



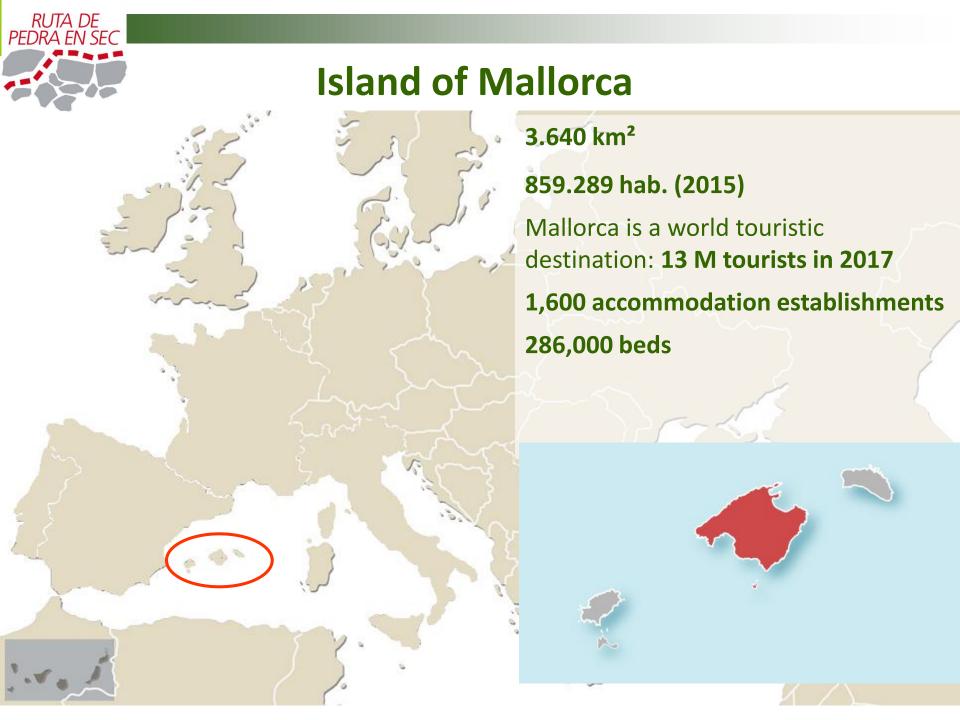






DESTISMART LAUNCH CONFERENCE

Thessaloniki, 27-28 september 2018



OUR STRATEGY: PROMOTING HIKING ACTIVITY + HERITAGE RECOVERING/ENHANCING

- Environmentally friendly: low impact
- Interest in discover the region by walking on it
- Contributes to enlarge touristic season
- Main reason to recover the rural heritage in the surroundings of the Hiking Routes



HERITAGE RECOVERING/ENHANCING





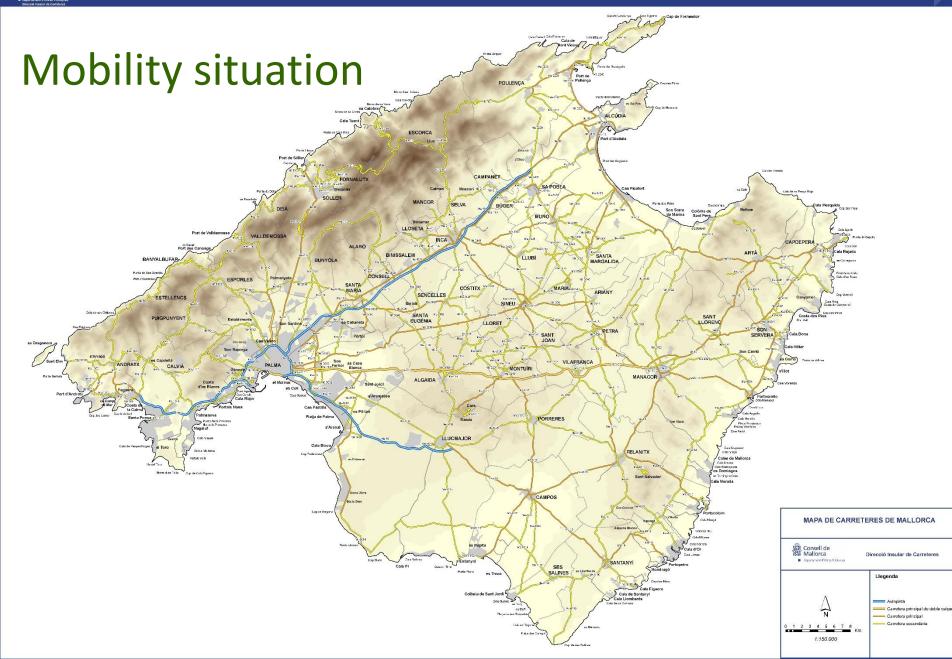














Mobility situation: TRAIN

1 public Railway: Palma-Inca-Manacor

Tren de Sóller: Palma-Sóller, touristic, attraction

itself







Mobility situation : CAR

Main transport system, both for locals and for visitors:

560,000 local cars 60,000 rentals cars



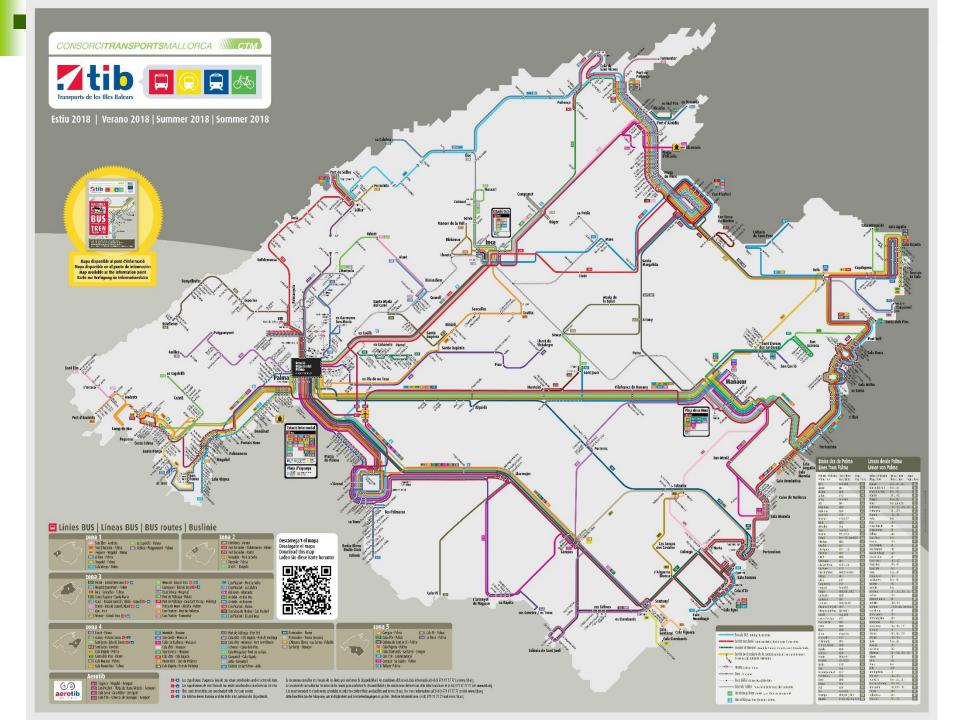
Mobility situation: BUS



- Large network, that links all the towns, villages and main tourist sites
- Improving in the last years with more nº routes and buses and communication for visitors

But:

- For the mountain area lower frequencies during winter, problem capacity (more demand than offer)
- Overcrowded main touristic spots, with saturated access





SPECIFIC PRIORITIES

- ✓ Promote sustainable transport to access to natural areas, mainly the ones managed by the Consell de Mallorca
- ✓ Promote hiking activity in natural areas
- ✓ Promote measures and solutions for people with disabilities
- ✓ Improve the accessibility by public transport to the trekking network

Thank you!