

HOTELIER

NEWS



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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 PRE-RESERVATIONS 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).

