

PRESS RELEASE

Hipotels Hipocampo Palace reopens after a comprehensive renovation and introduces new Swim Up rooms

The iconic 5-star hotel in Cala Millor reopens incorporating Serenity Club, Hipotels' premium experience focused on luxury, wellbeing and personalized exclusivity.



New lobby at Hipotels Hipocampo Palace inspired by a Mediterranean luxury concept.

Mallorca, May 2026 – Hipotels Hotels & Resorts announces the reopening of Hipotels Hipocampo Palace following a comprehensive renovation that completely redefines the guest experience and reinforces its positioning within Mallorca's luxury segment. Located in Cala Millor, the hotel reopens with a renewed concept where design, timeless elegance and comfort take center stage. The renovation has included a complete refurbishment of the hotel's main areas, including the lobby, lounge areas, bar, common spaces, gastronomic areas and various room and suite categories.

The interior design project was developed together with the international design studio ILMIO Design, recognized for its sophisticated and experiential concepts within the luxury hospitality sector. This collaboration has made it possible to create a new visual identity for the hotel based on harmony, aesthetic sensitivity and a contemporary reinterpretation of the Mediterranean lifestyle.

Marketing & Communication Department
Hipotels Hotels&Resorts

+34 971 587 512 | 679 109 774 | marketing@hipotels.com



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The new bar and social areas further enhance a warm and sophisticated atmosphere aligned with international five-star standards.

The new interior design embraces a warm, sophisticated and contemporary aesthetic inspired by Mediterranean essence and a concept of relaxed luxury. Premium materials, natural woods, ambient lighting, organic textures and a carefully curated color palette create an elegant and serene atmosphere designed to convey calmness, spaciousness and wellbeing from the moment guests arrive at the hotel.

Particular emphasis has been placed on the new lobby and lounge areas, designed as high-end social spaces where design, functionality and hospitality coexist naturally.

As part of this new positioning, the hotel also incorporates Serenity Club, the premium experience developed by Hipotels for its five-star hotels and aimed at guests seeking a higher level of privacy, personalization and exclusivity.

Serenity Club offers exclusive services and benefits from the moment of arrival, including personalized attention, reserved spaces, premium amenities and specially designed details to enjoy a more sophisticated and differentiated stay under the concept of "Exceptional Care".

The incorporation of Serenity Club forms part of Hipotels Hotels & Resorts' strategy to continue evolving its luxury offering, focusing on hospitality based on operational excellence, wellbeing, design and authenticity.



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In addition, the renovation has introduced new Swim Up rooms, one of the most sought-after room categories within the premium segment, offering a more exclusive, private and experiential stay.

The new Swim Up Suites reinforce the hotel's commitment to a concept of relaxed and personalized luxury, aligned with the latest trends among high-end international travelers. The company highlights that this renovation represents a strategic step within the chain's modernization and hotel asset repositioning plan, reinforcing its commitment to hotels capable of offering premium and differentiated experiences in consolidated holiday destinations.

With this reopening, Hipotels Hipocampo Palace strengthens its position as one of the leading five-star references on Mallorca's east coast, combining contemporary design, relaxed luxury, wellbeing and Mediterranean experience in a privileged setting.

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 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 both guests and employees.

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