

Mallorca

AN INVITATION

Mallorca

Illes Balears





Glass craftsmanship

A trip to the largest of the Balearic Islands

Why Mallorca? 4

PALMA DE MALLORCA
A labyrinth with a
Mediterranean flavour 6

BEACHES
Sand, atmosphere,
alternatives 10

LANDSCAPE
The inspiration
of artists 14

HISTORY
A meeting point
for cultures 16

LEISURE AND PRODUCTS
The body, the mind,
the Mediterranean 18

HOSPITALITY
A thousand and one nights,
breakfast included 20

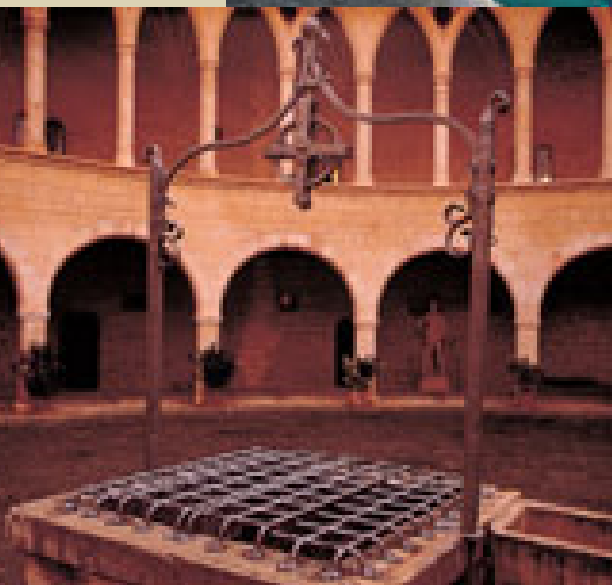
CULTURE
An invitation
to curiosity 22

NATURE
The Island's treasure 24

GEOGRAPHICAL MAP
Mallorca 26



Port de Valldemossa



Interior patio, Castell de Bellver



Sa Canova d'Artà



Valldemossa

Flowering almond trees

Pond in the
Serra de
Tramuntana

Why Mallorca?



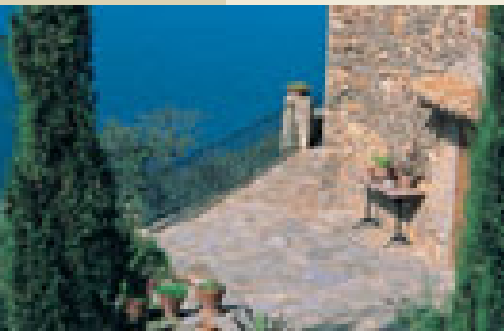
Port of Cala Figuera



Palma Airport



Rural figure

Typical house,
Banyalbufar

A plane in the sky heading for Mallorca. Inside it are a hundred passengers who have chosen this destination for very personal, very different reasons.

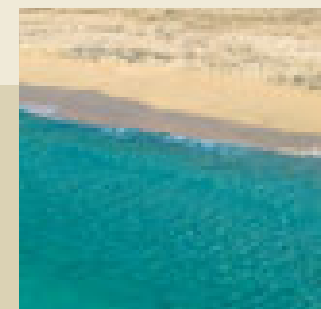
By talking to each of these passengers we could discover the infinity of motives that have a bearing when people choose to spend their holiday on the island. Without a shadow of a doubt, the

main one is that Mallorca responds to the most diverse wishes with an excellent offer. One loves the interior of Mallorca, because of its idyllic, tranquil corners. Another is drawn by the pleasant urban, cosmopolitan atmosphere of Palma. A third one knows no better place to practice a little cycle-tourism. The fourth one likes the Tramuntana mountain range, the fifth is a painter, the sixth one plays golf, the seventh is a yachting fan and the eighth is looking for night time entertainment and lively beaches.

They all have the same thing in common: Mallorca is perfect for them.

Quite possibly some of the passengers on our imaginary plane are already acquainted with the island. If there is one piece of information which reflects the quality of Mallorca as a destination, it is the fidelity of its visitors. Fidelity which is often transformed into something lasting, and which confers the status of residents on them. There is no greater complement for a tourist destination.

Over the following pages we will give you a small idea of just how big Mallorca is. We explain how a destination frequented year after year by seven million visitors preserves its character and responds to such different expectations. It is an invitation to travel with the mind, the soul and the body. In Mallorca, all three are contented. Benvinguts.



A labyrinth with a Mediterranean flavour

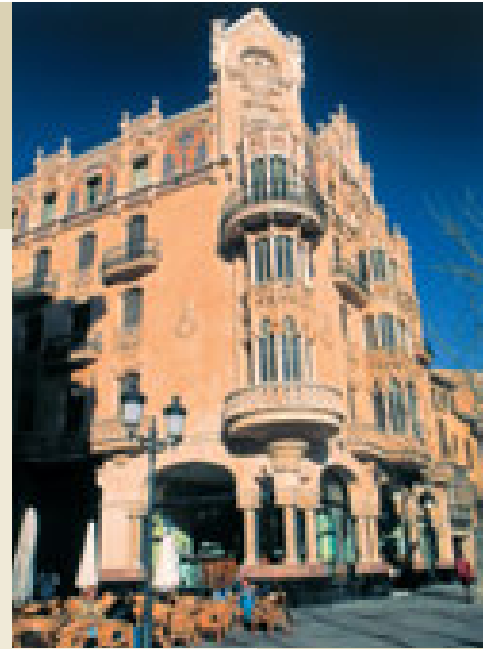
PALMA DE MALLORCA

Because of its strategic situation in the Western Mediterranean, this city has drawn sustenance from all Mediterranean cultures. Although its first inhabitants, the Romans and Muslims, left few remains, the main streets of the city centre still follow, to a large extent, the labyrinthine structure laid down over a millennium ago by the Romans. In the old town, the past is present and future. It is one of the best-preserved historical city centres in Europe. Losing oneself in the labyrinth of alleyways can lead to discoveries, such as a traditional café, a beautiful church or the elegant patio of a stately home.

Diverse styles come together in many buildings. During renovation work Gothic archways appear, or even the foundations of the former Roman wall or traces of the Muslim and Jewish cultures. As for the stately homes that line the alleyways, only their patios allow us to glimpse the beauty that is hidden behind the impressive façades. Some of these monuments have been destined to public use, enabling visitors to daydream of the splendour of other eras.

This regional capital reflects the diversity that is so typical of the islands. It is home to both bars and museums, shopping centres and cultural centres, of an

"Centre Cultural Fundació La Caixa",
former Gran Hotel



HISTORY OF THE CAPITAL OF THE BALEARICS

123 BC. FOUNDATION OF PALMA BY THE ROMANS.

903 AD. BEGINNING OF THE MUSLIM ERA. PALMA WAS CALLED MEDINA MAYURQA AND WAS ONE OF THE EIGHT MAIN CITIES OF THE WESTERN MEDITERRANEAN. CONSTRUCTION OF THE ALMUDAINA.

1229 AD. KING JAUME I RECONQUERED MALLORCA FOR THE CHRISTIAN WORLD.

1403 AD. A FLOOD OPENED UP A RIFT IN THE CITY. LATER IT WAS USED TO BUILD SPLENDID AVENUES: THE RAMBLA AND THE BORNE.

15TH TO 17TH CENTURIES. CONSTRUCTION OF THE GOTHIC "LONJA" AND THE RENAISSANCE WALL.

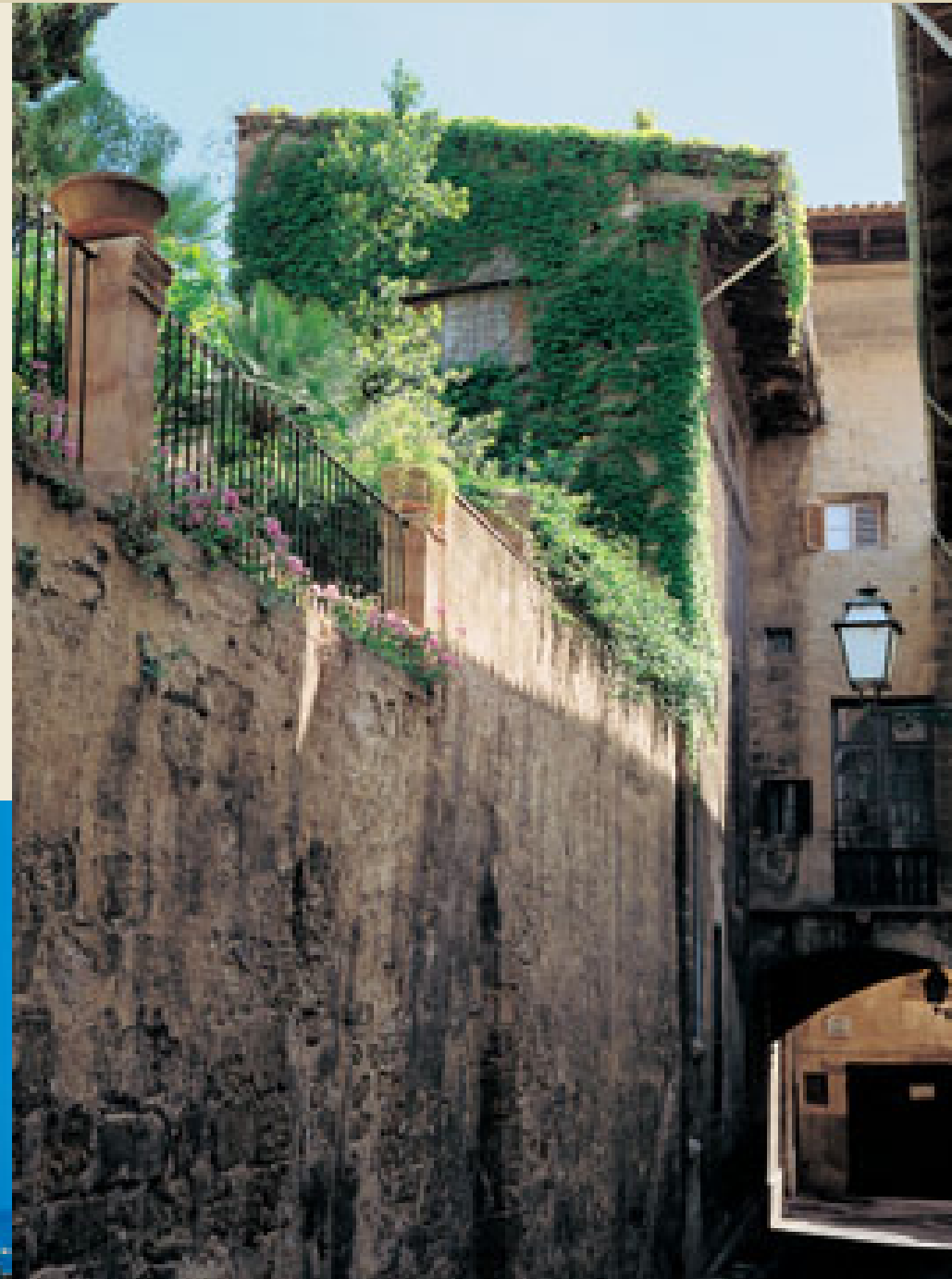
18TH TO 19TH CENTURIES. THE POPULATION INCREASED FROM 28,000 TO 42,000 INHABITANTS.

20TH CENTURY. DEMOLITION OF THE WALL. PALMA'S POPULATION RISES TO 300,000 INHABITANTS.

A STONE MONARCH: LA SEU

PALMA CATHEDRAL IS, WITHOUT A DOUBT, THE SINGLEMOST BEAUTIFUL AND SPECTACULAR HISTORICAL BUILDING ON THE BALEARIC ARCHIPELAGO. THE DIMENSIONS OF THIS GOTHIC TEMPLE ARE COMPARABLE TO THOSE OF THE DOMES IN COLOGNE AND MILAN: 121 METRES LONG, 55 M. WIDE AND 44 M. HIGH. IT HOUSES THE MORTAL REMAINS OF THREE KINGS, OF ALL THE ISLAND'S BISHOPS FROM RAMÓN DE TORRELLA (1266), AND OF INNUMERABLE NOBLES AND OTHER CITIZENS. IT ALSO HOUSES GREAT WORKS OF ART, FROM THE GOTHIC CREATIONS OF SAGRERA TO THE MODERNIST ONES OF GAUDÍ.

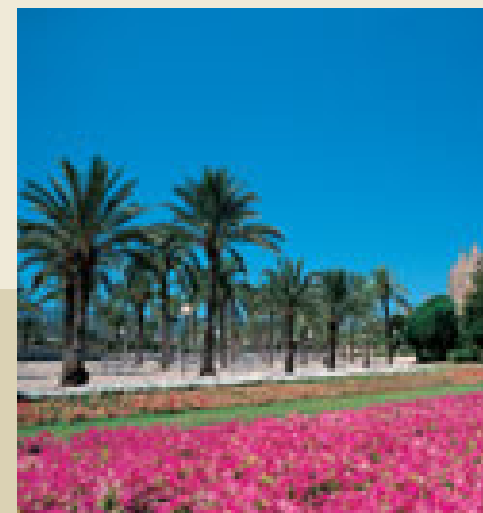
LEGEND ATTRIBUTES THE PROJECT TO THE KING OF THE RECONQUEST, JAUME I, BUT IT IS MORE LIKELY IT WAS STARTED UNDER JAUME II AND INITIALLY DESIGNED AS A CHAPEL-MAUSOLEUM. AS SUCH IT CONSTITUTES AN ANNEXE TO THE FORMER CENTRAL MOSQUE, WHICH SERVED AS A CHURCH FOR A HUNDRED YEARS AND REMAINS OF WHICH SURVIVED UNTIL THE 15TH CENTURY. THE CATHEDRAL PROJECT GAINED DIRECTION DEFINITELY AT THE END OF THE 13TH CENTURY AND CONTINUED UNTIL OUR TIMES. THE LAST CONTRIBUTION IS FROM THE 21ST CENTURY: A CHAPEL WHICH IS THE WORK OF THE FAMOUS MALLORCAN ARTIST MIQUEL BARCELÓ.



Old city



Nighttime view of Palma, the Cathedral and the "Palau de l'Almudaina" in the background



Parc de la Mar



Arab baths

PALMA DE MALLORCA

*“Sa Llotja” exhibition hall**Sa Llotja*

inner city marked by history and of outskirts characterised by a modern, healthy economy. It is a city that surprises those who do not know it. In Palma, the elegance of old and the day-to-day life of today live side by side.

The port, the entrance to the island for centuries, is a favourite port of call for cruise liners, as urban life is just a few metres away, whilst at the same time the idyllic rural scenery is only a few kilometres away.

*Patio of a stately home*

SPLENDOUR AND INTIMACY: THE STately HOMES

MALLORCA'S GREAT FAMILIES HAD TWO MAIN SEATS: A RURAL ESTATE WITH SIGNIFICANT AGRICULTURAL PRODUCTION, AND A STately TOWN HOUSE. THESE NOBLE FAMILIES SPENT THE SUMMER IN THEIR COUNTRY ESTATES, WHILST THE REST OF THE YEAR THEY RESIDED IN PALMA. A CHARACTERISTIC OF THE PALMA STately HOME IS A SEQUENCE OF SPACES SEPARATING WHAT IS PUBLIC FROM WHAT IS

PRIVATE IN A GRADUATED FASHION. THE INTERMEDIATE SPACE IS THE PATIO, WHICH IN ITS DAY WAS ACCESSIBLE TO ALL THE PASSERS-BY. THERE ARE STILL A FEW STately HOMES WHERE ONE CAN PERCEIVE THE ATMOSPHERE OF OLD. AMONGST THE MOST SPLENDID ARE CAN VIVOT; THE “CASAL SOLLERIC”, NOW A CULTURAL CENTRE; THE “CASAL BALAGUER”, THE HEADQUARTERS OF THE FINE ARTS CIRCLE; AND CAN MARQUÉS, A MUSEUM-HOUSE THAT SHOWS THE CUSTOMS OF THE PAST.

PALMA IN DETAIL

CULTURAL CENTRES AND ART EXHIBITIONS

CASAL SOLLERIC
PELAIRES CULTURAL CENTRE
SA NOSTRA CULTURAL CENTRE
KREKOVIC COLLECTION
BARCELÓ FOUNDATION
LA CAIXA GRAN HOTEL FOUNDATION
MIRÓ FOUNDATION
PALAU MARCH
SES VOLTES

MONUMENTS

ARAB BATHS
BELLVER CASTLE
CATHEDRAL
LONJA
ALMUDAINA ROYAL PALACE

MUSEUMS

CAN MARQUÉS
TORRENTS LLADÓ MUSEUM-HOUSE
MUSEUM OF MODERN AND CONTEMPORARY ART ES BALUARD
MUSEUM OF SPANISH CONTEMPORARY ART, JUAN MARCH FOUNDATION
BIBLICAL MUSEUM
CATHEDRAL MUSEUM
SPORTS MUSEUM
DIOCESAN MUSEUM
MUSEUM OF THE HISTORY OF PALMA (BELLVER CASTLE)
MUSEUM OF MALLORCA
PORCIÚNCULA MUSEUM
SAN CARLOS MILITARY MUSEUM
ANTIQUE DOLLS' MUSEUM
SANTA CREU

Sand, atmosphere, alternatives

BEACHES

Cala Figuera de Calvià



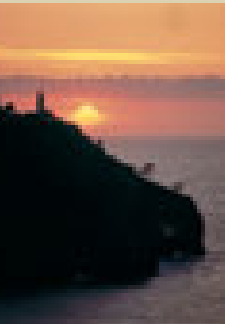
Illetes beach

AQUATIC ACTIVITIES

MALLORCA IS A PARADISE FOR BATHING, DIVING, WATER SKIING, WINDSURFING, SURFING, AND EVEN BOARDING A SUBMARINE AND SEEING THE COAST FROM AN ENTIRELY DIFFERENT PERSPECTIVE. MALLORCA IS A PARADISE FOR BOAT TRIPS, PANORAMIC TRIPS SHOWING THE VARIED COASTAL LANDSCAPES WITH THEIR ANCIENT WATCHTOWERS, VILLAGES, PORTS AND HIDDEN BEACHES. MALLORCA IS A PARADISE FOR YACHTING TOURISM: AROUND 20,000 BERTHS IN OVER 50 PORTS AND MARINAS ACCOMMODATE VESSELS RANGING FROM TRADITIONAL “LLAUTS” TO LUXURY YACHTS.

MALLORCA IS A PARADISE FOR HAVING FUN IN THE WATER: IT’S NEVER FAR AWAY IN AN AQUATIC PARK.

Port de Sóller

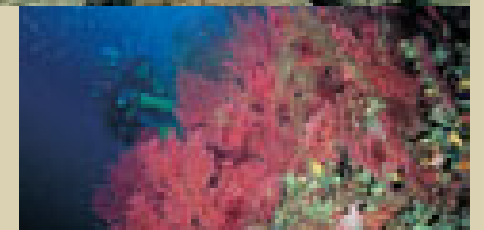


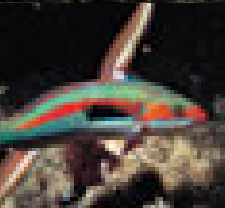
Es Trenc beach

A beach is something more than a place where sea and land meet and where access to the water for bathing is easy. Factors such as surroundings, services, quality of water and distance to one’s accommodation come into play, without forgetting the climate, of course. The 550 kilometres of coastline and a huge geographical diversity mean Mallorca can offer a range of beaches which is difficult to beat. A range including anything from lively beaches like Arenal to hidden coves on the North coast that are raw material for poetry. One constant factor is the quality of the water, officially



Cala Carbó

Detail of the sea bed,
“Gorgonias”

Mondragó Natural Park*Mediterranean fish,
"Donzelles"*

recognised by the European Environmental Education Foundation. In 2004, 41 Mallorcan ports and beaches were awarded Blue Flags.

The 300 days of sunshine a year are another key aspect.

And added to this is the wide range of leisure possibilities: amusement parks, leisure centres, a broad cultural offer and the charms of the interior of the island.

Cala Estany

BEACHES

Cala Agulla*Cala Mesquida**Cala San Vicenç**Cala Figuera
de Pollença*

The inspiration of artists

LANDSCAPE

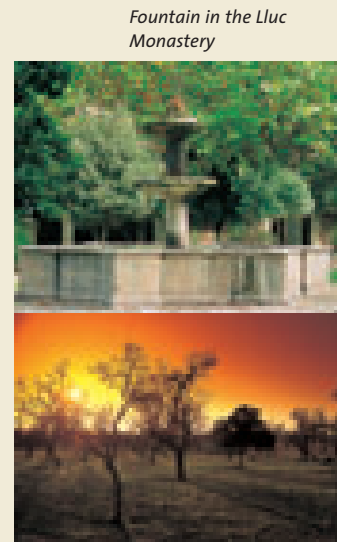
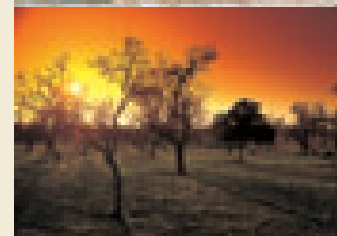
*Orient**Fornalutx*

There can be no greater complement to a person's beauty than a painter's interest in painting a portrait of it. The same is true of a region, but more specifically for Mallorca, which groups together a larger number of artists than any other territory of the same size. This is not a new phenomenon. The Englishman Gordon West, in his description of a journey made in the '20s, met even in those early days a foreign artist who was living in a boarding house in Pollença, where he paid his rent with his paintings. Every village has its collection of extraordinary characters, of diverse nationalities and origins, who were unable to resist the magic of Mallorca. The island's geology only explains this fascination to a certain extent. The continents of Africa and Eurasia measure their strength under it. Although they do so without volcanoes or huge earthquakes, they are responsible for some of the island's most spectacular scenery. From the "Mirador des Colomer" viewpoint one

can see the gigantic stone formations doubled over by the work of many millennia. Mallorca has three fundamental types of landscape: the Tramuntana range, the central plain and the Serra de Llevant. The Tramuntana is Queen: its peaks reach over 1,400 metres in height and its extensive area means that the numerous mountaineers, walkers and cyclists rarely feel crowded out. The central plain is a collection of sediments from former seas, material from mountains displaced by the forces of erosion and considerable amounts of sand from the Sahara, by courtesy of the winds of the last two million years. The Serra de Llevant range is gentler and not so high, reaching a maximum of 561 metres.

The variety of forms in which beauty manifests itself in 3,640 square kilometres is quite astonishing. The most spectacular

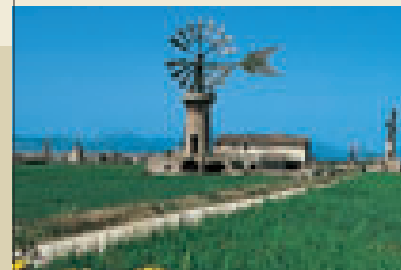
display is found in the Serra de Tramuntana, a scenic jewel which began to be protected in one way 120 years ago, when an eccentric member of the Hapsburg family began purchasing properties that would, with the passage of time, constitute a first-class cultural and scenic heritage (see inset "The Archduke"). But every year the visitors who do not find the idyllic, discreet beauty of the interior, with its gentle hills, villages, fields, windmills and country estates less attractive grow in number.

*Poppy field, country house in the background**Fountain in the Lluc Monastery**Interior landscape*

MAKING FRIENDS WITH THE WIND: THE WINDMILLS

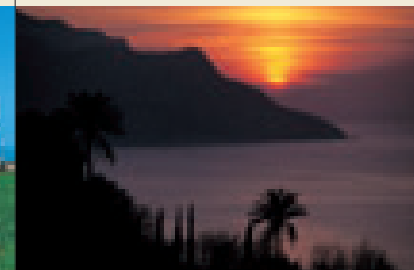
IN OLDEN DAYS, LIFE IN THE MALLORCAN COUNTRYSIDE REVOLVED AROUND THE WINDMILLS. TODAY, THEY FORM PART OF THE ISLAND'S LANDSCAPE, HISTORY AND CULTURAL HERITAGE. THERE ARE FEW REGIONS WITH SUCH A CONCENTRATION OF TOWERS WITH SAILS, WHETHER THEY BE FLOUR MILLS OR WINDMILLS USED TO EXTRACT WATER. ALTHOUGH FEW OF THESE INSTALLATIONS ARE STILL WORKING, THEIR PRESENCE STILL HAS AN IMPACT. AMONGST THEM ARE OVER 700 FORMER WHEAT MILLS, SOME OF WHICH HAVE BEEN RESTORED AS TESTIMONIES OF A PAST WHEN MALLORCA WAS A GREAT CEREAL PRODUCER. OTHERS HAVE BEEN RECONVERTED INTO HOUSES DUE TO THEIR PRIVILEGED SITUATION, OFFERING SUPERB VIEWS – AND THE BREEZE IS GUARANTEED IN SUMMER.

THERE ARE ALSO AROUND 3,000 WATER EXTRACTION WINDMILLS. AN ASSOCIATION OF WINDMILL FANS AND THE LOCAL AUTHORITIES HAVE MADE HUGE EFFORTS TO PRESERVE THIS ARCHITECTURAL HERITAGE. SOME WINDMILLS HAVE EVEN FOUND A NEW USE, BEING ADAPTED FOR THE PRODUCTION OF WIND ENERGY.

Windmills on the "Plà de Mallorca"

AN ARCHDUKE IN LOVE: LUDWIG SALVATOR

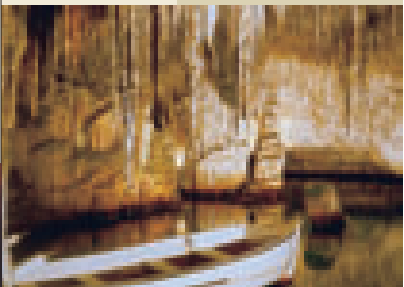
A TIRELESS TRAVELLER, HE ONLY FOUND PEACE IN MALLORCA AND ALSO DURING VISITS TO THE NEIGHBOURING ISLANDS THAT HE STUDIED. HIS STUDIES GENERATED AN ANTHOLOGY WHICH IS STILL A REFERENCE FOR HISTORIANS AND ETHNOLOGISTS TODAY. LUDWIG SALVATOR, THE ARCHDUKE OF HAPSBURG-LOTHRINGEN AND BOURBON, WAS AN ECCENTRIC MEMBER OF THE FAMILY WHICH REIGNED THE AUSTRO-HUNGARIAN EMPIRE AT THE TIME. HE CAME TO THE ISLAND IN 1867 AS A VISITOR, BUT SOON BEGAN TO PURCHASE COUNTRY ESTATES AND LAND WITH THE AIM OF PRESERVING THE BEAUTY OF THE LANDSCAPE AND LIVING FAR AWAY FROM THE PROTOCOL OF THE VIENNESE COURT, ESTABLISHING HIS OWN BOHEMIAN COURT OF ARTISTS, SCIENTISTS AND OTHER CHARACTERS. WHEN HE DIED IN 1915, HE BEQUEATHED ALL HIS PROPERTIES IN MALLORCA TO THE ISLANDER WHO HAD BEEN HIS LOYAL PRIVATE SECRETARY. DESCENDENTS OF THE LATTER ARE TO THIS DAY THE OWNERS OF SOME OF THE ARCHDUKE'S RESIDENCES, TWO OF WHICH – MIRAMAR AND SON MARROIG – ARE MUSEUMS WHICH BEAR WITNESS TO THIS EXTRAORDINARY MAN. THE VILLA THE ARISTOCRAT HAD BUILT FOR HIS MALLORCAN LOVER CURRENTLY BELONGS TO ANOTHER GREAT FRIEND OF MALLORCA: THE AMERICAN ACTOR MICHAEL DOUGLAS.

Sunset on the north coast

INVISIBLE LANDSCAPES: THE CAVES

THE ISLAND'S CALCAREOUS GEOLOGY HAS GIVEN IT SO MANY CAVES THAT THE 4,000 REGISTERED TO DATE ARE QUITE PROBABLY NOT THE FULL LIST. AMONGST THE SUBTERRANEAN WONDERS IS SA GLEDA, LOCATED BETWEEN PORTOCOLOM AND PORTOCRISTO AND ONE OF THE LARGEST SUB-AQUATIC CAVES IN EUROPE.

THESE CAPRICES OF NATURE HAVE ALWAYS HAD THEIR SIGNIFICANCE FOR MAN. THE FIRST MALLORCANS IN HISTORY LIVED IN CAVES. AND LATER NUMEROUS CAVES SERVED AS HIDING PLACES FOR SMUGGLERS AND BECAME THE SCENES OF LEGENDS. SOME OF THE MOST BEAUTIFUL CAVES ARE ADAPTED FOR VISITS BY THE PUBLIC, AMONGST THEM THE DRACH CAVES, THE MAIN ATTRACTION OF WHICH IS A LAKE OF 177 METRES IN LENGTH. ADDED TO THESE ARE THE ARTÀ CAVES, THOSE OF CAMPANET, HAMS AND GÉNOVA.

*Drach Caves*

A meeting point HISTORY for cultures

Archaeological
site
"Pollentia"



The Myotragus Balearicus was a dwarf antelope and a good symbol of a peaceful life. Evolution made this animal lose its agility, speed and part of its field of vision due to lack of natural enemies. When man arrived, around 7,000 years before Christ, the Myotragus became an easy victim for hunters.

The pacific lifestyle also ended for man when, in around 1200 before Christ, the "Peoples of the Sea" turned the Mediterranean into a true melting pot and settled on Mallorca. The period from then on we now know as the Talayotic era, a culture which has left us impressive remains in the form of fenced settlements with their characteristic stone structures, amongst them large towers, the purpose of which has not yet been determined for sure. (See Capocorb Vell, Llucmajor and Ses Païsses, Artà).

Half a millennium before Christ this primitive society entered into crisis (see Museum of Son Fornés, Montuïri). Little resistance could then be offered to the Romans when they invaded the island in the year 123 before Christ, establishing their capital in Pollentia (now Alcudia) and introducing their culture. During those centuries, the Mallorcan slingshot throwers, elite warriors whose precision with the sling was legendary, were recruited by different armies, including the Romans themselves. The latter were sure to have received a stone or two on disembarking. (See Museum of Mallorca and Monographic Museum of Pollentia in Alcudia).

The vandals finished Roman culture off and history plunged into darkness. But in 903, Mallorca came to form part of the civilised world again, only this time in the Arab civilisation. Palma was named Medina Mayurqa (City of Mallorca) and came to be one of the jewels of the Mediterranean. Several

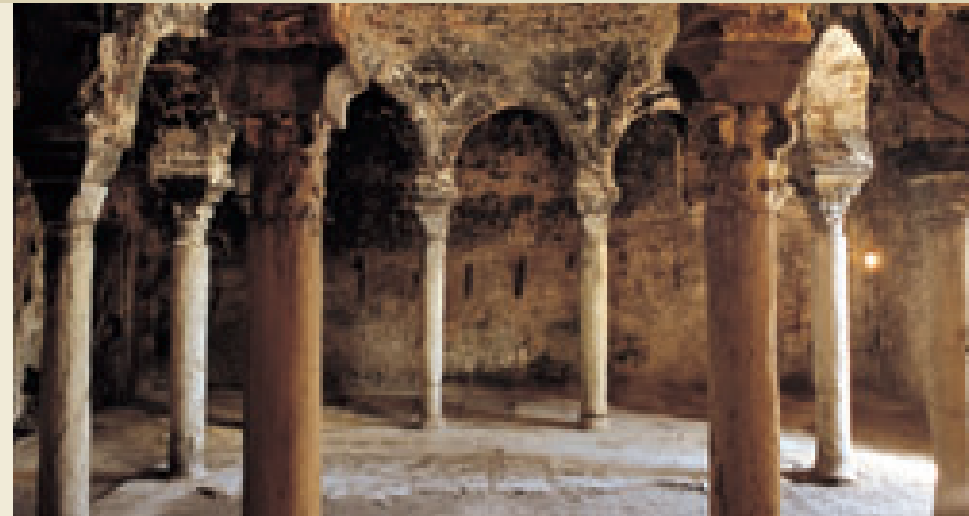
enclosures protected it, but they could not prevent the entry of a Pisan-Catalan expedition in 1115, the aim of which was to punish Mallorca for the piracy of its fleet.

In the 436 years of Muslim rule enormous areas of terraces were constructed, many of which have been preserved. But only a few buildings bear witness to the Arab splendour of the times: the Almudaina Palace, which has since changed in appearance; the Arab Baths and the remains of the Gumara Almudaina. (See Museum of Mallorca, considered one of the best of Spanish museums).

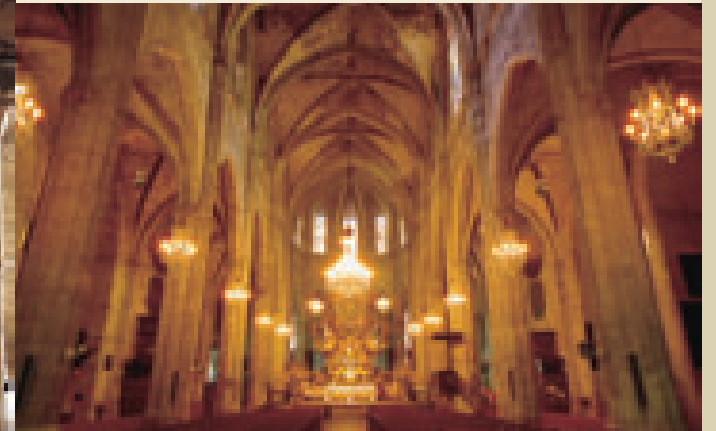
In 1229 Muslim civilisation came to an end with the arrival of King Jaume I of Aragón and his troops. The island was divided up as the spoils of war and the Christians founded towns and villages where previously there had only been simple farmsteads.

From 1230 to 1349 a Kingdom of Mallorca existed. Its tragic end was due to a conflict within the Royal Family. Since then, the island has formed part of a political unit which in time became what is now Spain.

In the 16th century piracy caused serious problems for all Mediterranean coasts and islands. In Mallorca it was the grounds for the construction of a network of watchtowers. The villages suffered innumerable attacks and many Mallorcans were kidnapped and sold in the slave markets of Turkey or North Africa. But soon Mallorcan vessels took part in a great cleansing operation, applying the same methods, but using the name of corsairs. This adventuring activity was the origin of huge fortunes (see Santa Creu in Palma). Mallorca received a heavy blow when in 1715 King Philip V abolished the island's institutions and prohibited the use of Catalan as an administrative language by decree. This situation did not change until 360 years later with the establishment of democracy in Spain in 1975. Since 1983, Mallorca has formed part of the Autonomous Community of the Balearic Islands, a bilingual community where Catalan and Spanish are the official languages.



Arab baths



Santa Eulalia church



Alaró Castle



Traditional Moors and Christians' fiesta,
Santa Ponça

CASTLE IN PALMA, WHICH HOUSES ART COLLECTIONS AND THE MUSEUM OF THE CITY'S HISTORY, AND IS ALSO A SPLENDID SETTING FOR CULTURAL AND SOCIAL EVENTS.

THE DEVIL IS ONE OF THE TEAM: FIESTAS AND TRADITIONS

ONE FRIDAY IN SEPTEMBER THE INHABITANTS OF BINISALEM TAKE THEIR CHAIRS AND TABLES OUTSIDE ONTO THE STREETS AND DINE WITH A FAIR NUMBER OF GUESTS. THIS KEY DAY IN THE TRADITIONAL GRAPE HARVEST FESTIVALS USUALLY BRINGS TOGETHER AROUND 15,000 PEOPLE. MALLORCANS LOVE FIESTAS. EVERY VILLAGE ORGANISES SHOWS FOR SEVERAL DAYS IN HONOUR OF ITS PATRON SAINT, BUT ALWAYS WITH A PECULIARITY TO DIFFERENTIATE THEM FROM ONE ANOTHER. THUS, IN BÚGER THE "OLD PEOPLE'S RACE" TAKES PLACE, WHILST IN SINEU IT IS THE FATTEST MEN IN THE VILLAGE WHO HAVE TO RUN.

THE FIESTAS OF SANT ANTONI IN SA POBLA ARE FAMOUS ALL OVER THE ISLAND – INDEED THE TOWN HAS DEDICATED ITS OWN MUSEUM TO THIS SPECTACULAR CELEBRATION. THE MOST IMPRESSIVE FIREWORKS ARE LET OFF IN AUGUST, DURING THE CAN PICAFORT FIESTAS. AND THE NIGHT OF SANT SEBASTIÀ TURNS THE WHOLE OF THE HISTORICAL CENTRE OF PALMA INTO A FESTIVAL ENCLOSURE.

MANY CELEBRATIONS ARE AN ECHO OF PAST EVENTS, SUCH AS THE "MOORS AND CHRISTIANS", WHEN THE BATTLES BETWEEN MALLORCANS AND PIRATES ARE RECREATED. THE MOST IMPRESSIVE OF THESE FIESTAS IS HELD IN POLLENÇA.

BUT ONE FIESTA THAT TRULY STIRS UP THE ISLAND FOR A DAY IS "DIJOUS BO" IN INCA, MALLORCA'S THIRD TOWN, WHICH TURNS INTO THE CAPITAL OF THE ISLAND FOR ONE THURSDAY IN NOVEMBER.

HISTORICAL WITNESSES: THE CASTLES

THE CASTLE OF ALARÓ IS SITUATED ON AN IMPRESSIVE CRAG AT THE BEGINNING OF THE TRAMUNTANA MOUNTAINS. THIS IS WHERE THOSE WHO FOUGHT AGAINST THE MUSLIM INVASION IN 902 HELD OUT FOR EIGHT YEARS. THIS IS WHERE NUMEROUS MUSLIMS TOOK REFUGE DURING THE RECONQUEST AT THE BEGINNING OF THE 13TH CENTURY, AND WHERE THOSE FAITHFUL TO THE LAST KING OF MALLORCA OFFERED FIERCE RESISTANCE TO HIS OPPONENT.

THE HISTORY OF THE CASTLE OF CAPDEPERA IS VERY DIFFERENT. THIS WAS A WHOLE FORTIFIED VILLAGE, INHABITED FROM THE YEAR 1300.

THERE ARE TWO MORE CASTLES, - SANTUERI AND "EL REY" – AND THE BEAUTIFUL BELLVER

The body, the mind, the Mediterranean

LEISURE AND PRODUCTS

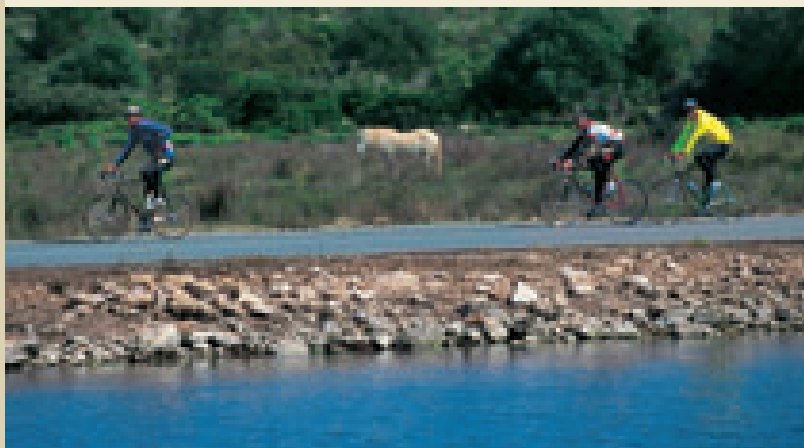
Serra
de Tramuntana
mountains



"Copa del Rey"
sailing competition

Initially, in the '80s, a few professionals came. Nowadays it is a phenomenon which moves a hundred thousand people. Enjoying the island by pedalling is just as fashionable as doing so by walking, following, for example, the stone route that leads from one end of the Tramuntana Mountains to the other.

The horse is at the heart of popular culture here, and offers a top-quality leisure opportunity for visitors.



Cycle-tourism

Golf is another passion that has taken root in Mallorca. And the importance of yachting tourism is reflected by prestigious, international-level competitions, such as the "Copa del Rey".

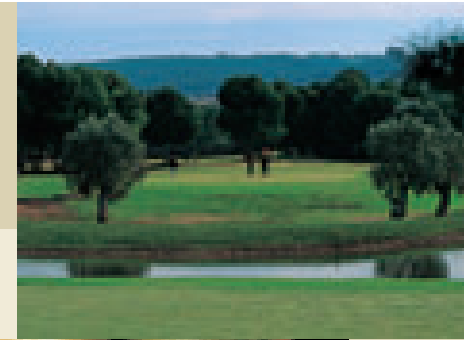
The sky is also the setting for much activity, with balloons, paragliders and microlights. And if floating has a metaphorical connotation, Mallorca is the ideal launching platform. The level of services with regard to wellness and health tourism is extraordinary indeed.

Almond pastries and "Panades"



Mallorcan country estate

Golf course



"Conill amb ceba", rabbit with onion



CHICKEN AND PIGEONS ARE COMBINED IN THE DISH CALLED "ARRÒS BRUT" ("DIRTY RICE").

THE CHARACTERISTIC COLOUR OF SOBRASADA, ANOTHER MYTH IN MALLORCAN GASTRONOMY, REACHES ITS HEIGHT IF PREPARED USING MEAT FROM THE ISLAND'S BLACK PIG.

"PA AMB ÒLI", OR BREAD WITH OIL, IN SPITE OF ITS SIMPLICITY – OR PERHAPS THANKS TO IT – IS AN AUTHENTIC DELIGHT FOR THE SENSES: FARMHOUSE BREAD, OIL, TOMATO RUBBED OVER THE BREAD AND SERVED WITH CHEESE OR HAM, ALL ACCOMPANIED BY OLIVES AND GOOD MALLORCAN WINE.

ON OCCASIONS, EXTRAORDINARY MARRIAGES BETWEEN THE SEA AND THE LAND OCCUR, AS WITH THE DISH CALLED "POLLASTRES I GAMBES" (CHICKEN AND PRAWNS).

IN THE SWEETS SECTION THE ALMOND RECOVERS THE IMPORTANCE IT HAD OF OLD: ALMOND ICE CREAM AND SPONGE CAKE ARE THE CLASSIC DESSERTS, ALTHOUGH THE QUEEN OF PASTRIES IS BASED ON LARD: THE "ENSAIMADA". THEN, OF COURSE, THERE ARE THE VALDEMOSSA POTATO "COCAS" AND THE HERB LIQUEURS TO MARK THE END OF THE BANQUET.

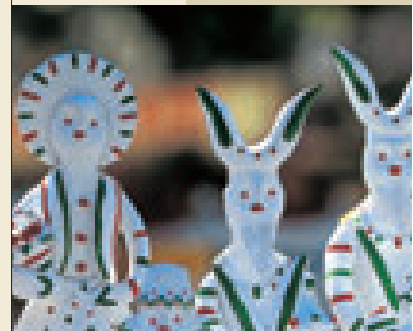
VALUABLE OBJECTS: THE ISLAND'S PRODUCTS

BECAUSE OF ITS TRADITION OF LEATHER CRAFTING AND CREATIVE, ENTERPRISING SPIRIT, MALLORCA IS THE BIRTHPLACE OF SOME VERY WELL-KNOWN BRANDS OF FOOTWEAR. INCA IS THE CENTRE OF THIS INDUSTRY WHICH MARKETS PRODUCTS RANGING FROM DESIGNER SHOES TO CLIMBING BOOTS OR FASHION ACCESSORIES.

GLASS PRODUCTION ALSO HAS A LONG TRADITION. LEGEND HAS IT THAT THE SON OF A FAMILY OF MALLORCAN GLAZIERS TRAVELLED TO VENICE, THE GLAZIERS' MECCA OF OLD, AND FELL IN LOVE WITH THE DAUGHTER OF A VENETIAN MASTER, THUS LEARNING SOME OF THE SECRETS OF THOSE INVINCIBLE ARTISANS. NOWADAYS SEVERAL COMPANIES OFFER AN INCREDIBLE VARIETY OF CREATIONS, AND ALLOW ONE TO WITNESS THE ENTIRE MANUFACTURING PROCESS.

ANOTHER EMBLEMATIC MALLORCAN PRODUCT ARE THE ARTIFICIAL PEARLS FROM MANACOR.

WHILE ON THE SUBJECT OF CRAFTS, WE SHOULD REMEMBER THE SIURELL, WHICH WAS PROBABLY USED AS A TOY IN THE ARAB ERA. IT WAS MADE POPULAR AND TRANSFORMED INTO A SYMBOL OF MALLORCA BY THE ARTIST JOAN MIRÓ.



Siurells

A thousand and one nights, including breakfast

HOSPITALITY



North coast

The range of accommodation reflects the diversity of Mallorca, and it does so in all its aspects: categories, character, surroundings, infrastructure and the complementary services available.

Since Palma's splendid Gran Hotel (now a cultural centre) opened its doors in 1903 as the first luxury hotel, Mallorca has made history in the world of hotels and catering. Mallorcan companies that started out on the island have expanded throughout the world, but they still keep their headquarters on the island.

The beach or purely holiday hotel is obviously the most prolific accommodation type, but within this same category the diversity satisfies all kinds of demand.ñ As a complement to this range, the number of urban hotels in Palma is increasing, inspired by the city's unmistakeable atmosphere. A similar process has taken place in the interior of the island, where there are small hotels in villages and top-class agrotourism establishments.

More and more hotels gear their product towards the world of sports and health, as in the case of golf, cycling, wellness and spa. And in recent years, as a consequence of the island's magnetic draw and a policy which gives the priority to quality, there has been a spectacular boom in top-category establishments.

Estate in Sóller



Holiday hotel

THE ISLAND OF THE FAMOUS: ROYAL FAMILIES AND THE ROLLING STONES

SOME OF MALLORCA'S HOTELS HAVE SUCH A LONG LIST OF FAMOUS GUESTS THAT THEY MERIT A SEPARATE SECTION. HERE, WE CAN ONLY MENTION A FEW OF THESE DISTINGUISHED GUESTS. ABOVE ALL IS THE SPANISH ROYAL FAMILY, WHO SPEND EVERY SUMMER IN MALLORCA AND STAY IN THEIR OWN PALACE. THEIR PRESENCE DRAWS VISITS BY MEMBERS OF EUROPEAN AND ORIENTAL ROYAL FAMILIES.

FROM THE LIST OF FAMOUS STALWART SUPPORTERS OF MALLORCA WE MUST HIGHLIGHT THE ACTORS MICHAEL DOUGLAS, THE LATE PETER USTINOV AND THE WRITER

CARLOS FUENTES. GEORGE LUCAS CAME TO TAKE A BREAK FROM HIS GALACTIC WARS, THE ROLLING STONES TO TAKE ONE FROM THEIR CONCERTS AND THEIR COLLEAGUE BONO FROM U2 CAME TO ATTEND A WEDDING. THE LIVING LEGEND OF HOLLYWOOD, LAUREN BACALL, CAME TO WORK. "007" PIERCE BROSNAN, "INDIANA JONES" HARRISON FORD AND ALSO SOME LEADING NAMES IN AMERICAN JOURNALISM, SUCH AS BARBARA WALTERS, HAVE TRODDEN ON AND ENJOYED MALLORCA. THE LIST OF POLITICIANS IS ALMOST ENDLESS, AS THE ISLAND IS REGULARLY USED AS THE SETTING FOR IMPORTANT MEETINGS.

IF WE EXTEND THE LIST BACK INTO THE PAST, WE FIND NAMES LIKE AGATHA CHRISTIE, AVA GARDNER AND ERROL FLYNN, AS WELL AS

PROMINENT RESIDENTS SUCH AS THE AMERICAN WRITER GERTRUDE STEIN AND THE CATALAN ARTIST JOAN MIRÓ. THE LATTER LEFT A MAGNIFICENT LEGACY, NOW CONVERTED INTO THE MIRÓ FOUNDATION IN PALMA.

THE ISLANDS OF TRANQUILITY: AGROTOURISM ESTABLISHMENTS

IN JUST A FEW YEARS WHAT WAS ORIGINALLY CONCEIVED AS AN ALTERNATIVE HAS BECOME A TRUE STAR OF THE TOURIST PANORAMA WITH THE PASSAGE OF TIME. AGROTOURISM OFFERS THE VISITOR A VISION OF THE OTHER MALLORCA. ITS GREAT SUCCESS IS DUE TO A PERFECT COMBINATION OF TRANQUILITY, TRADITION AND COMFORT. AGROTOURISM HAS ALSO CONSTITUTED A DISCOVERY FOR THE MALLORCAN COUNTRYSIDE, AS IT HAS ENABLED THE OWNERS OF LARGE ESTATES, WHOSE AGRICULTURAL PRODUCTION BARELY GUARANTEED THEIR SURVIVAL, TO ENTER A SECTOR WITH EXTREMELY GOOD PROSPECTS. IN THIS WAY, TOURISM HAS CONTRIBUTED TO THE PRESERVATION AND RECOVERY OF BEAUTIFUL COUNTRY ESTATES AND HOUSES.

TO AVOID ABUSE, THE NAME OF "AGROTOURISM" IS STRICTLY CONTROLLED. AN AGROTOURISM ESTABLISHMENT MUST HAVE A MINIMUM OF 25,000 SQUARE METRES OF LAND, IT MUST CONSERVE ITS AGRICULTURAL USAGE AND ITS MAXIMUM CAPACITY IS 24 PERSONS.

THE ORIGINS OF THIS NEW WAY OF ENJOYING MALLORCA GO BACK TO 1992, WHEN ONLY FOUR OF THESE ESTABLISHMENTS WERE RUNNING ON THE ISLAND. THEIR SUCCESS, AND THE DEMAND FOR THEM, HAVE BROUGHT ON A SPECTACULAR INCREASE SINCE THEN, DOUBLING THEIR NUMBER OVER THE LAST FIVE YEARS, AND REACHING OVER A HUNDRED ESTABLISHMENTS AT PRESENT.

Interior - agrotourism



Spa in holiday hotel



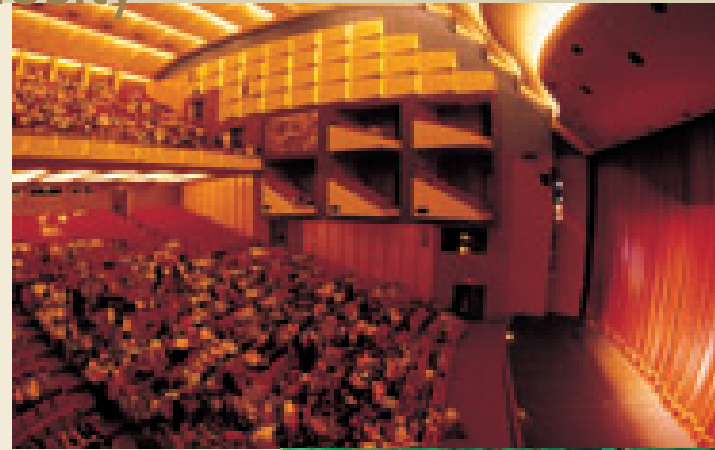
Rural hotel room

An invitation to curiosity

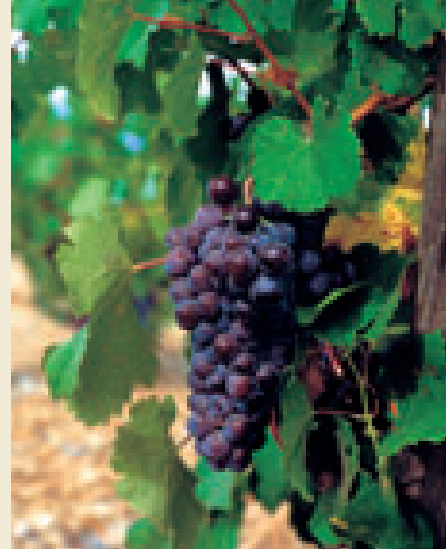
CULTURE

We could talk of the writers who have passed through the island and paid homage to it in their work, from Jules Verne and Agatha Christie to George Sand and Vigoleis Thelen. Or of the famous cartographers of the 14th and 15th centuries. Or we could talk of the concerts held not only in Palma, but also in some villages and nature spots. And then there is the Mallorcans' passion for painting, the innumerable galleries, the exhibitions, the competitions and the artists, both Mallorcans and outsiders, who have found their inspiration here. Then again we could talk of the museums, of which there are more every year due to private initiative and institutional efforts.

In spite of the predominance of Palma the cultural activities and expressions in the "Part Forana" are not far behind. There are top-notch cultural centres in villages such as Valldemossa (Costa Nord), Petra (Ca N'Oms) and Binissaleu (Ca'n Gelabert), events like the Sa Pobla jazz festival and focal points for cultural activity like the town of Pollença with its art galleries and music festivals. Important trends have even appeared outside of Palma, as with the "Escuela de Pollença" or "Pollença School", a classical painters' movement, or alternative initiatives like the "Casa del Cactus" (House of the Cactus).



Palma Auditorium



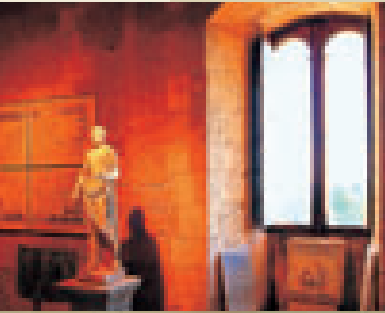
Fiestas in Sóller



Traditional fiesta, "Dimonis"



The Cartoixa (Carthusian Monastery)
In Valldemossa



The Castell de Bellver
Museum

Museum of Mallorca



MALLORCA AND LITERATURE

THREE WORKS ON MALLORCA HAVE HAD A HUGE AMOUNT OF SUCCESS, AND EACH COMES FROM A DIFFERENT COUNTRY: IN "A WINTER ON MALLORCA" (1842), THE FRENCH WRITER GEORGE SAND DESCRIBES HER STAY WITH THE COMPOSER FRÉDÉRIC CHOPIN IN VALDEMOSA, A PICTURESQUE VILLAGE IN THE TRAMUNTANA MOUNTAINS. UNDER THE CURIOUS TITLE OF "JOGGING AROUND MALLORCA" (1929), THE ENGLISH JOURNALIST GORDON WEST DESCRIBES HIS TRAVELS AROUND THE ISLAND WITH SUCH ELOQUENCE THAT AFTER ITS REDISCOVERY IN 1994, THE WORK WAS DECLARED "TRAVEL BOOK OF THE YEAR" IN THE UNITED KINGDOM. AND "THE ISLAND OF THE SECOND FACE" (1953), BY ALBERT VIGOLEIS THELEN IS ALREADY A CLASSIC OF GERMAN LITERATURE.

IN ITS DAY THE WORLD OF POETRY FOUND AN EXILE GILDED WITH INSPIRATION IN MALLORCA. IN THE 'THIRTIES A GROUP OF AMERICAN POETS PUBLISHED THEIR MAGAZINE "CARAVEL" IN MALLORCA, AND IN THE 1950S THE AVANT-GARDISTS OF THE MYTHICAL "BLACK MOUNTAIN" MAGAZINE MET HERE. LATER THE NOBEL PRIZE WINNER FOR LITERATURE, CAMILO JOSÉ CELA, AND THE GREAT BRITISH POET ROBERT GRAVES ENRICHED THE ISLAND'S CULTURAL PANORAMA.

THERE ARE ALSO MALLORCAN WRITERS WHO HAVE WON A PLACE IN INTERNATIONAL LITERATURE, LIKE CARMÉ RIERA, BALTAZAR PORCEL AND MARIA DE LA PAU JANER.

BUT THE BEST-STUDIED MALLORCAN AUTHOR THE WORLD OVER IS STILL RAMÓN LLULL, A 13TH-CENTURY MISSIONARY, PHILOSOPHER AND THINKER, WHO IN THE MIRAMAR COUNTRY ESTATE (LATER THE PROPERTY OF THE ARCHDUKE) FOUNDED A SCHOOL OF ARABIC LANGUAGE AND CULTURE FOR MISSIONARIES, THE ONLY INSTITUTION OF ITS KIND EVER TO HAVE EXISTED.

THE MUSEUMS OF MALLORCA

MUSEUMS IN PALMA:
(SEE CHAPTER ON PALMA DE MALLORCA)

ART

YANNICK COLLECTION
BEN JACOBBER, ALCÚDIA
MUSEUM OF CONTEMPORARY ART, VALDEMOSA
MUNICIPAL MUSEUM, PORRERES
MUNICIPAL MUSEUM, SA POBLA

SCIENCE AND NATURE

S'ALBUFERA MUSEUM, ALCÚDIA
CABRERA MUSEUM
MUSEUM OF NATURAL SCIENCE AND BOTANICAL GARDEN, SÓLLER
MUSEUM OF IBERIAN-BALEARIC FAUNA, COSTITX

CULTURE

CAN SABATER MUSEUM-HOUSE, BINISSALEM
MUSEUM-HOUSE AND ALFÀBIA GARDENS, BUNYOLA
RAIXA GARDENS, BUNYOLA

ETHNOLOGY

ELS CALDERERS MUSEUM-HOUSE, SANT JOAN
SA GRANJA MUSEUM-HOUSE AND GARDENS, ESPORLES
ETHNOLOGICAL SECTION OF THE MUSEUM OF MALLORCA, MURO

HISTORY

THE ARCHDUKE'S MUSEUM-HOUSE OF MIRAMAR, DEIÀ
THE ARCHDUKE'S MUSEUM-HOUSE OF SON MARROIG, DEIÀ
WALDREN ARCHAEOLOGICAL MUSEUM, DEIÀ
CARTOIXA (CARTHUSIAN MONASTERY) MUSEUM, VALDEMOSA
POLLENTIA MONOGRAPHIC MUSEUM, ALCÚDIA
RAMÓN LLULL MUSEUM, RANDA (ALGAIDA)
SON FORNÉS MUSEUM, MONTUÏRI
TORRE DELS ENAGISTES MUSEUM, MANACOR

RELIGION

FRIAR JUNÍPER SERRA MUSEUM-HOUSE, PETRA
CRESTATX ORATORY MUSEUM, SA POBLA
SANTA MARGALIDA PARISH MUSEUM
SANTA MARIA DE SINEU PARISH MUSEUM
SANTA MARIA LA MAJOR PARISH MUSEUM, INCA
SANT JAUME PARISH MUSEUM, ALCÚDIA
SANT JOAN BAPTISTA PARISH MUSEUM, DEIÀ
SANT JULIÀ PARISH MUSEUM, CAMPOS
PUIG DE MARIA SHRINE MUSEUM, POLLENÇA
SISTER FRANCINAINA MUSEUM, SENCELLES

INDUSTRY

CASA GORDIOLA GLASS MUSEUM, ALGAIDA

OTHERS

COSTA NORD, VALDEMOSA
WAX MUSEUM, BINISSALEM
MUSEUM OF TOYS AND CHILDHOOD, SA POBLA
ARTÀ REGIONAL MUSEUM
MUSEUM OF THE SEA, PORT DE SÓLLER
LLUC MONASTERY MUSEUM
MUNICIPAL MUSEUM, POLLENÇA
MUSEUM OF SAINT ANTHONY AND THE DEVIL, SA POBLA
SÓLLER MUSEUM

ARCHAEOLOGICAL SITES WITH VISITING TIMETABLES

CAPOCORB VELL, LLUCMAJOR
POLLENTIA, ALCÚDIA
SES PAÏSSES, ARTÀ

Pilar & Joan Miró
Foundation,
Palma

Craft market



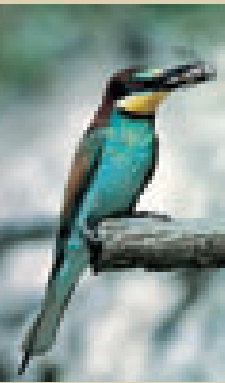
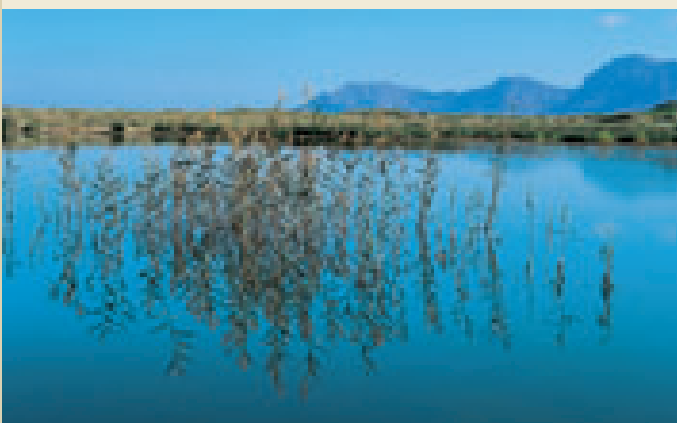
*Sea bed in Cabrera*

The island's treasure

NATURE

Serra de Tramuntana mountains

S'Albufera is to migratory birds what Son Sant Joan is to aeroplanes: this is where birds stop over. With its 2,400 hectares, S'Albufera is the largest wetland on Mallorca. A project to drain it did not prosper and in 1985 the authorities purchased the whole area in order to preserve it. It is a paradise for "birdwatchers", those enthusiasts armed with binoculars, reference books and inexhaustible patience. In S'Albufera 196 bird species have been detected, a number which varies depending on the season as this enclave is used as a bridge for the great North-South migrations. Today 40 percent of Mallorca constitutes protected areas. Amongst them are Spain's first national maritime and land park, the Cabrera archipelago, as well as the island of Dragonera. But the largest protected surface on the island is the Serra de Tramuntana mountain range.

*Bee-eater**Son Serra de Marina**Serra de Tramuntana**S'Albufera natural park**Cabrera national maritime and land park**Sa Calobra*

FOR ITS RECONSTRUCTION WERE INTERCEPTED BY THE PIRATES.

A DRAMA OF EPIC DIMENSIONS TOOK PLACE ON THE ISLAND DURING THE WAR OF INDEPENDENCE IN 1808. AROUND 9,000 FRENCH PRISONERS OF WAR WERE IMPRISONED ON CABRERA, WHICH HAD NEVER HAD A PERMANENT POPULATION OF MORE THAN AROUND FIFTY PEOPLE THROUGHOUT ITS HISTORY. WHEN THE WAR ENDED SIX YEARS LATER, ONLY 3,600 SURVIVORS WERE LEFT.

IN 1916 THE ISLAND, WHICH HAD HITHERTO BEEN PRIVATE PROPERTY, WAS EXPROPRIATED TO BE TURNED INTO A MILITARY ZONE. ITS CONDITION AS SUCH PROTECTED IT FROM DEVELOPMENT AND ITS ECO-SYSTEM REMAINED PRACTICALLY INTACT. THE VISITING REGIME IS EXTREMELY STRICT AND ANCHORING OF PLEASURE BOATS IS LIMITED. IT IS, IN SHORT, ONE OF THE BEST-PRESERVED JEWELS OF MALLORCAN NATURE.

PIRATES, PRISONERS, NATIONAL PARK: THE CABRERA ARCHIPELAGO

IN ITS DAY CABRERA WAS A TRAP FOR SAILORS. THIS ARCHIPELAGO, WITH ITS 18 ISLANDS AND A TOTAL SURFACE AREA OF 1,836 HECTARES, IS EXTREMELY WELL-KNOWN AMONGST DIVERS AND ARCHAEOLOGISTS DUE TO THE QUANTITY OF SUNKEN BOATS.

FROM THE 16TH CENTURY ON TURKISH AND BERBER PIRATES DISCOVERED THE ARCHIPELAGO AS THE IDEAL BASE FOR THEIR FORAYS ON THE COAST OF MALLORCA. A SMALL FORTRESS WAS BUILT TO WARN OF THE DANGERS, BUT IT WAS DESTROYED ON NUMEROUS OCCASIONS. DURING ONE PERIOD THE DANGER WAS SO GREAT THAT EVEN THE SHIPS THAT BROUGHT MATERIALS

Mallorca

GEOGRAPHICAL MAP



INFORMATION OF INTEREST

www.illesbalears.es

O.I.T. Mallorca (Mallorca Tourist Information Office)

Plaça de la Reina, 2 · 07012 Palma de Mallorca · Tel. 971 17 39 90
www.infomallorca.net

O.I.T. Palma (Palma Tourist Information Office)

Parc de les Estacions, s/n · 07002 Palma de Mallorca · Tel. 902 10 23 65
www.palmavirtual.es · palmainfo@a-palma.es

Centre d'Itineraris Turístics

Sant Domingo, 11 · 07001 Palma de Mallorca
 Tel. 971 72 07 20 / 636 43 00 00
 e-mail: itinerariosculturales@caib.es

Foundation for the Sustainable Development of the Balearic Islands

Avda. Palma, 6 · 07170 Valldemossa · Mallorca (Illes Balears)
 Tel. 971 21 31 14 Fax 971 21 31 15
www.balears-sostenible.com



IMPORTANT GEOGRAPHICAL DATA

Surface: 3,640 km²

Coast: 554.7 km

Maximum height: 1,432 m (Puig Major)

Average annual temperature: 18.7°C

Hours of sunshine, annual average: 2,958.7

Number of inhabitants: 753,584



© Institut Balear del Turisme (Balearic Institute of Tourism)

© Texts: Comunicació Creativa

© Photos: Ibatour photographic archives, Pedro Coll, Fco. Llompert, Manuela Muñoz, Eduardo Miralles, W. Obiol, Climent Picornell, Jaume Pellicer, Pep Vicenç, Cati Grunfeldt, Giorgio Gatti, Gaspar Monroig, Comunicació Creativa photographic archives.

Design: Comunicació Creativa

Printed by:

D.L.: PM-1538-2006

The data in this brochure are valid at the time of publication, 07-2006.

Please inform us of possible modifications for the purpose of including them in future editions.

C/ Montenegro 5, 07012 Palma (Mallorca, Balearic Islands)

e-mail: general@ibatur.caib.es



www.illesbalears.es