

Mallorca Joins UNWTO's Network of Sustainable Tourism Observatories

Madrid, Spain, 7 June 2021 – *The World Tourism Organization (UNWTO) has welcomed Mallorca's Sustainable Tourism Observatory into its International Network of Sustainable Tourism Observatories (INSTO).*

Mallorca, one of Europe's top destinations for more than 70 years, welcoming millions of visitors every year, becomes the latest member of UNWTO's global INSTO network. The Mallorca Sustainable Tourism Observatory (STO) is a key new element of the island's strategy to preserve the destination and assess how the sector affects the natural environment, economy, and residents.

The Observatory will systematically monitor the environmental, social and economic impact of tourism and so facilitate evidence-based decision making. Key objectives for the island's tourism sector include promoting a circular economy within hospitality, reducing the overall carbon footprint, and promoting local gastronomy to enhance Mallorca's reputation and increases its appeal.

Commenting, UNWTO Secretary-General Zurab Pololikashvili said: "We warmly welcome the Mallorca Sustainable Tourism Observatory into our global network of observatories. As a mature destination, the Observatory's work will generate more and better evidence of the economic, environmental and social impacts that tourism has on the destination. This will further facilitate the decision-making process and ensure that tourism can continue to be a tool for sustainable development."

Catalina Cladera Crespí, President of the Consell de Mallorca said "The Mallorca Sustainable Tourism Observatory will play a fundamental role in monitoring and dealing with issues like job creation and sustainable production and consumption, public health and safety and security, human rights, quality education and inequalities. Being part of UNWTO's global network of observatories will help Mallorca become a more dynamic, attractive and sustainable destination."

The Mallorca Sustainable Tourism Observatory is managed by the Fundació Mallorca Turismo, part of Mallorca's Island Council and is supported by the local and national Spanish public and private sector. This is the third Observatory in Spain, following on from the inclusion of the Navarre and Canary Islands Tourism Observatory into INSTO, and brings the worldwide total to 31.

About INSTO

The UNWTO International Network of Sustainable Tourism Observatories (INSTO) was created in 2004 with the main objectives of supporting the continuous improvement of sustainability and resilience in the tourism sector through systematic, timely and regular monitoring of tourism performance and to connect dedicated destinations, helping them to exchange and improve knowledge and understanding about destination-wide resource use and the responsible management of tourism.

Related Links

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[Mallorca Sustainable Tourism Observatory](#)

[2020 UNWTO Global INSTO Meeting](#)