



HIPOTELS

Hotels & Resorts

PRESS RELEASE

Porsche chose Hipotels for the presentation of its latest electric model, the Porsche Cayenne

The German brand exclusively reserved the hotel for two months during the winter of 2026 to host the international



The latest electric Porsche Cayenne model at the Heaven Rooftop Bar of Hipotels Playa de Palma Palace.

Mallorca, May 2026 – Hipotels Playa de Palma Palace hotel, together with its Convention Center, was selected by the prestigious German brand Porsche to host, for two months during the winter of 2026, one of the automotive company's most important international events. The operation included the exclusive reservation of both the 227-room hotel and the convention center for the development of an international experience linked to the presentation and dynamic driving tests of the new Porsche Cayenne, one of the brand's strategic launches within the luxury SUV segment.

This choice responds to a combination of key factors for the brand: favorable weather conditions during the winter months, international connectivity, a privileged environment for driving tests, and hotel infrastructure fully prepared to host large-scale corporate events with the highest standards of quality and privacy.

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In this context, the Hipotels Convention Center division played a decisive role in the development of the agreement, providing a specialized proposal focused on congresses, international presentations, and premium experiences. The hotel features extensive event spaces, technology adapted for international corporate formats, wellness areas, a high-level gastronomic offering, and a highly specialized team experienced in the operational management of complex projects.

During the two months of activity, the property welcomed Porsche professionals from different European and international markets, further consolidating Mallorca as a leading destination for high-value MICE and experiential tourism.

The event focused on the new Porsche Cayenne, a model representing one of the most significant updates in the brand's recent history.



Detail of the latest electric Porsche Cayenne model.

According to Porsche, this new generation incorporates notable improvements in powertrain, chassis, digitalization, comfort, and performance, enhancing both the driving experience and the vehicle's luxury and functionality for daily use and off-road driving.

"It is one of the most extensive product updates in Porsche's history," stated Michael Schätzle, Vice President of the Cayenne range.

The company also highlights the positive impact that initiatives of this level generate for the destination of Mallorca, especially during the winter season, contributing to seasonality reduction, economic activity, and the international positioning of the island as a high-quality destination.

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.