

PRESS RELEASE

Hipotels Hotels & Resorts completes full renovation of the Flamenco Hotel in Cala Millor

Following the renovations of the Barrosa Palace in Cádiz and the Mediterráneo, also in Cala Millor, the new Flamenco reopens as a fully energy-efficient hotel.



This is the new look of the Hipotels Flamenco

Palma de Mallorca, June 2024 – Originally opened in 1975 and managed by Hipotels since 1995 – when its last renovation was carried out – the Flamenco Hotel in Cala Millor (Mallorca) reopens after several months of refurbishment as the flagship of the group’s sustainability strategy. The new Hipotels Flamenco marks a turning point in the company’s energy efficiency policies.

The Flamenco Hotel, a 4-star property with 220 rooms, features interior design by the same firm behind the recent update of the Barrosa Palace in Cádiz and the design of Hipotels’ resort in Cancún: the Mexican studio Interarq, specialists in hotels, restaurants, and residential buildings. Leading the team of architects is Juan Morro, who has redesigned all areas of the hotel – from the reception and rooms to the spa, lobby, gym, indoor pool, sports bar, and the building’s exterior.

As expected, the renovation also addresses new environmental demands, turning the hotel into a space where energy efficiency and sustainability take center stage. In this regard, Hipotels has implemented a new heat pump system that allows for simultaneous cooling and heat generation. Additionally, new smart temperature control systems have been installed in the rooms, offering greater comfort and encouraging guests to use energy more efficiently. The hotel now features more sustainable ceiling fans, improved water recycling systems, solar panels, and enhanced communication with guests regarding eco-friendly practices — such as towel changes only when necessary, dual-flush toilet systems, and more.



This is the new look of the Flamenco's facilities

In terms of design, the new facilities feature a more modern look inspired by Mediterranean tones and the brand's color palette: blues, ochres, and whites, with decorative elements that reflect the local natural surroundings. The furniture, with clean lines, follows a warm and comfortable aesthetic that invites relaxation and enjoyment of the spaces — fully aligned with the brand's concept of “quiet luxury,” which is grounded in attentive service and high-comfort facilities.

The renovation encompasses not only the guest rooms, but also key common areas such as the spa — whose indoor pool is perfect for winter use — as well as the gym, equipped with state-of-the-art machines. Dining options have also been refreshed: the buffet restaurant offers a wide variety of dishes to suit all tastes, while the pool bar is ideal for summer days. Guests can also enjoy two indoor bars: the lobby bar and the sports bar, perfect for watching top sporting events in good company.

The new Hipotels Flamenco maintains the same high standards of customer service, hospitality, and professionalism that define Hipotels, while also offering a completely renewed experience — the perfect place for families to enjoy an unforgettable holiday.

About Hipotels Hotels & Resorts

Over the past 50 years, the Hipotels Group has led the development of tourism in Mallorca, becoming one of the island's largest hotel chains in terms of capacity. Joan Lull, founder of the group, infused the company with his character and vision, opting for a prudent expansion — first in Mallorca, and later into other destinations such as Cádiz, Lanzarote, and Cancún. With a hotel portfolio under constant renovation, this development model has allowed the company to maintain a close-knit management style based on long-term relationships with both clients and staff.

Press images available here: <https://bit.ly/FlamencoCalaMillor>

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