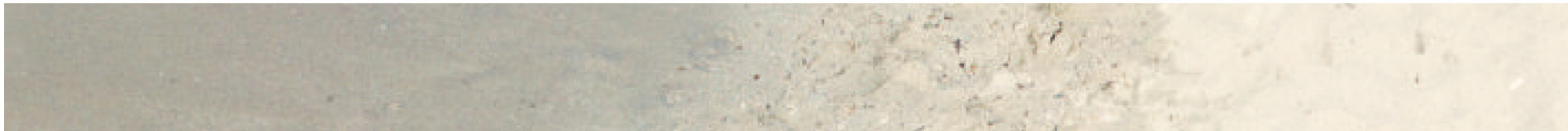




Mallorca,
experience the Mediterranean





Parc de la Mar, Palma

Mallorca, experience the Mediterranean

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Mallorca, many islands in one

If travelling means discovering, acquiring new knowledge, what could be better than a region capable of offering you numerous possibilities. A place where you can switch from mountain landscapes to enormous beaches, from tourist resorts to absolute solitude, from shops and bars to the remote silence of a prehistoric monument in a very short space of time. Often travelling does not mean going very far in terms of kilometres, but living out different experiences. Distance is not always geography.



The great advantage of Mallorca lies in how easy it is to reach it and travel around it. Strategically set in the heart of the Western Mediterranean, it is barely two hours away from the main European airports. Maritime connections communicate it with the nearest ports of the Spanish mainland.

And a complete network of infrastructures, roads and means of transport enable one to move easily from one point to another within the island's 3,640 square kilometres. Mallorca is an extensive island not only in size, but also in variety of landscapes. In the Serra de Tramuntana mountains we can find woods, water cascading over rocks, cliffs and gullies.

By contrast, the south or 'Migjorn' is characterised by the long stretches of sand, the rocky plains, the omnipresent line of the sea. Two opposing landscapes you can enjoy in a single day.

And anyone who speaks of landscape may also do so of culture, leisure and sporting activities – of sensations. Mallorca holds all this and much more. It is inexhaustible for the traveller.



Cala Deià

Long stretches of sand, coves, secluded beaches

Mallorca, with over 550 kilometres of coastline, contains a huge variety of beaches. Everyone has heard of the more tourist-oriented ones - Platja de Palma, s'Arenal (Llucmajor), Palmanova, Magaluf (both in Calvià), the large belt of sand that joins Alcúdia to the Muro area... One could say they are the prototype of the Mediterranean beach. Broad beaches, with warm, bright sands, clean water, complemented by a line of hotels, services, bars and restaurants.

The "Mallorcan-style beach" is a classical beach, consolidated, well-kept, highly accessible. Large enough to make everyone feel comfortable.

A place for relaxation, for letting one's hair down, for enjoying a chilled drink on the sea shore.

Some visitors prefer the beaches that are still in a natural state. They can be found all over the south of the island, for example the beaches of Ses Covetes or Es Trenc. Here the dune system is still intact, the water acquires shimmering hues because of the presence of sand on the seabed. One feels one is returning to nature. Enjoying all the senses. Other similar, but smaller beaches can be found

blues



Brilliant beaches like jewels,
perfect sceneries

around the Colònia de Sant Jordi or Cap de Ses Salines area, as in the case of the beach of Es Caragol.

We can also find enclosed coves, formed by the torrents that flow out into the sea. Some of them look like authentic film sets, like Cala de Deià, encircled and reminiscent of a mythological landscape. In the Mondragó area (Santanyí), there are numerous medium-sized coves, with sand, rocks and pine trees. All of them are extremely picturesque. The dunes lend Cala Mesquida (Capdepera), which faces north, a peculiar beauty. With trees and bushes twisted by the winter winds.

The landscape of the east of Mallorca has a whole chain of little beaches, frequented by few, where rocks and sand combine in delightful settings. Some of them are authentic jewels, perfect landscapes. Like the exquisite Cala de S'Almunia, with a line of houses and a boathouse on the seafront, and very close to the spectacular Caló des Moro.

Those seeking even more rugged, solitary beaches can choose from amongst those that lie in unsuspected nooks and crannies, beaches you have to walk to. Like the beach of Es Canyaret, in Llucalcari.

On this Tramuntana coastline we can enjoy small, secluded, quiet beaches. This is the case of Port des Canonge (Banyalbufar) for example, where only a few boathouses flank the dark, deep water which is always cool.

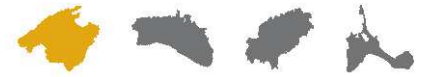
Areas such as the Llevant natural park contain other truly unspoilt spots, such as the beach of Aubarca, with the defence tower in the background, as though this was still the 16th century. Or the remote Cala Figuera and Cala Murta, on the Formentor peninsula. Surrounded by high crags, with crystal clear waters.

Bathing on the beaches of Mallorca is a kind of medicine for healing the spirit. It awakens memories of paintings, of films. It moves and relaxes you at the same time. It offers a range of possibilities as extensive as its geographical variety.



Banyalbufar

landscape



Formentor



Cala Pi

nautical



Sailing landscapes

Mallorca's sea offers many possibilities for enjoyment. The island has over 50 ports and marinas, with more than 20,000 berths. And this means there is a range of other services such as sailing schools, diving courses and boat hire.

The existence of a powerful nautical sector makes Mallorca one of the most important centres in the Mediterranean in terms of winter storage, care and maintenance of vessels. A reference point for all sailors.

In this regard Mallorca offers an infinity of possibilities for sailing. Thanks to the benign weather conditions, one can sail here practically every day of the year.

Proof of this lies in the important international regattas and sailing events held in Mallorca, some of which are quite spectacular. The Princesa Sofía Trophy, the Almirante Conde de Barcelona Trophy, the Copa del Rey, the Superyacht Cup and the Hublot Palmavela are the most famous.



Ses Salines lighthouse

An emblematic landscape for sailors

There are other ways of enjoying the coast. For example canoeing, diving and windsurfing, for which there are some perfect spots due to the wind and wave conditions, such as the beach of Son Serra de Marina (Santa Margalida) or the bay of Pollença.

Mallorca has a polygonal shape, but its coast is by no means homogenous. If we travel along the coastline from Cap de Ses Salines the first thing we see is the national maritime-terrestrial park of Cabrera. A protected archipelago, a unique nautical experience.

Mediterranean



The nautical centre of the south coast is in Colònia de Sant Jordi, whereas the bay of Palma has 12 yacht clubs, many with a long tradition behind them. Towards the west, the coast of Calvià and Andratx are very pleasant for sailing, with another six nautical centres. At the westernmost tip of the island, the islet of Sa Dragonera constitutes another emblematic paradise for sailors.

The north coast is rugged and mountainous. Its only harbour is Port de Sóller, which has another yacht club in its waters. The northeast can boast the splendid bays of Pollença and Alcúdia, open areas, frequented by the vessels heading to the neighbouring island of Menorca. Between the two they have a total of five marinas.



Saint Sebastian Day, Palma



Bellver Castle



Fundació Pilar i Joan Miró, Palma

Art, concerts, monuments of the past

Palma, the capital of Mallorca, is a very Mediterranean city. It has that fascinating contrast between the legacy of the past and the most advanced aspects of the modern world.

Palma is an artistic city in all its aspects. On the one hand, it has always been a source of inspiration to painters, and on the other it is full of art galleries, museums and exhibitions.

The city has nooks and crannies that look like they have emerged from a landscape artist's brushes. Its imposing cathedral overlooking the bay, the huge houses of the nobility with their spectacular patios, the convents, the churches, the labyrinthine streets chequered with shadows.

The 'Seo', or Cathedral of Mallorca is the most important monument of Balearic heritage. Externally, it stands out for its prominent verticality – the bell tower, the buttresses, the flying buttresses, the Gothic windows. But on entering one feels one is inside an immense space, criss-crossed by the lights from the sky. It is one of the great examples of Mediterranean Gothic, where each generation has left the very best of itself. The last contributions were the alterations made by Antoni Gaudí, in the early 20th century, and the spectacular chapel of Sant Pere with the intervention by the Mallorcan artist Miquel Barceló, which has become one of the biggest attractions.

culture



Chapel of Sant Pere. Mallorca Cathedral

Bellver castle, overlooking the whole bay of Palma, is another extremely emblematic Gothic construction. Its circular cloister, elegant and almost palatial, serves as the setting for concerts and cultural events. La Lonja, too, in exquisite late Gothic style, is currently a venue for important events and exhibitions.

The old town offers one the chance to experience traditional Palma. With hot chocolate shops families visit every afternoon, silent churches, a walk on the city wall, benches like the one in Plaza de Cort where the 'Ayuntamiento' (city hall) is, where pensioners and the contemplative sit and watch time go by.

The pace of the old town has hardly been disrupted by tourism.

At the other extreme is cosmopolitan, modern Palma. With broad avenues, many shops and bars; an active, international, colourful city. With the tastes and services of any European capital.

Palma has a wide range of cultural itineraries. These walks, led by a cultural guide, offer one a direct experience of the past. Visiting the streets of the old town at night, listening to the legends, or discovering Modernist Palma, or the Jewish legacy, seeing the most remarkable monuments of the city – this formula is becoming increasingly popular.

Ethnography is another extremely important asset. Mallorca was always an eminently agrarian island. Two places, La Granja in Esporles and Es Calderers in Sant Joan, reconstruct life in a "possessió", a rural estate. This rural system hardly changed at all from the 15th century to the early 20th century.

The Ethnographic Museum of Muro also retains that memory of those times. The wealth of popular culture is very extensive indeed. It speaks to us of a hard, self-sacrificing life, but at the same time a life full of strength and solid values. This traditional world lives on in the agricultural fairs and markets, like the one held every Wednesday in Sineu.



"Ball de Bot" traditional dancing



Ensaïmada



Fiestas of Sant Antoni

One legacy of that world is the rich Mallorcan folklore. The tradition of the popular dances like "ball de bot" is very much alive. In the big festivals, such as Sant Antoni in January, the ancestral rituals of the "foguerons" (bonfires) combine with the music of the "xeremiers" (pipers), the "gloses" or rhyming improvisations, and traditional songs. Among them La Sibil·la, sung during the midnight mass on Christmas Eve and declared Intangible World Heritage by UNESCO in 2010.

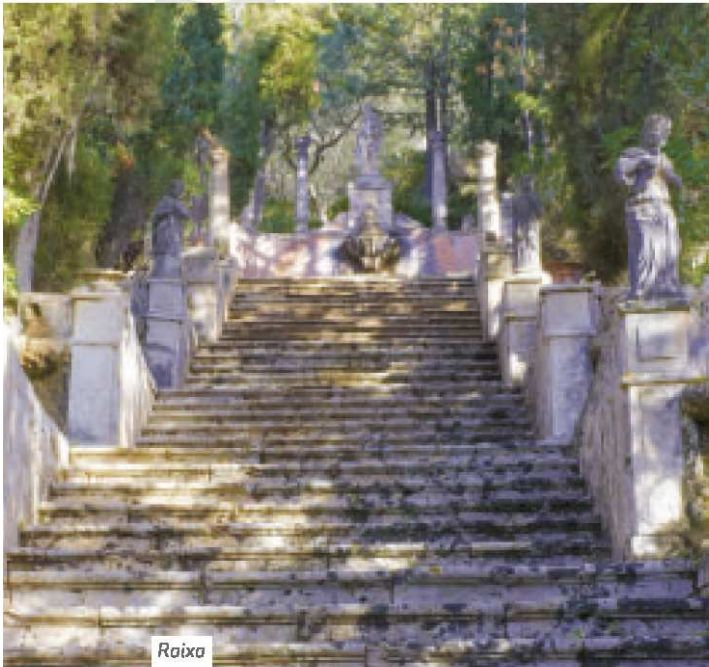
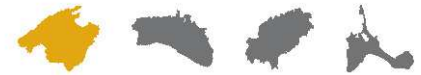


Gastronomy is another strong point. One advantage of Mallorca is that it has an extremely wide range to offer. In the traditional terrain, products like the

'ensaïmada' or 'sobrasada' have been preserved, along with the olive oil and almonds, famous the world over. And also simple, delicious cuisine, based on dishes such as "sopes" (made using meat, vegetables and bread) or "frit" (meat with vegetables). And social events, gatherings or card games would be inconceivable without the typical "herbes", a very characteristic herb liqueur.

But Mallorca also offers a totally cosmopolitan range of cuisine from all over the world, enabling one to visit many countries and styles without leaving the island.

gastronomy



Raixà



Jazz Voyeur Festival Mallorca

Mallorca gives rise to a large number of cultural routes

Mallorca is the setting for many cultural events. From opera in the Teatre Principal to classical music festivals held in exceptional venues. In this way the Carthusian Monastery in Valldemossa hosts the Chopin Festival, the cloister of Sant Domingo is the venue for the Festival of Pollença, and the majestic Torrent de Pareis is the setting for choir concerts. Other annual events are the Historical Organ Week, the Sa Pobla Jazz Festival or the World Folkdance Festival in Palma. The existence of numerous auditoria on the island multiplies that range that also covers theatre, dance and popular music.

Mallorca gives rise to a large number of different routes; the romantic travellers' route, following in the footsteps of Chopin and George Sand in Valldemossa, and that of the Archduke Ludwig Salvator in Deià.

The route of the chapels, centres of popular devotion, always in high places such as Randa (Algaida). The pottery route in Pòrtol and Sa Cabaneta, the route of the "cellers" which offer traditional food in Inca or Sineu, the route of the large "possessions" or rural estates, like Raixa, Son Real or Galatzó...



Flowering almond trees



Mallorca's wetland

Protected nature

Nature is Mallorca's great asset. Ever since tourism on the island began, travellers have been surprised by its landscapes. Some images have become famous and even serve as a symbol of the island. This is true of the almond trees, for example, when they blossom in January and February and fill the landscape with an ethereal, fragile whiteness. Or those twisted olive tree trunks, ancient trees that constitute an authentic spectacle in the Serra de Tramuntana mountain range.

The care taken over Mallorca's natural heritage has resulted in the island having several different protected spaces, covering up to 40% of its territory.

nature



Sa Dragonera

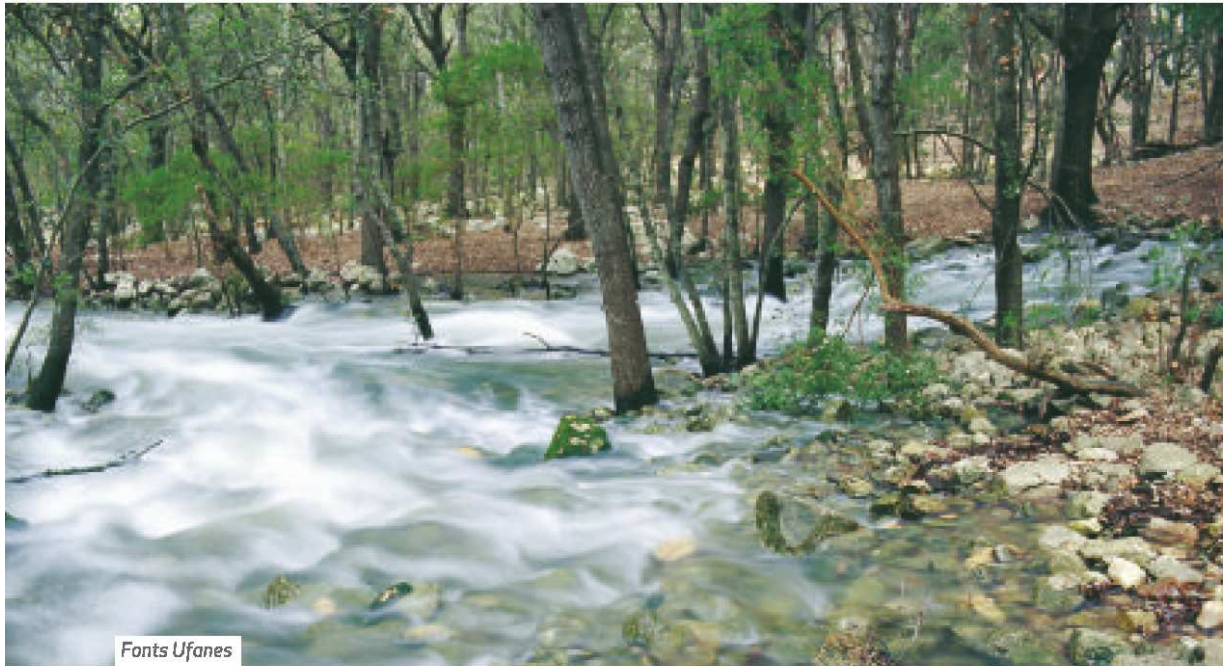
The archipelago of Cabrera is a national maritime-terrestrial park, comprised of 18 islands in a state of total conservation, with no human intervention whatsoever. Travellers can discover its values in the interpretation centre in Colònia de Sant Jordi, and visit the largest island on a boat trip.

The 'Albufera de Mallorca', situated in the municipality of Muro, is an extensive wetland in the north of the island. It, too, has an interpretation centre and offers different routes between the lagoons, which house around two hundred species of birds. It acts as a port of call for many of them during their long migrations, and is an extremely pleasant place for walking in, amidst the shimmering

waters and vegetation. In the south, bordering on Colònia de Sant Jordi, some salt marshes have been preserved that were exploited as far back as by Punic navigators.

Sa Dragonera is the island off the westernmost tip of Mallorca.

In 1977 it was a symbol of the first ecologist actions, and today it is a natural park. One can visit the islet on the boats that leave from Sant Elm.



Fonts Ufanes



Cycling Tourism

A large number of the protected areas conserve the island's endemic species



Another natural treasure of Mallorca is the Serra de Tramuntana, declared World Heritage by UNESCO in 2011.

This mountain range, with the peak of Puig Major which reaches an altitude of 1,445 metres, contains a diverse wealth of landscapes, ranging from stony ground, mountain tops, gullies inhabited by the endemic “ferreret”, or Mallorcan Midwife toad species, to cliffs towering above the sea, caves, the reservoirs of Cúber and Gorg Blau, and the dense holm-oak woods of Lluc. This protected area conserves a significant proportion of the island’s endemic species.

Mallorca is also the island of caves. The ground composition has favoured the formation of these immense caverns, bored out by the course of the water. Classic visits are those to the caves of Artà, the Drac Caves and the Hams Caves in Porto Cristo, or those of Campanet.

Another singular phenomenon related to water is found in the so-called Fonts Ufanes, when water gushes up from the ground in the middle of a wood located on the Gabellí estate (Campanet).

hiking



Dry-stone path



Lluçanor



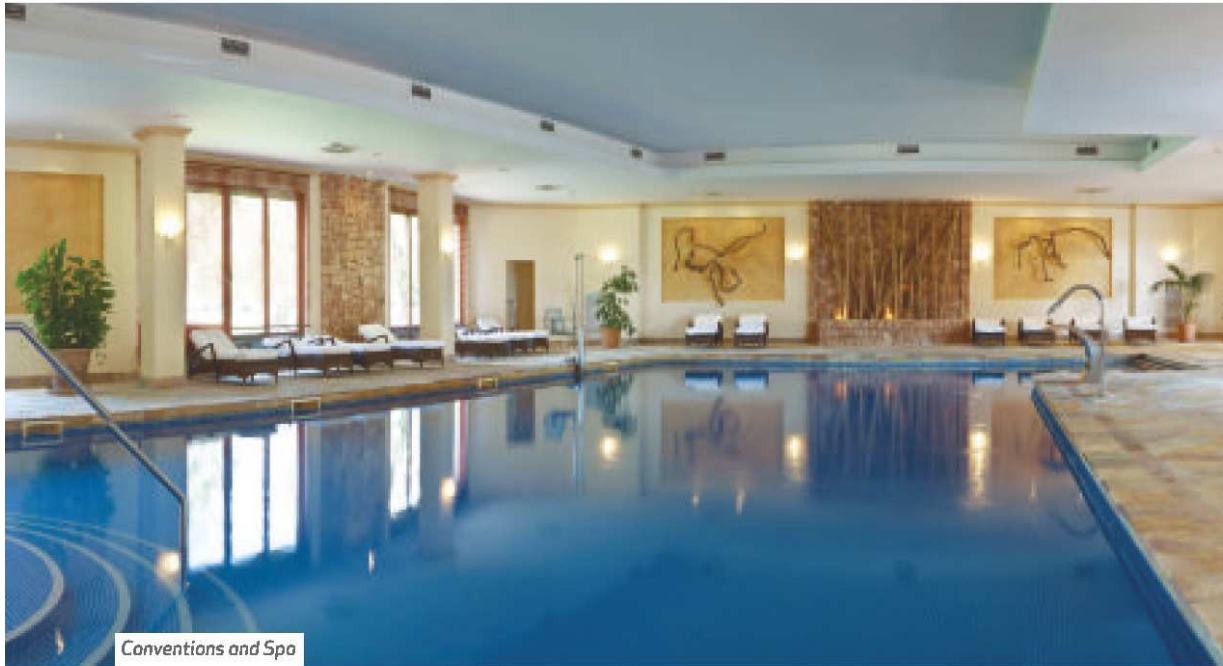
Binissalem

These natural attractions are combined with the possibility of taking part in numerous activities.

There are GRs or long-distance trails through the Serra de Tramuntana, Nordic Walking circuits, bicycle tourism routes, excursions on horseback, balloon flights and a network of mountain refuges.

We can't forget to mention all the touring cycling events, such as the Balearic International Cycling Week, the Challenge, Majorca Road Race Cup, Ciudad de Palma Trophy, and the *Volta Cicloturista internacional a Mallorca*.

Enjoying this extremely varied nature is one of the biggest incentives for visiting Mallorca.



A meeting point for companies

One of the advantages of being a centre of tourism, with good infrastructures, an extensive network of hotels and places it is always pleasant to visit, is that of serving as a meeting point. Over recent years, the hosting of meetings, incentive trips and company gatherings has increased on Mallorca. At present, work is underway on a large Congress Centre in Palma, located facing the bay. It will be an emblematic building of its kind, added to which we have the by-now classical places such as the Auditorium or the conference rooms of the Spanish Village, amongst others. Palma is a established venue for this kind of event.

meetings



Alcúdia Auditorium



Conventions

But the range of possibilities is not restricted to the capital. In recent years, most of the larger municipalities have constructed theatres and auditoria, such as those of Sa Mònica in Cala Millor, the Alcúdia Auditorium or the 'Teatre d'Artà'. The dimensions of the island mean that any of these towns is a short distance away, so there is a very wide range to choose from.

The range of hotels in Mallorca has been modernized to adapt to the demands of this kind of tourism and offer new services. The installations destined to these events include not only function rooms, but also spaces for wellness or complete wellbeing tourism, in great demand in this sector. In this way the facility for work sessions is combined with holiday surroundings, scenic and cultural incentives, good transport and a large variety of complementary services. The formula is quite simply perfect.

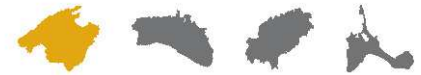


Golf, a different kind of tourism

One of the facilities that have increased the most over the last few years are golf courses. A total of 24 are now functioning on the island. There are few places that can offer enthusiasts of this sport such variety in such a measured space.

And set in extremely beautiful Mediterranean surroundings, in close contact with nature. The island is a centre for golf competitions, hosting a fair number of tournaments throughout the year.

golf



Golf Alcanada

As a sporting activity, golf can also be combined with any other kind of option, such as cultural itineraries, gastronomy, wellness tourism or other sports. Not to forget the existence of a range of agro-tourism establishments which are complemented by this kind of tourism in many cases.

All this has meant that this new sector has become the spearhead of the deseasonalisation of tourism during the low-season months.

Mallorca, in all of its facets, is inexhaustible as a destination. An island that enables you, in a short space of time, to move from mountain landscapes to huge beaches, from tourist resorts to absolute solitude, from shops and bars to the remote silence of an isolated chapel.

The island is capable of satisfying all sensitivities; from mountain hikers to sailors, from history enthusiasts to sports fans, from leisure to art, from scenery to gastronomy, from business meetings to cultural tourism, from crafts to theatre and dance.

The distances here are not measured in kilometres, but in stimuli for happiness.

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Published by: A.T.B. Agència de Turisme de les Illes Balears.
Conselleria de Turisme i Esports Govern de les Illes Balears

Coordinated by: Image and Communication Department.
Promotion Area.

Concept, design and layout: dcp3.es

Photos: © Sebastià Adrover, Mateu Bennàssar, Jaume Capellà,
Jordi Escandell, Giorgio Gatti, Caty Grunfeld, Eduardo Miralles,
Carles Raurich, Javi Sagullio, Klaus Siepmann, Agustí Torres,
ATB photo archive.

Cover photo: Platja des Francès

Texts: © Carlos Garrido

Translations: Marisa Janer / Maria Vidal

Printing: Bahía industria Gráfica

Legal deposit: PM 1522-2010

Edition: November 2012

Printed on Creator Star paper



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