

Fundació Mallorca Turisme Rewarded for Excellence with UNWTO.QUEST Certification

The World Tourism Organization (UNWTO) has awarded its UNWTO.QUEST Certification to Fundació Mallorca Turisme. The award further advances UNWTO's work to promote and recognize excellence and quality in destination management for the benefit of the whole of the sector. At the same time, it boosts competitiveness in Mallorca, one of Europe's top destinations, and emphasizes the importance of placing sustainability at the heart of future growth.

Fundació Mallorca Turisme, a UNWTO Affiliate Member, becomes the fourth DMO (Destination Management Organization) in the world and the first in Europe to receive the UNWTO.QUEST Certification. The international benchmark was created to enhance and recognize excellence and quality in the three key performance areas at the DMO level: strategic leadership, effective execution and efficient governance

Fundació Mallorca Turisme ranked particularly highly in the fields of promotion and communication and in fostering large events. The DMO was also recognized as an inspiring example in the advancement in competitiveness and for working with other public institutions and relevant partners, including academia.

Welcoming the news, Catalina Cladera, President of the Consell Insular de Mallorca, said: "Mallorca is proud to have obtained the UNWTO.QUEST Certification, a distinction that positions us as one of the leading tourism destinations for efficient governance, strategic leadership and effective execution of plans and actions. Our island has demonstrated, through this comprehensive examination, that the strategy and formulas for tourism management are in line with the principles promoted by UNWTO."

UNWTO.QUEST Certification, which is valid for four years, with possibility of renewal, is an example of the UNWTO's leading work in the field of tourism standards. The initiative highlights the importance and success of public-private-community partnerships as well as horizontal and vertical cooperation in institutional governance. UNWTO.QUEST aims to strengthen internal and institutional capacities to face pressing challenges, among them reviving their reputation and brand, restoring tourists' confidence and boosting demand.

Related Links:

<https://www.unwto.org/UNWTO-quest>

UNWTO Guidelines for Institutional Strengthening of Destination Management Organizations (DMOs) - <https://www.e-unwto.org/doi/pdf/10.18111/9789284420841>

[UNWTO Destination Management](#)