

Mallorca

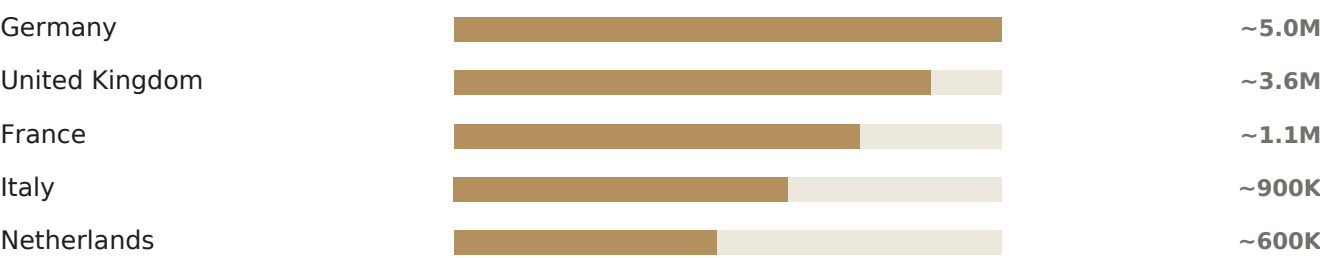
Destination One-Pager

The Balearics’ heavyweight: Deià’s poets’ premium, Port d’Andratx’s yacht money and Palma’s reinvention as a year-round city break. The island no longer sells sun — it sells scarcity.

13.5M

visitors to Mallorca in 2025 — the island drove the Balearics past the 19M record

TOP SOURCE MARKETS



Source: AETIB — Balearic Tourism Agency / INE Frontur — <https://www.ine.es/>

Full destination coverage: <https://travelintelligenceoffice.com/mallorca/>