

PRESS RELEASE

Hipotels Hotels & Resorts announces good prospects for 2023 at Fitur

- This year the hotel chain will carry out renovations in its hotels in Andalusia (Barrosa Palace) and Majorca (Mediterráneo and Bahía Grande).



Photo of a renovated room at Hotel Barrosa Palace in Sancti Petri

23 January 2023.

Hipotels Hotels & Resorts participated in the latest edition of Fitur, the most important tourism fair in the sector. During the event, the group reported good results for last year and announced good prospects for 2023 as well as the opening of **a new convention centre in Mexico** and the renovation of **three hotels in Spain**: one in Andalusia, Barrosa Palace, and two in Majorca, Mediterráneo and Bahía Grande.

In 2022, the Majorcan native company recovered pre-pandemic levels, surpassing 2.7 million stays in its hotels in Majorca, Andalusia and Canary Islands with a revenue similar to that of 2019. Likewise, the prospects for 2023 seem to indicate that a good season is to come.

Maria Antonia Lull, Vice-President of Hipotels Hotels & Resorts, explained that *“we are starting 2023 with optimism after a positive 2022, following two years of pandemic. The renovations in our hotels in Andalusia and Majorca are proof of the progress we are making in modernising our facilities and of our commitment to catering to family-oriented clients who appreciate our hotels and our services.”*

In 2023, **Hotel Barrosa Palace** in Cadiz will be renovating all its facilities and opening a restaurant in collaboration with **Yoko Barbate**, a restaurant created by Álvaro Rivera that serves a fusion of Mediterranean and Japanese gastronomies with hints of highly creative cuisine. Also in Andalusia, **Hotel Sherry Park** will open a new vermouth bar exclusively dedicated to Jerez wines as part of Hipotels Hotels & Resorts' commitment to local cuisine, one of the chain's hallmarks.

Furthermore, two other hotels in Majorca, **Hipotels Mediterráneo** and **Hipotels Bahía Grande**, will also undergo renovations in their facilities. Lastly, in Mexico, a **convention centre** is being built as part of Hotel Haven Riviera Cancun, which was extended in 2022 to include 104 new rooms.



Photo of the new lobby at Hotel Hipotels Mediterráneo

About Hipotels Hotels & Resorts

Hipotels Group has been spearheading the development of tourism in Majorca for over 50 years and offers one of the highest number of bed-places 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 close-knit management style rooted in long-term relationships with both clients and employees.

Hipotels Communications Department
Oriol García - +34 608 51 29 09
oriolgarcia@mahala.es