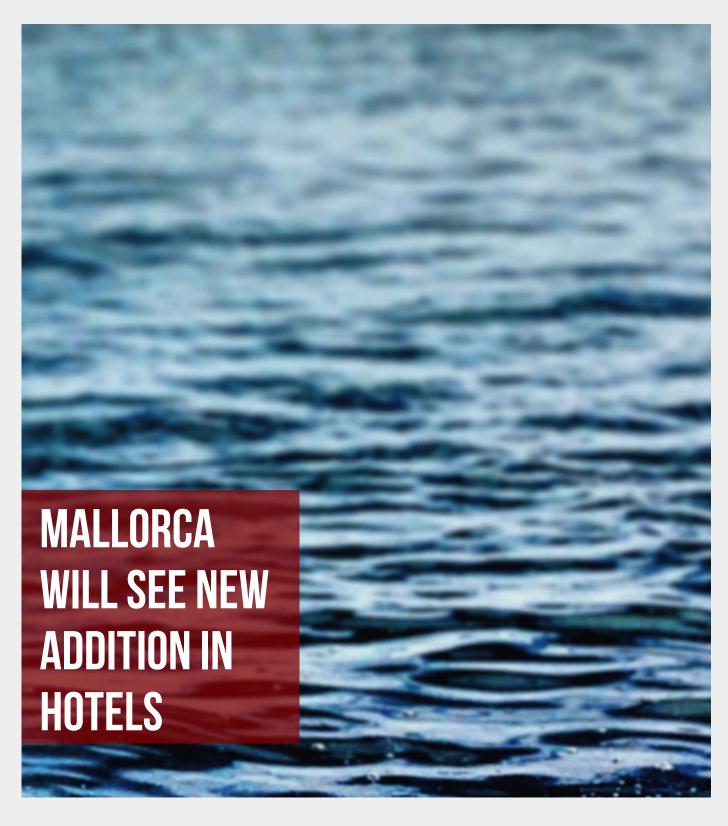
## HOTELIER

**NEWS** 



## MALLORCA WILL SEE NEW ADDITION IN HOTELS



THIS YEAR LOCAL AND INTERNATIONAL HOTEL
GROUPS CONTINUE TO INVEST IN THE ISLAND'S
TOURISM SECTOR WITH THE OPENING OF FOUR NEW
FIVE-STAR HOTELS AND ONE FOUR-STAR HOTEL IN
2022. MALLORCA'S HOTELIERS ARE BULLISH
ABOUT THE COMING SEASON AS PRERESERVATIONS UNDERLINE THE DEMAND FOR THE
DESTINATION THAT IS ONLY 2-2.5 HOURS FLYING
TIME FROM MOST EUROPEAN CITIES.

DESPITE THE PANDEMIC, LAST YEAR, A TOTAL OF FOUR, FIVE-STAR HOTELS AND ONE LUXURY AGROTURISMO OPENED ON THE ISLAND; CAN FERRERETA IN SANTANYÍ,
CONCEPCIÓN BY NOBIS, NIVIA BORN HOTEL, AND
THE PALMA RIAD HOTEL ALL OPENED IN PALMA'S
OLD TOWN, AND FINCA CAN BENEÏT REOPENED IN
BINIBONA IN THE CENTRE OF THE ISLAND. THE
SUSTAINED INVESTMENT IN THE PREMIUM FOUR
AND FIVE-STAR MARKET HOTEL SEGMENT ALSO
DEMONSTRATES MALLORCA'S LONG-TERM
STRATEGY TO OFFER QUALITY TOURISM WITH THE
FOCUS ON GASTRONOMY, SPORTS/ACTIVITIES AND
TO EXTEND THE TRADITIONAL SEA AND SAND
SEASON TO YEAR-ROUND TOURISM.

## THE PURE SALT PORT DE SÓLLER HOTEL IS SCHEDULED TO OPEN IN APRIL 2022

THE PURE SALT GROUP ALREADY OPERATE
TWO 5-STAR HOTELS ON THE ISLAND AT PORT
ADRIANO AND THE PURE SALT GARONDA
HOTEL IN PLAYA DE PALMA. THE PURE SALT
PORT SÓLLER HOTEL IS THE 3RD HOTEL FOR
THE GROUP, LOCATED RIGHT ON THE BEACH
AT PLAYA D'EN REPIC IN SÓLLER WITH VIEWS
ACROSS THE BAY OF SÓLLER. THEY HAVE
TAKEN OVER AN OLD HOTEL AND GIVEN IT A
COMPLETE REFURBISHMENT. IT WILL
FEATURE 90 ROOMS, A SPA, POOL,
RESTAURANT, AND WILL BE AN ADULT ONLY
HOTEL (14 YEARS AND UPWARDS).

