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## *HOW THIS PALMA BOUTIQUE IS TAKING ON THE COMPETITION*

Tucked in the historic El Calatrava neighborhood of Palma, Mallorca, is the newly opened El Llorenç Parc de la Mar, a Design Hotel.

The 33-room hotel, designed by Swedish designer Magnus Ehrlund, combines Moorish and Spanish influences in details such as a perpetual star pattern reflected in materials including wood, stone, glass, metal and ceramic.

The property itself has a history: During demolition of the previous building, remnants of an Arabic oven from the 11th century, called a tannur, were found. It was preserved and is now a part of the hotel's restaurant, also called Tannur, which offers all-day and al fresco dining (the other F&B outlet is Dins, which has an open kitchen and seating for about 30).

"The main differentiator of the hotel is the singular design and the effort to make something different compared to our competitors using customized materials of the highest quality in every corner of the hotel," says Rubén Zamora, general director for the Ç Mallorca Collection, which includes El Llorenç Parc de la Mar.

Zamora calls the wellness area a standout space. "We have a spa that has transformed one of the worst areas of the hotel (its basement) into a beautiful area, once you enter the door offering relaxation in a supreme serene space. The attention to details incorporating the Arabic star into every detail is quite prevalent throughout the space." It has a 14-meter indoor thermal pool, dry sauna, steam sauna, ice fountain and 24-hour gym.

Another highlight space is the three-tiered rooftop with infinity pool, offering views of Palma Bay, the old town and the cathedral. All the hotel's areas employ a color palette that is warm and neutral with some bright accents; wood, mostly walnut, and embossed wall coverings. Palma's evolution into a top city break destination, with lively shopping and gastronomic options, has brought competition to the hotel space as well.

"With all these changes, there has been an increased number of boutique hotels in the city in the last five years," Zamora says, citing Hotel Es Princep, Sant Francesc Hotel Singular and Boutique Hotel Can Alomar. "Due to this high competition all hotels must increase their efforts into crating a unique and specialized experience to their guests and keep their standards and reputation in the top level of the city." He adds,

"There is hard work in the next five to 10 years to continue to stand out in the boutique hotel segment, but also for Palma as a top destination – which is now attracting a vast number of North American tourists as well."

Projected ADR is €360 (US\$397.80), with 80% annual average occupancy.

