

## Mallorca Has Been a Holiday Hotspot for Years

Mallorca has estimated that over the last 100 years, nearly 180 million people have visited what is, undoubtedly, Europe's favourite island in the sun. Over those 100 years, these visitors have gone to the beaches, the mega-resorts, the small towns, the farming villages, and the mountains. Majorca has proven that it truly is a destination for everyone.

So what led to this island becoming 180 million people's destination of choice for their holiday getaway? It was not any one incident—as with all good things, tourism in Majorca was influenced by many things. The inception of holidays in Marjoca began with the opening of The Grand in 1903. A hotel designed to cater to the wealthy, it was the first built to address the growing number of visitors the island was seeing. Majorca also decided that, with the influx of visitors, it was time to put together a tourist board to address any potential issues and to develop marketing campaigns to get even more people to visit their great island.

In the 1950s, Majorca decided to use its charming and lush setting as a platform to attract lovebirds who were headed out for a honeymoon getaway. They launched their first-ever marketing campaign targeted at newlyweds who wanted to spend a few blissful days lying around on the beaches. This was also a time when many of the inland communities decided to construct villas and resorts for those who wanted a more secluded holiday experience in which to enjoy their time away.

By the 1960s, aircraft became the primary mode of transportation for tourists. Turbo props began bringing tourists in to the islands airport, and Majorca hasn't looked back since. Over time, they got the speed and convenience of a Boeing 737 on their side, and they quickly learned that they could greet new visitors several times a day. Statistics show that in 1950, the four Balearic Islands combined hosted nearly 100,000 visitors; just 23 years later, Majorca welcomed more than 7 million all on their own!

The capital city of [Majorca](#), which is Palma, was finally given an economic boost in the 1990s. Already rich with architecture and history that visitors were enjoying, this city began to receive a facelift, and new shops and galleries began sprouting up along its streets. To this day, you will find new construction continues in Palma.

Majorca's holiday draw has grown in popularity over the years; there is no indication that it plans on slowing down any time soon. With their continued popularity, they have begun to offer additional holidays that include cycling, walking, hiking, yachting, cultural tours, and yachting. The majority of tourism still occurs during the high season, between April and October; with mild winters though, there is no reason to stay away from November until February.

### About the Author

For holiday information about Majorca, including [cheap Majorca holidays](#) visit YourMajorca.net

The guide also includes the Mallorca weather, [Mallorca flights](#) and a map of Mallorca.

Source: <http://www.travelinghippo.com>