

PRESS RELEASE

Hipotels Hotels & Resorts commits to sustainable garden design

- The hotel chain develops new watering and resource optimisation systems to enhance water efficiency.
- A team of over 60 people, led by Miquel Ramon, head of the gardening department, and Gabriel Llabrés, landscaper, is working together to adapt Hipotels' greens spaces to the climate emergency.



The green spaces at Hipotels Hotels & Resorts are examples of sustainability.

Palma de Mallorca, xx September 2023 - Hipotels Hotels & Resorts is committed to making its facilities a benchmark in sustainability, and that is why, one of their upcoming goals is to improve their watering system and thus optimise water use. They are also committed to creating garden designs that adapt to the local environment by using indigenous shrubs and plants that require less care and water.

“Hipotels places priority on sustainability over aesthetics, without overlooking the need for gardens to be beautiful,” explains **Miquel Ramon**, head of the gardening department at Hipotels. He adds: “When it comes to designing our green spaces, we consider a variety of factors that range from aesthetic and functional to economic and social. This is why we have a multidisciplinary team made up of gardeners, architects, and landscaper **Gabriel Llabrés Nicolau** from Llabrés Centro de Jardinería, who work together. Overall, our team consists of 60 people, which during peak season can reach up to 75.”

Guests staying at **Hipotels Hotels & Resorts** know that the hotels' green spaces and interiors are genuine oases where vegetation takes on various roles: To create an aesthetically pleasing environment but also to delimit spaces. Hipotels' gardens are home to around 20 to 30 different species of plants, shrubs, and trees that are suited to the different locations of its hotels.

For over ten years, the gardening department at Hipotels Hotels & Resorts has been committed to respecting the local environment where its hotels are located. As such, it places priority on indigenous species that better adapt to the local conditions, which means they need less water, get sick less, and thus last longer. In the past, “tropical gardens” were the norm in the hotels but since, the chain has opted for “Mediterranean gardens” with aromatic plants such as lavender and rosemary, mastic trees, fan palms, and Mediterranean buckthorn, not to mention the characteristic palm trees and olive trees, the latter being the defining feature in many of Hipotels’ gardens. Grass, which is very expensive to take care of and water intensive, has been replaced with decorative sand and gravel and is only used in areas where it is necessary. The same goes for pine trees which are a species that consume the resources of the plants around it. Exotic plants (*gaura*, *stipa*, *erigeron*, and *teucrium*) are reserved for use in specific spaces and have purely aesthetic purposes but only if they fulfil the necessary conditions. For the interiors and accesses, seasonal plants sublime the decoration to offer colour and variety and to create the feel of a living, evolving garden.

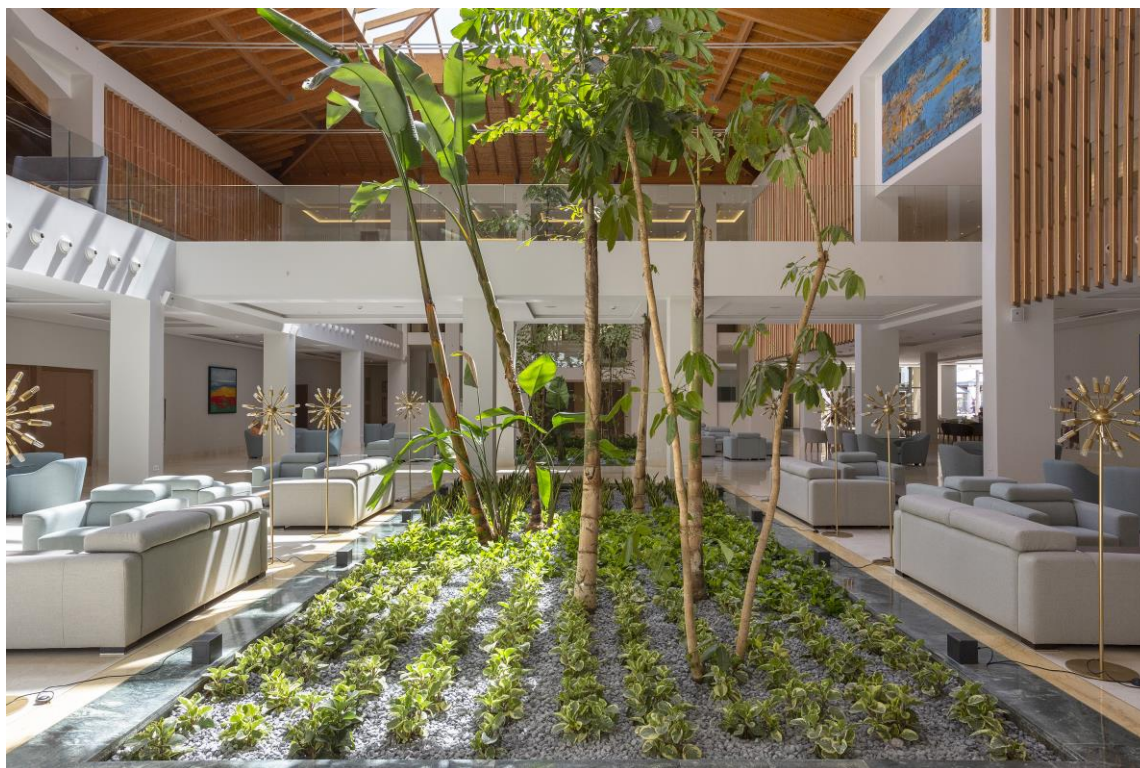


Olive trees are one of the most characteristic species in Hipotels’ gardens.

The end goal is for gardens and green spaces to remain as natural as possible and to use plants that fit in with the environment, are easy to care for, and don’t require heavy pesticides. Along these lines, pests and fungi are treated with ecological products wherever possible. Only biological control agents that do not harm the environment are used, for example, to prevent certain insects from laying eggs. The ultimate goal is to protect the hotels’ green spaces as well as the environment.

New technologies at the service of efficiency

In addition to the water reduction and optimisation systems already in place (sprinklers with efficient nozzles, dual flush buttons in the bathrooms, automatic drip watering systems), one of the latest innovations at Hipotels Hotels & Resorts is a system of sensors, rain gauges, and flowmeters that are connected to weather stations near the hotels. This system optimises water use in two ways: by calculating the amount and frequency needed and by correcting excess water use. For example, if there is a 60% chance of rain, the sensors send an alert to automatically turn off the watering system. From a mobile app, the gardening team can control and monitor these features. This technology is used in two hotels— one in Mallorca and one in Cadiz— and the company has planned on gradually equipping the rest of its hotels with this system.



About Hipotels Hotels & Resorts

Hipotels Group has been spearheading the development of tourism in Majorca for over 50 years and offers some of the most hotel vacancies on the island. Joan Llull, founder of the group, has imbued the company with his personality and vision, first focusing on careful expansion in Majorca before expanding to other destinations including Cadiz, Lanzarote, and more recently, Cancun. With a development model based on the regular renovation of hotel infrastructure, the company is able to create a collaborative management style rooted in long-term relationships with both clients and employees.

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