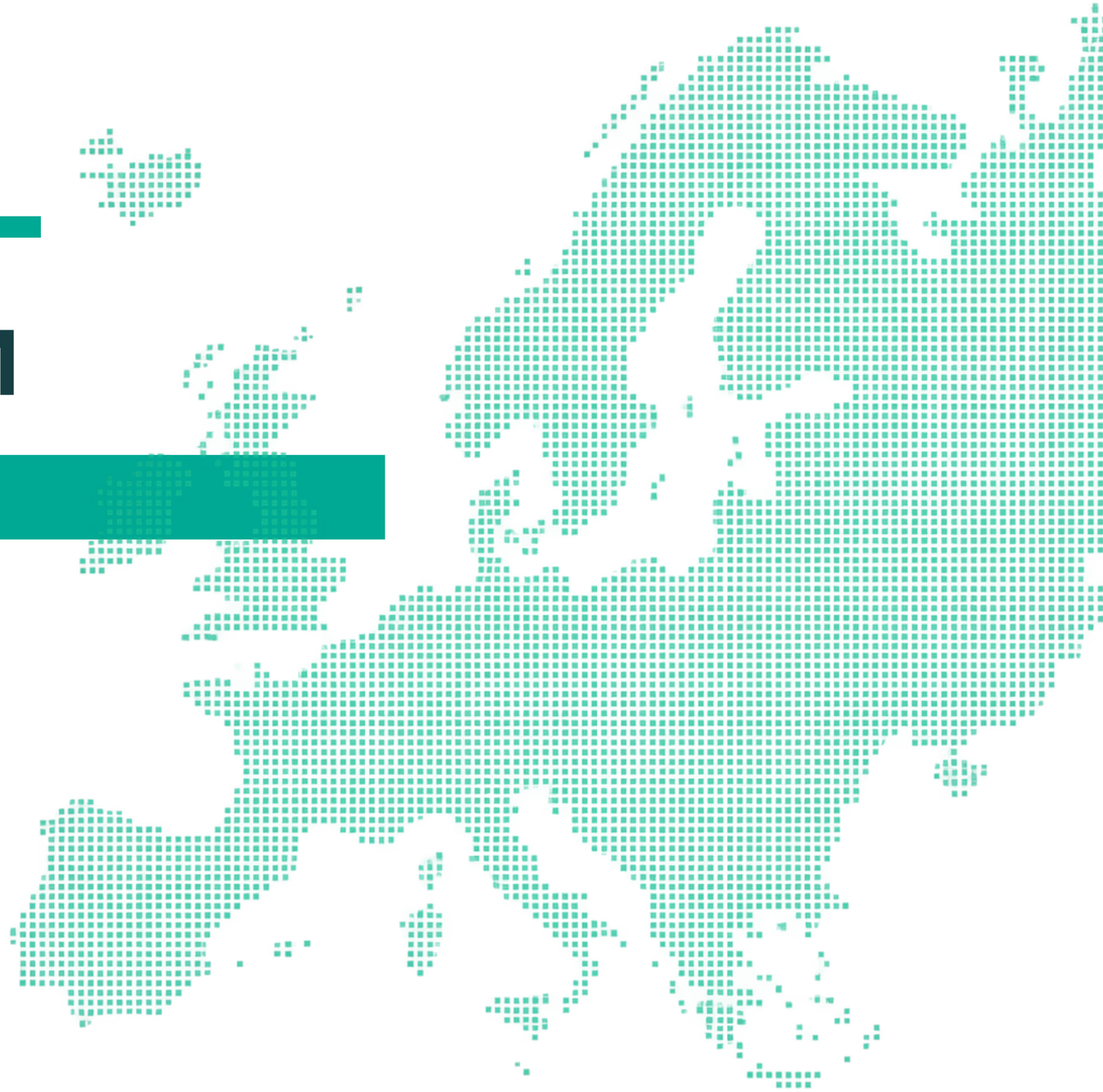
TUI EUROPA FORUM

MALLORCA HOTEL BUSINESS FEDERATION

Guest speaker invitation

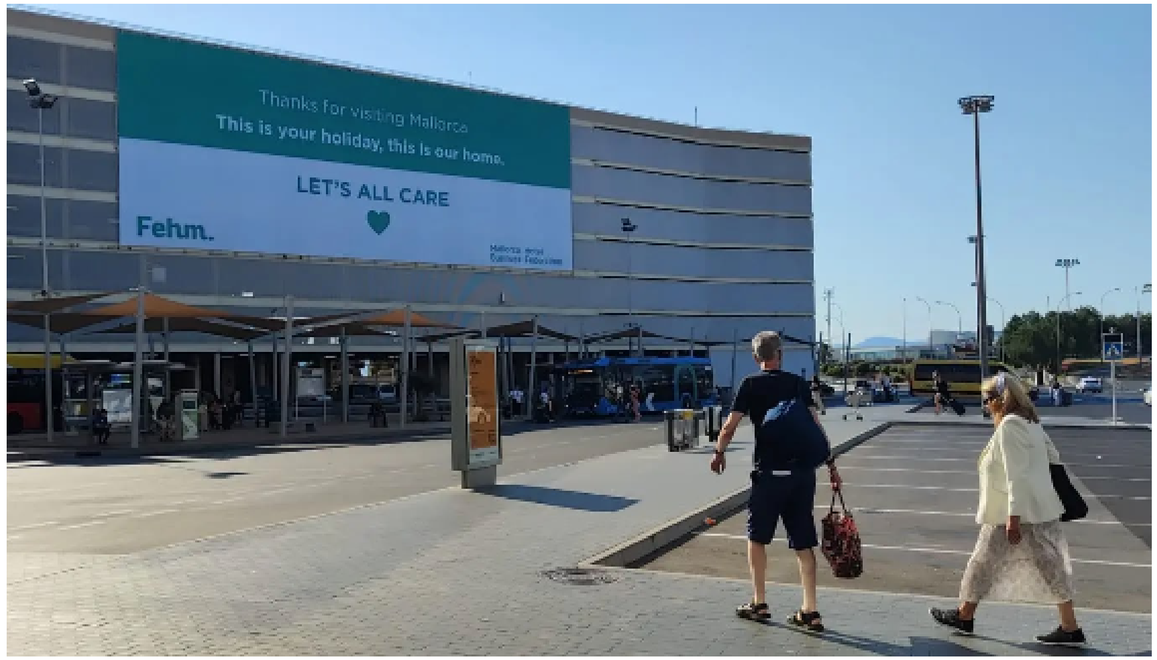
Playa de Palma - 11/11/2026

Fehm.



TOURISM IS PEOPLE

“Look after each other”



2025 | THANKS FOR VISITING MALLORCA

Recognition for those who choose Mallorca, return and keep a bond with the island.

2026 | THIS IS YOUR HOLIDAY. THIS IS OUR HOME. LET’S ALL CARE

Visitors, residents and workers share one reality: caring for the destination.

FEHM: WHO WE ARE

Business representation · Knowledge · Operational capacity

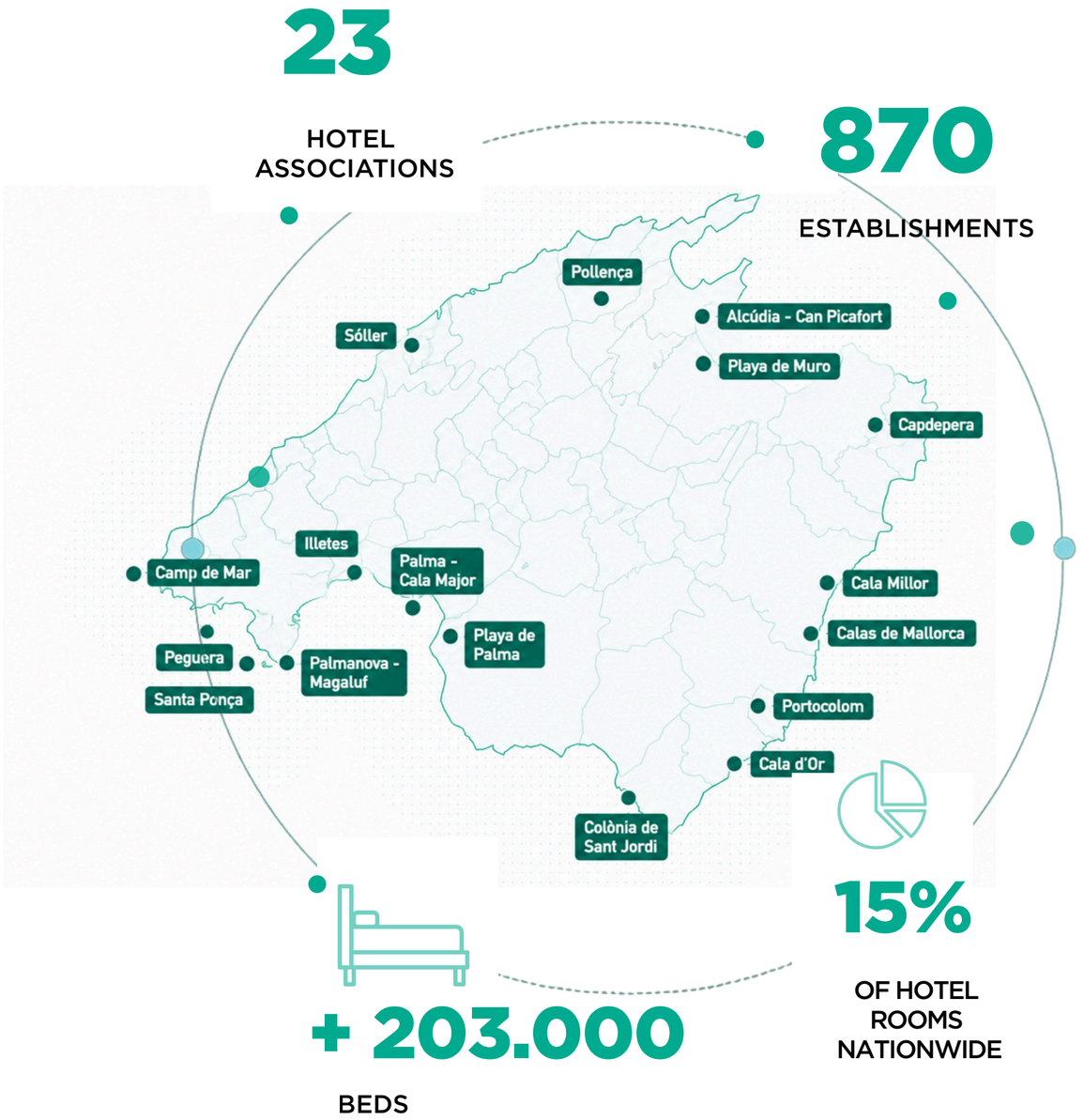
Island and Regional Associations

Reis Association of Mallorca

Balearic Association of Agritourism and Inland Tourism

Member of Spanish confederation of hotels and tourist Accomodation (CEHAT)

Balearic Hotel Chain Association (ACH)



Founded in 1977 · Main tourism business organisation in Mallorca

MALLORCA HAS CHANGED: TRANSFORMATION AND VALUE



The hotel model continues to be the main generator of value, quality and repositioning for the destination.

Stable, high-quality employment

Investment and modernisation

Tax contribution

Professionalisation

Partnerships

BEYOND THE PEAK SEASON: A NEW TOURISM CALENDAR

20%

HOTELS OPEN ALL YEAR ROUND

40%

HOTELS OPEN IN FEBRUARY

70%

HOTELS OPEN IN MARCH

90%

HOTELS OPEN IN APRIL

We drive the island’s economic activity

Better distribution of activity · Job stability · Growing in value

THE AIM IS NOT SIMPLY TO GROW IN VOLUME. IT IS TO GROW IN VALUE.

6%

GROWTH IN HOTEL SUPPLY OVER 12 YEARS

176%

GROWTH IN REGULATED TOURIST RENTALS

Illegal offer affects access to housing and means an unfair playing field

BUILDING ALLIANCES



41

ACCREDITED CONSULAR CORPS IN THE BALEARIC ISLANDS

17 April 2026

First meeting to strengthen coordination, dialogue and international care.

Coordination

Permanent dialogue

International care

Management

EMPLOYMENT, STABILITY AND TALENT

+180.000

WORKERS COVERED BY THE COLLECTIVE AGREEMENT

+13,5%

CUMULATIVE WAGE INCREASE OVER THREE YEARS

34%

CUMULATIVE GAIN IN PURCHASING POWER SINCE 2014

XVII Hospitality Collective Agreement · 2025 – 2028

Professional development and talent are now key strategic assets for managing the complex tourism landscape in Mallorca.

TALENT IS ONE OF THE KEY ASSETS OF OUR DESTINATION.



THE CHALLENGE?

TO GROW BETTER, NOT BIGGER

Economies and regions need to grow, but growth without purpose is meaningless—our goal must be to drive better, more strategic growth.

From quantity to quality. From seasonality to longer stability.

TRIPLE SUSTAINABILITY, A “MUST”: ECONOMY, ENVIRONMENT, SOCIAL

Hoteliers in Majorca are focused on transformation.

Our main goals: balance and co-existence

SERVICES AND MAIN AREAS OF WORK

- TOURISM STRATEGY
- LEGAL ADVICE
- EMPLOYMENT AND COLLECTIVE BARGAINING
- TRAINING
- SUSTAINABILITY
- COMMUNICATIONS AND MARKETING
- INSTITUTIONAL RELATIONS
- SECURITY AND OPERATIONAL COORDINATION
- PARTNERSHIPS