

WARNING: SPANISH ISLANDS BAN 'DRINKING TOURISM' AND BALCONING



The government of the Balearic Islands decided to ban the so-called 'drinking tourism' which represents visiting a country merely for alcohol consumption. Drinking tours will be banned in the busiest areas of Mallorca and Ibiza, specifically in Playa de Palma, Magaluf (Mallorca) and the West End of Sant Antoni (Ibiza).

The authorities of the Spanish islands have approved a one-of-a-kind law in Europe, which aims to limit alcohol consumption among visitors, as well as expel from hotels those **guests who practice 'balconing', a term used to describe the act of jumping into a swimming pool from a balcony**, something that resulted in the deaths of 8 visitors last year.

The rule, which includes fines of up to 60,000 euros, prohibits all advertising regarding alcohol consumption, alcohol trips, open bars, happy hours, promotions such as 'buy one, get one free', and self-serve alcohol dispensers.

Boat parties will also be restricted, and stores will stop selling alcoholic beverages between 9:30 PM and 8:00 AM. The measure is valid for five years and will be enforced immediately with the agreement among all municipalities and the hotel industry.

A New Tourism Model

Iago Negueruela, Minister of Economic, Tourism and Employment of the Balearic Islands, said that this regulation aims to fight overtourism, encourage civility and promote the islands as a quality destination. "We are committed to a sustainable tourism model and we want to improve the coexistence between tourists and locals," said the Minister.

The Balearic Islands are a very popular destination in Spain, receiving approximately 13 million visitors a year, including many young Europeans, mostly from Germany and the United Kingdom.

Cheap Travel

Cheap flights and affordable prices in the Spanish islands attract many young people every year, who have **caused discomfort and tension among locals due to bad behavior**.

This new form of sustainable and respectful tourism is what the regulations intend to achieve, and steer away from a tourism model that has affected both the Balearic Islands as well as other popular destinations such as Barcelona.

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