms at Barrosa Palace.

Cala Millor, October 9, 2025 – Hipotels Hotels & Resorts announces one of the main highlights of the comprehensive refurbishment of the Hipotels Hipocampo Palace & Spa with the launch of its Swim-Up Suites, exclusive rooms offering direct access to a private pool from their own terrace, with views of nature or the sea.

This concept, already successfully implemented at Hipotels Barrosa Palace and Hipotels Playa La Barrosa (Chiclana de la Frontera), represents an evolution in the hotel's value proposition, reinforcing its positioning within Mallorca's luxury segment that seeks exclusivity and comfort, combining privacy, design, and wellbeing in a unique setting.

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The funds raised for the NGO Llevant en Marxa amounted to €3,100.

“With this new feature we strengthen our commitment to innovating in the guest experience, adapting to industry trends without losing the essence of Hipotels hospitality,” stated the General Management of the chain.

After the renovation, Hipotels Hipocampo Palace & Spa consolidates its image as one of the chain’s flagship properties, with upgraded services, signature cuisine, and a carefully designed environment that place the hotel at the forefront of luxury tourism in Mallorca.

About Hipotels Hotels & Resorts

For over 50 years, Hipotels Group has been at the forefront of tourism development in Mallorca, becoming one of the island’s largest hotel chains. Its founder, Mr. Juan Lull, shaped the company with his vision, betting on moderate expansion across Mallorca, Cádiz, Lanzarote, and Cancún. With a hotel portfolio in constant renovation, this development model has ensured close management based on long-term relationships with suppliers, customers, and employees.

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