

PRESS RELEASE

Hipotels Hotels & Resorts reopens Hotel Barrosa Palace 5*, the company's flagship establishment in Andalusia

- The hotel chain has carried out additional projects including renovations in Mediterráneo and Bahía Grande (Majorca) hotels and the construction of a convention centre in Mexico in Hotel Riviera Cancun.

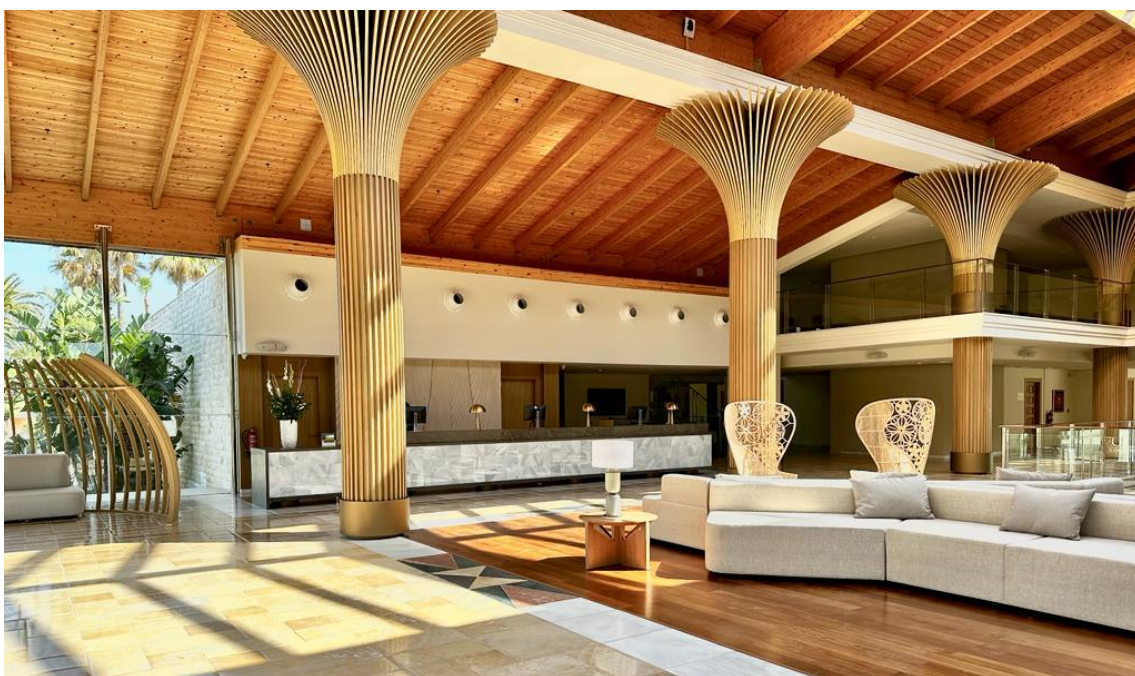


Photo of the lobby at Hotel Barrosa Palace in Sancti Petri

12 May 2023.

Today, at Hipotels Barrosa Palace 5* hotel in Chiclana (Cadiz), a press meeting was held in which company management in Andalusia presented the works that have been carried out over the past few months to modernise the hotel's interior design. Moreover, they commented on the plans underway and what a good period it has been for Hipotels Hotels & Resorts, the leading hotel chain in terms of employee numbers in the province of Cadiz. The prospects for this season are particularly positive and are expected to exceed 2022's results which amounted to 2.7 million stays in its hotels in Majorca, Andalusia and Canary Islands.

Hipotels Barrosa Palace 5* reopening

During this winter's closure, renovations were carried out at the hotel to revamp the interior design of rooms, service areas and common spaces including the reception lobby, the indoor and outdoor restaurants, the spa, gym, pool bar and beach club.

Gabriel Bover, General Director for Andalusia at Hipotels Hotels & Resorts explains that *“these changes are part of our commitment to modernise the hotel and are aimed at attracting new guest profiles while meeting the needs of the hotel’s most loyal guests who choose Barrosa Palace year after year for their holidays as a home away from home. Hipotels has designed this new phase for the hotel to consolidate a relaxed luxury and intimate ambiance where warmth and individualised service prevail.”*

The main goal of the renovation project, headed by **Mexican firm Interarq**, was to bring light and warmth to all the hotel spaces and to create a greater connection between the indoor areas of the buildings and the magnificent natural setting of La Barrosa beach. Priority has been given to noble materials such as light coloured wood and stone to enhance luminosity and warmth in the spaces, particularly in the rooms. The connection between indoor and outdoor spaces has been accentuated in the restaurant areas and its terraces and in the gym where large glass structures lead out to the gardens.

Another salient aspect of the project is **Serena Beach Club**, a unique space created by **Mister Wils Design Studio**. Here guests can immerse themselves in an organic and avant-garde atmosphere while they enjoy direct views of the sea, fine cuisine, and the unbeatable sunsets that make the coast of Cadiz so unique. This beach club is the chain’s second at La Barrosa Beach where the company already runs Calma Beach at Hipotels Barrosa Park hotel.



Photo of one of the rooms at Hipotels Barrosa Palace 5*

In addition, the hotel will consolidate its commitment to one of the company’s hallmarks: **first-class dining**. The new Hipotels Barrosa Palace has a newly renovated restaurant **Enebro**, which prioritizes product-based cuisine in addition to offering cooking demonstrations, and dishes inspired in the culinary traditions of the region of Cadiz, Andalusia and other parts of Spain combined with international cuisine. Another new concept of the season bears the mark of **chef Alvaro Rivera from Yoko de Barbate restaurant**. Together with Hipotels, he has created a new Japanese culinary offering à la carte specialised in one of the most prized products in the area: **Almadraba tuna**.

This pop-up of Yoko restaurant will open during the summer months and will feature zero-kilometre products, especially produce from Conil Farm. The restaurant will also be open to the public.

Sustainability

Over the last few years, the group has continued working on achieving its objectives to improve its sustainability and energy efficiency under the slogan “maximum comfort and minimum impact”. Decarbonisation, clean energy, and water efficiency are the company’s three priorities. To that end, solar PV panels and solar thermal panels are being installed in all hotels as well as water optimisation systems. Therefore, despite the group’s expansion, these measures are contributing to a controlled management of energy consumption.

At Hipotels Barrosa Palace 5* hotel, solar PV panels have been installed with a power of 100kW, which represents up to 30% of the hotel’s needs in energy. In addition, the rooms and public areas have been equipped with new LED lighting systems which will substantially reduce electricity consumption for lighting in the complex. The climate control systems (cooling and heating) in the rooms and restaurants have also been improved, making them more efficient and capable of adapting to consumption in real-time. To help reduce water consumption, one of the most noteworthy improvements was the installation of variable frequency drives in pumps for water pressure sets to ensure that the pressure and flow of water can be adjusted to actual consumption.

Other projects for the 2023 season

In addition to the renovation at Hipotels Barrosa Palace, two other hotels in Majorca, **Hipotels Mediterráneo** and **Hipotels Bahía Grande**, will also undergo works in their facilities. In Mexico, the construction of a **Convention Centre** was completed at Hotel Haven Riviera Cancun, which in 2022 was expanded to include 104 new rooms.

About Hipotels Hotels & Resort

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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