

DRUNKEN TOURISM IN MALLORCA IS ALARMING AGAIN



The well-known party spot, located away from Palma, is once again filled with tourists who enjoy partying. The beach, called Playa de Palma, is a popular drunken tourism destination for German amateur soccer players, women groups, and drunken friends during the summer. Additionally, tens of thousands of Spanish high school graduates choose this location to party in style.

Numerous bars and nightclubs can be found along the beach promenade, which is over five kilometers long. One problem is that people tend to celebrate on the streets. **In 2015, the Palma Beach initiative was established to transform the tourist district into a high-quality location rather than just sidewalks and bars serving beer.** While having fun and having a good time is not a problem, it should not be done on the streets for days and nights on end.

The Alarming Situation in Playa de Palma

The Association of Hoteliers of Playa de Palma, representing 144 hotels, aims to promote the place as a family destination rather than just a party spot. However, during the summer season, the reality is different. Loud music from laptops, empty beer bottles scattered on the sand, people stumbling around in drunkenness, and unpleasant smells of urine, beer, sunscreen, and fried food are standard. Alcohol is easily available in nearby supermarkets.

Hoteliers, restaurateurs, and nightclub owners' associations have released a statement condemning the "intolerable" incivility in Playa de Palma. According to them, the uncontrolled consumption of alcohol on public streets and the absence of effective administrative regulations to punish such behavior threaten the present and future of this critical tourist destination.

The City Council has been addressing drunken tourism for years. It is widely agreed that such tourism is not desirable as it works against the goal of promoting sustainable, responsible, and high-quality tourism. The 2020 "Law against excessive tourism" reflects this objective. However, these efforts have not yet been successful.

Locals Call for More Police

The hospitality and entertainment sectors are not the only ones requesting "strong measures" from authorities. Locals also desire increased vigilance from police patrols currently scarce on the beach. A potential solution could be to adopt Amsterdam's approach, where offenders are immediately fined on the street. However, in Playa de Palma, police personnel are scarce. Motorcycle or car patrols are ineffective, and locals believe police officers should walk the streets and engage with tourists directly.

However, achieving this goal is challenging in Spain due to the complexity of punishing foreign offenders. Unfortunately, Palma de Mallorca has yet to find an effective way to address these cases. The Spanish legal system does not permit the immediate collection of fines imposed by municipal ordinances.

Restaurateurs in Mallorca Call for a Ban on Outdoor Alcohol Consumption

The aim is to pave the way for quality tourism in Mallorca, not drunken tourism. The behavior of many tourists would deter the desired target group. **Region's restaurateurs have worked to improve the island's image for years.**

In particular, the AHPP Hoteliers' Association, the CAEB Restaurant Association, and the ABONE Nightclub Association have called on the island's authorities to ban alcohol on the streets. This has long been the case in Amsterdam. The island's ruling conservative People's Party plans to heed the call and implement the ban soon.

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