

**The hotel is owned by Hotel Investment Partners (HIP) and managed under the AluaSoul Hotels&Resorts brand of Inclusive Collection, part of World of Hyatt**

**THE ALUASOUL MALLORCA RESORT HOTEL OPENS AFTER AN INVESTMENT OF CLOSE TO 3.5 MILLION EUROS**

- **A four-star adults-only resort located on the beachfront in Cala d'Or with direct access to Cala Egos beach.**
- **The investment made by HIP is aimed at transforming and repositioning the hotel to enhance the customer experience by improving and updating the common areas, leisure facilities and its culinary offering.**
- **It has 371 renovated rooms, 101 of which are premium, and it has achieved two sustainability certificates: BREEAM with a “very good” rating and Biosphere.**

**Barcelona, Madrid, 25 May, 2023.** – Hotel Investment Partners (HIP), the largest owner of resort hotels in Southern Europe owned by funds managed by Blackstone, and Inclusive Collection, part of World of Hyatt, announce the opening of the AluaSoul Mallorca Resort. The hotel opened its doors in April after a comprehensive renovation and the expansion of its leisure facilities and culinary offering, positioning it as one of the best all-inclusive resorts on the island.

HIP has invested nearly 3.5 million euros in the transformation and repositioning of this four-star, adults-only hotel located on the beachfront in the Mallorcan town of Cala d'Or. Built in 1970 and last refurbished in 2017, it has been renovated in line with current market demands. One of the pillars on which its transformation has been based is sustainability and the hotel has achieved a "very good" rating in the BREEAM sustainability certification. It has also obtained the Biosphere certification awarded by the Responsible Tourism Institute (RTI).

Its prime location surrounded by sea and pine trees and with direct access to the beach of Cala Egos, along with open, light and comfortable spaces, helps create a typically Mediterranean atmosphere. The hotel has three swimming pools and a private beach club right on the beach with sun loungers and a bar-restaurant.

It has 371 spacious, renovated rooms, of which 101 are premium and enjoy the exclusive services of "My Favourite Club", including reserved spaces in the restaurants and beach club, private swimming pool and preferential check-in and check-out, among other services.

In addition to updating the common areas and focussing on improving the customer experience, the AluaSoul Mallorca Resort also offers a wide range of activities as well as a complete culinary offer. Five restaurants (à la carte, themed restaurants and a buffet), two bars (lounge bar and My Favourite Club bar) and a beach club, with pool bar and snack restaurant, make the resort's gastronomic offer one of the most expansive and exclusive in its segment. The gastronomic experience is complemented by the hotel's leisure facilities, including an outdoor gym, spa-wellness facilities, programme of activities on the beach, yoga, open-air cinema, live music, amongst others, ideal for a holiday in a unique setting as a couple or with friends.

HIP's strategy for hotels such as the AluaSoul Mallorca Resort, with its size and prime location, involves the creation of value through an investment and management plan that allows the hotel to be repositioned, which has a positive impact on the development of the destination.

#### **About HIP**

HIP was founded in 2015 by Alejandro Hernández-Puértolas and Banco Sabadell and was subsequently acquired by Blackstone in 2017. Through subsequent acquisitions, the portfolio has grown to 72 hotels totaling ~21k keys across Spain, Greece, Italy and Portugal.

HIP has a dedicated team of around 100 professionals specialised in acquisitions, execution, renovation and repositioning of well-located but undercapitalised hotels. The team works in partnership with various hotel operators such as Ritz-Carlton, Barceló, Apple Leisure Group®, Hilton, Ledra and Marriott with the aim of improving hotel management and travelers' experience during their stay. HIP will invest more than 600 million euros in its existing portfolio of resorts.

#### **About Hyatt Hotels Corporation**