

Orizonia joins the Palma de Mallorca 365 Tourism Foundation

Palma City Council and the tourism sector have signed the cooperation protocol for the Palma de Mallorca 365 Tourism Foundation

16/01/2012

Mateo Isern: "We have officially launched the Palma de Mallorca 365 Tourism Foundation; a new way of managing tourism promotion in this city has today become a reality."

Álvaro Gijón: "Once again Mallorca is innovating with respect to tourism, as this foundation and its structure do not exist in any other place in the world."

Palma, the 16th of January, 2012.- The Mayor of Palma, Mateo Isern, presided over the official signing of the cooperation agreement for the Palma de Mallorca 365 Tourism Foundation, which took place this morning in Bellver Castle. The event was presented by the First Deputy Mayor for Tourism, Álvaro Gijón, who spoke of his great satisfaction at the fact that this year Palma will have a public-private foundation in order to promote the city as a year-round holiday destination.



The event was also attended by leading figures from government bodies, such as the President of the Community of the Balearic Islands, José Ramón Bauzá, the President of the Council of Mallorca, Maria Salom, the Secretary of State for Tourism, Isabel Maria Borrego and the Delegate of the Government of the Balearic Islands, José María Rodríguez.

Company signatories as foundation board members
The Palma de Mallorca 365 Tourism Foundation is funded by mixed capital from both the public and private sector. The public part of the new foundation includes, in addition to Palma City Council (including opposition members), the participation of the Council of Mallorca, the Port Authority and, once administrative procedures have been resolved, the airport authority, AENA will also be taking part.

Private sector participants who have signed as board members, in alphabetical order, with respect to company names are; Miguel Pardo, on behalf of Acciona Trasmediterránea, Álvaro Middelmann, from Air Berlin, José María Hoyos, from Air Europa, Francisco José Vilà, of Arabella-Starwood, Mario Sennacheribbo, from BC Tours, Enrique Ybarra, from City Sightseeing, Pere Roser, from DOME Consulting, Lorenzo Jaume from the Trui Group, Martín Amengual, from IBACAR, Miquel Fluxà, from Iberostar, Ovidi Andrés, from Logitravel, Gabriel Escarrer Jaume, from Melià Hotels International, Víctor Bañares, from Orizonia, Antonio González, from Palma Aquarium, Carmen Riu, from Riu Hotels & Resorts and Joan Vilà, from TUI Travel's Hotelbeds.

The event was attended by a large audience, among whom were prominent representatives of the tourism sector, such as Joan Gual de Torrella, the President of the Chamber of Commerce, Pedro Iriondo, the President of Mallorcan Tourism Development, Sylvia Riera, the President of AVIBA, Bartolomé Servera, the President of Afedeco, Immaculada Benito, from the Mallorcan Hotel Federation, Gonzalo Echevarria, from the Palma Hotel Association, Javier Vich, from the Hotel Association of Cala Major and Sant Agustí, as well as members from various public institutions.

Mayor Mateo Isern thanked the support of the public authorities and gave special appreciation to all those private companies who have taken part in this project, which "was created with the intention of establishing cooperation among everyone." Mayor Isern stated that with the formal signing as board members, "We have officially launched the Palma de Mallorca 365 Tourism Foundation; a new way of managing tourism promotion in this city has today become a reality."

Mateo Isern stressed that this is a priority project for the entire team on the municipal government, as part of its programme, and he stated that the initiative "motivates us and fills us with confidence for the future". Mayor Isern also noted that, with the creation of the foundation, "we are not creating another body for managing promotion; the foundation will be the only organisation which carries out tourism development for the city." To this end Mayor Isern emphasised the importance that tourism has for this legislature, as it is "our big opportunity and our leading commitment."

Public-private cooperation

The Deputy Mayor for Tourism, Álvaro Gijón, began his speech by stressing the importance of public-private cooperation, which in his words, "is fundamental when it comes to lending value to a destination. Today public bodies and private companies have joined forces in order to effectively manage the city's tourism promotion." As such, he added, "today is an important day, we are establishing the foundations of a new form of managing tourism interests in Palma."



The foundation's main objectives will include the evaluation of the tourist-based, cultural and heritage-based resources of the city, in addition to the rest of Mallorca, the promotion of the active presence of the

city and the improvement of the tourism offer of the city through the creation, development and promotion of innovative and differentiated tourism products. Councillor Gijón emphasised the importance of diversifying promoting and consolidating various tourism products, such as culture, gastronomy, shopping, sporting events, golf, sailing, conferences, cruises and wellness."

Councillor Gijón pointed out that the launch of the foundation, in his words "has today become a reality", so fulfilling a campaign commitment.

Mr. Gijón explained that the Palma de Mallorca 365 Tourism Foundation has a mixed basis, with capital from both the public and private sector. The foundation also has an advisory board which comprises professionals from the tourism sector, who will be providing their knowledge and expertise while promoting activities aimed at increasing tourism and commercial demand in the city of Palma.

Councillor Gijón stated that "Once again Mallorca is innovating with respect to tourism, as this foundation and its structure do not exist in any other place in the world." Mr. Gijón ended his speech by thanking the Mayor of Palma for "his support and firm conviction with respect to this project."

The Vice-president and Managing Director of Meliá Hotels Internacional, Gabriel Escarrer, expressed thanks to the council for the initiative, on behalf of all foundation members, while adding that "Palma will rise to the occasion."

Source:

http://www.palmademallorca.es/IMI/PORTAL/PRD/fnot_d4_v1.jsp?contenido=61065&tipo=8&nivel=1400&language=en