

NOTA DE PRENSA

Don Juan Llull, founder of Hipotels, receives the 2025 Diario de Mallorca Business Award.

The President of Hipotels Hotels & Resorts has been recognized for his exemplary career in building one of the most solid hotel groups in the Balearic Islands.



Don Juan Llull Juan, in his office at the company headquarters located in Cala Millor, Mallorca.

Cala Millor, June 4, 2025 – Don Juan Llull, founder and president of Hipotels Hotels & Resorts, has been awarded the 2025 Diario de Mallorca Business Award. This recognition highlights his key contribution to the development of tourism in the Balearic Islands and his role as a benchmark in the family business landscape, through a life devoted to hard work, perseverance, and approachability.

At 90 years of age, Don Juan still goes to the office every morning with the same energy and dedication as always. "I've turned 90 and published my memoirs... what more could I ask for?" he says in an emotional interview in which he reflects on his journey, from opening the first hotel, the Hipocampo, in 1970, to building today's network of more than 28 hotels in Mallorca, Cádiz, Lanzarote, and Cancún.

“I would do exactly the same again. I wouldn’t change anything in the business,” he declares with the conviction of someone who has led by example and with humility. “This award is very important to me, but I want to dedicate it to my family and all the employees who are part of Hipotels.” The award was presented at the Diario de Mallorca Awards held in Palma and highlights the value of entrepreneurs who have managed to grow from their local roots without losing sight of human-centered management and their bond with the community.

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 Lluís, founder of the group, has infused the company with his character and vision, opting for 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 made it possible to maintain a close-knit management style based on long-term relationships with both clients and staff.

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