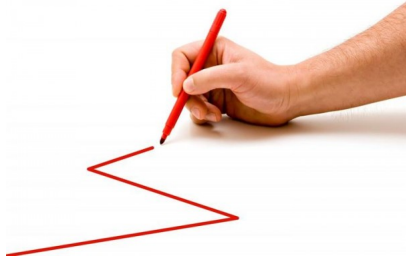


MALLORCA FACING DROP IN TOURISM ARRIVALS



The tourism increase expected at the beginning of the year for the largest Balearic Island Mallorca has not occurred yet. After the record of 2013 with 9.488 million arrivals (+ 3.4%), it was expected the increase will continue this year. However, the first six months of 2014 show that tourist numbers are going down.

Between January and June, almost 2.5% fewer guests arrived to Mallorca compared to the same period last year. **The drop is attributable to the weaker interest especially among international tourists (-2.7%).**

Germany - the by far largest source market - went back by almost 3.9% to 1.487 million arrivals. The trend is quite different for Austria however - the amount of Austrian arrivals grew by 8.1% to 70.653 arrivals.

Mallorca's hoteliers are also not satisfied regarding the unexpected decline. The occupancy rate slightly went back but a higher profitability was reported on.

Among the reasons for the drop in demand is the FIFA world championship as well. Big events of this type usually lead to a slight decline for bookings. Mallorca is also feeling the strong recovery of Greece.

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<http://www.tourism-review.com/mallorca-decrease-in-tourism-arrivals-bothers-the-hoteliers-news4229>