

## PRESS RELEASE

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### **Hipotels Hotels & Resorts launches a new loyalty programme to reward its most reliable customers**

- The program is called Hipotels Vibes Club and has three reward categories



**Palma de Mallorca, November 2023.- Hipotels Hotels & Resorts**, present in Andalusia, Lanzarote, and Majorca, announces the launch of its new loyalty programme, Vibes Club, to elevate customer experience to a whole new level of comfort and well-being.

In an era in which the sector is instantly transforming, Hipotels is dedicated to finding alternatives and initiatives that offer its customers a real added-value. The new **Vibes Club** programme is designed to reward guests who book their stays directly through the official website. The programme has three levels: Hipotels Calm, Hipotels Joy, and Hipotels Happy. Based on the number of nights customers stay in a Hipotels Hotels & Resorts hotel, they can move up from one category to the next. This gives them the opportunity to benefit from discounts and upgrades on their future stays.

#### **Three levels of advantages**

By simply signing up for the programme, customers obtain “**Calm**” level which automatically gives them a 5% discount on their first reservation via the chain’s website. Hipotels will also treat them to a welcome gift.

To reach the second level called **“Joy”**, guests must book at least 15 nights at a Hipotels hotels within 36 months. This gives them a 7% discount on their next booking made through the official website.

Lastly, to reach the **“Hipotels Happy”** level, the highest in the Hipotels Hotels & Resorts loyalty programme, customers must book at least 33 nights in the chain’s hotels. In this case, customers will receive an even more generous discount, up to 10%. In addition, they will also benefit from exclusive early offers and discounts on services such as the Spa or Balinese beds, but only if they book through the official website.

The hotel chain aims to go above and beyond customer expectations by mobilising everything possible to bring them added value and create reinforced trust on both ends. Overall, this program is intended to improve the traveller experience.

### **Sobre Hipotels Hotels & Resorts**

A lo largo de 50 años, el grupo Hipotels ha encabezado el desarrollo turístico en Mallorca hasta convertirse en una de las cadenas con mayor número de plazas hoteleras de la isla. Joan Llull, fundador del grupo, ha dotado a la empresa de su carácter y su visión apostando por una expansión prudente, primero en Mallorca y luego extendiéndose a otros destinos como Cádiz, Lanzarote y Cancún. Con una planta hotelera en constante renovación, este modelo de desarrollo ha permitido mantener en la empresa una gestión cercana basada en las relaciones a largo plazo, tanto con sus clientes como con sus trabajadores.

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