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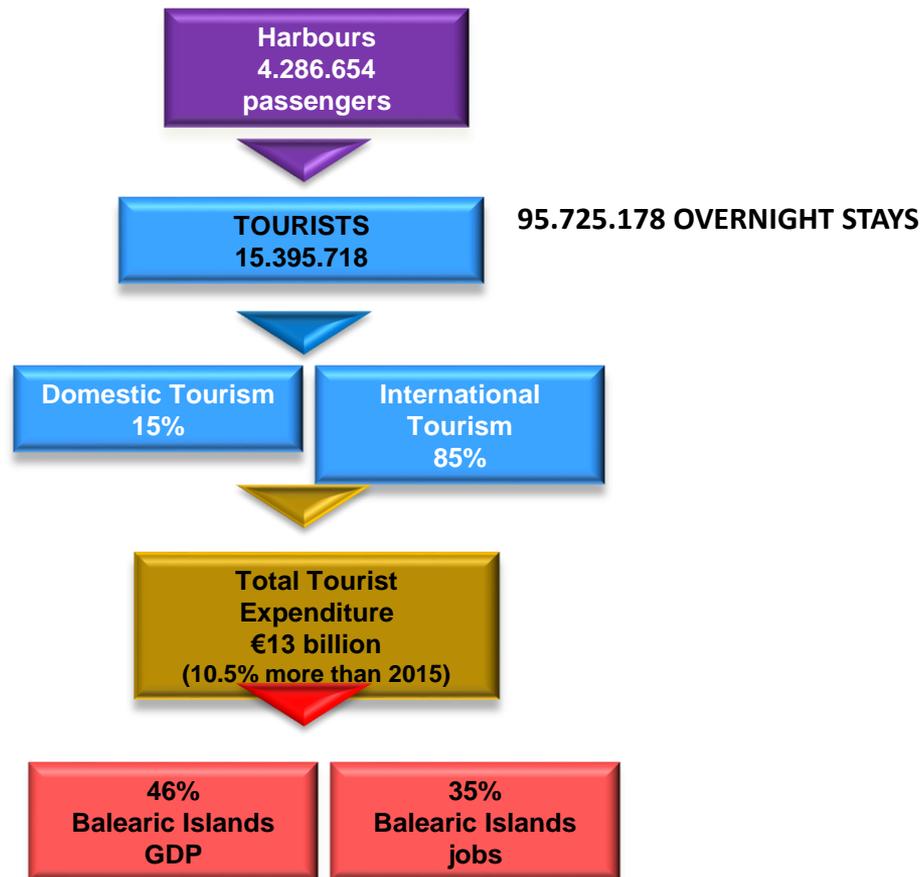
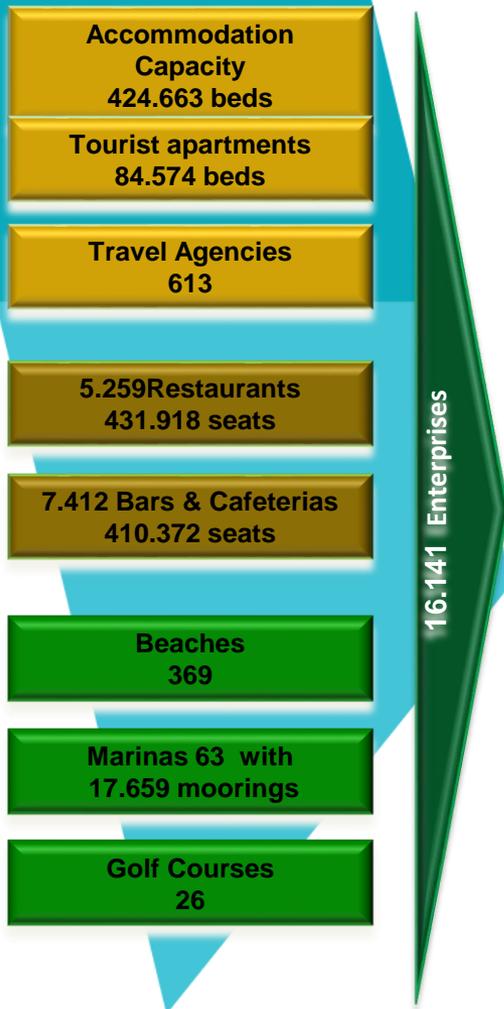
# Balearic Islands Good Practice

**Marga Picornell**

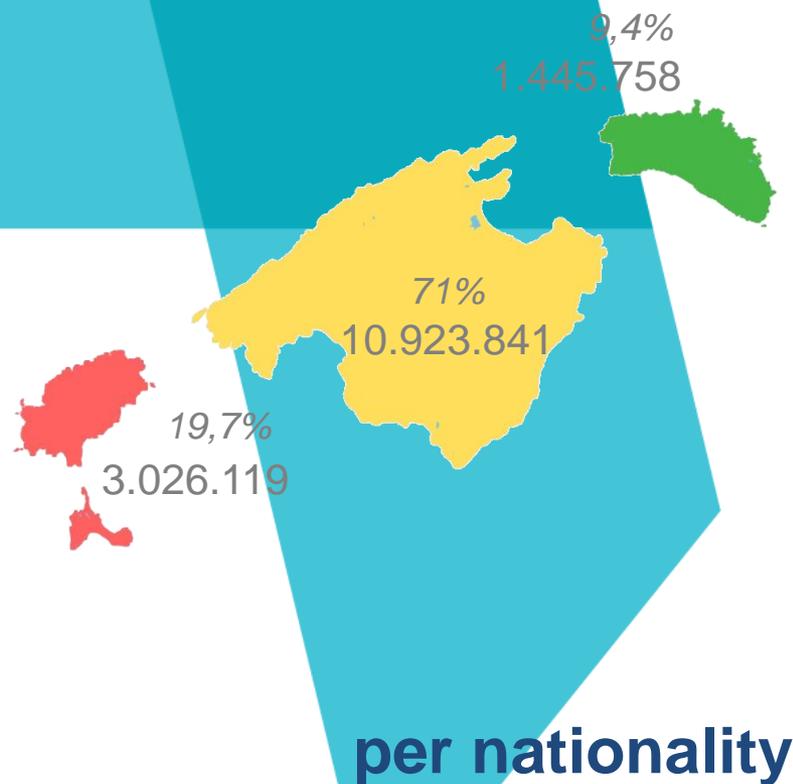
**Balearic Islands Tourism Board (ATB)**

9th October, 2018 | Oudenaarde (BE)

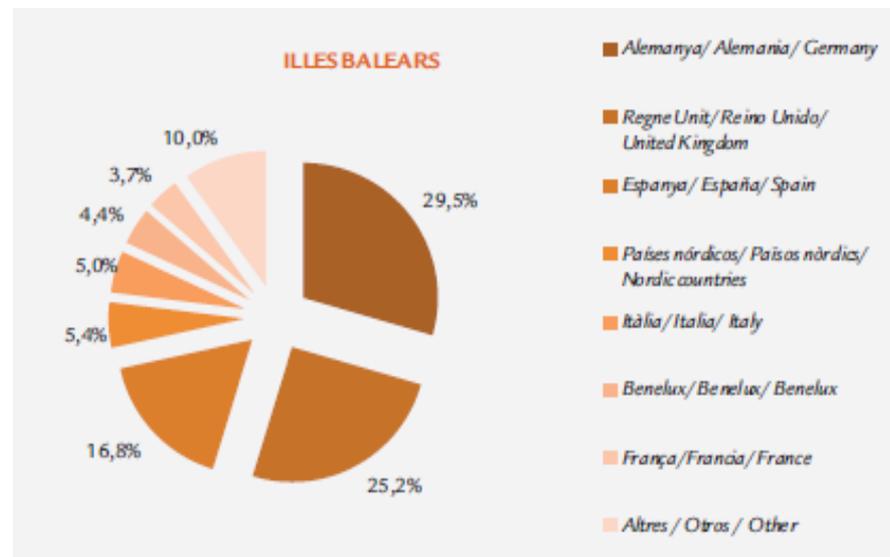
# A powerful tourism production system



## Tourist distribution per islands (2016)



**15.395.718 tourists**  
(+10,8%↑)





ATB News - N°3 - SEPTIEMBRE/OCTUBRE 2016

[Versión PDF](#)



> Català > Castellano

450 expositores, 380 hosted buyers y más de 60 países confirman su participación en IGTM



ATB inicia campaña en los mercados emisores

ATB implantará la "Huella de Carbono"



La ATB ha comenzado este mes una campaña comunicativa en medios que tiene por objetivo la promoción de nuestro destino en los principales mercados emisores.



En su apuesta continua por la mejora y la sostenibilidad, la ATB pretende implantar a partir de 2017 una nueva herramienta de gestión medioambiental: la "Huella de Carbono".

ATB is a public organization that belongs to the regional Ministry of Tourism.

We are responsible for **promoting the Balearic Islands abroad** namely the brands and destinations of: Mallorca, Menorca, Ibiza and Formentera. ATB annual budget is aprox 20M€ but for 2018 our budget has grown up to 88M€ because of ITS.

The Agency has 61 workers, the majority of us holding University Degrees. It is the first public agency in Spain that has been certified with an ISO9001 since Oct2014.

# CAMÍ DE CAVALLS (Minorca)

The “horse path” is certainly one of the greatest attractions of Minorca.



An historical trail of 185 km that goes around the island with 20 waymarked walks to be explored on foot, on horseback or by bike.

Figura 1. Mapa de Menorca on s'indica el traçat del Camí de Cavalls i els seus 20 trams. Font: IDEMenorca



# History

"Camí de Cavalls" is an historical, ethnological and scenic path that has existed since 1330, year in which King James II obliged his knights to have a horse ready for defending the island and its inhabitants.

This strategically sited coastal path was also used by the English and French during their respective periods of dominance of the island (1713 and 1756, respectively). For example, during the first British domination the governor Richard Kane deemed it a 'royal way' in 1736, and therefore ordered it to be, 'Maintained and accessible, as it had been in the past'. The first known map of the island showing the "Camí de Cavalls" dates from 1780 under the French occupation.



# History

Throughout the 20th century, the Camí de Cavalls suffered a notable deterioration mainly due to its lack of maintenance and the disuse of some of its sections. In order to recover it effectively, in the year 2000 the Balearic Islands Parliament passed the "Camí de Cavalls" Law (Law 13/2000 of 21 December), which established the public free use right of the path, in response to public demand.

Finally, in 2012 after restoration works, the path was reopened as part of the European network of long-distance footpaths under the denomination **GR223**.



The path is publicly owned by the Menorca Insular Council and it was declared Heritage Interest Site by the Balearic Islands Gov.



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**CAMÍ DE CAVALLS**  
RUTAS PARA DESCUBRIR MENORCA

## The path and its importance for tourism

The road is closely linked to the tourism diversification strategy for Minorca as an optimal destination to be visited all year round. Along the path private initiatives have emerged offering all kinds of services, such as guided tours, tours by bike or on horseback, transport services along the stages, restaurants, rural hotels, etc.

Moreover, the opening of the path to public use has contributed to the birth of **sports events** that have become powerful tourist attractions such as:



These sports events have become a claim for active tourism in Minorca and have been the basis for the tourism promotion of the island to favour deseasonalisation.

# User profile of the path

74% of users come from outside of Menorca, 42% are Spaniards, 52% foreigners (Europeans).

Most preferred activity is hiking (87%)  
10% biking and 3% horse riding.



The majority of users are middle-aged couples (30-50 y.), intermediate income levels that come on Spring time, and stay on average 10 days in hotel accommod.



## Resources needed

2009: Spanish Ministry of Environment invested 3.5 M€.

Intermediate years:  
investments done by  
Minorca Insular C.

2016: Action Plan to  
recover and improve  
the path 12,000 €  
(Minorca Insular C.)

2017: Balearic Islands  
Government invests 260,000€ coming from the Sustainable Tourism  
Tax.





**Timescale:** 14th century - ongoing

**Main beneficiaries:** residents and tourists

**Stakeholders:** tourism sector, the society and the regional & insular Public Administrations.



“Camí de Cavalls” is considered a site of great historical and natural value. Any sports & leisure activity must be compatible with the preservation, conservation, and integrity of the path.

Fines for alterations range between 30,000€ to 150,000€ (e.g. signage alteration, unauthorized executions, unauthorized felling of trees,...)



# Results

## Evolution of the number of users and activities of Camí de Cavalls

	Number of users	On foot	By bicycle	On horseback
2013	1501	901	600	0
2014	2785	1454	1309	22
2015	4899	2936	1963	0
2016	4981 (+44%)	3166	1775	40

Source: OBSAM - Observatori Socioambiental de Menorca

Surveys to users reveal that the overall rating of “Camí de Cavalls” is excellent (9.2 on a scale of 10). Despite some weak points that need to be improved, **the road is highly valued by the surveyed hikers.**



# Potential for learning

This initiative is a very good example on **how a single tourism product assembles in one different tourism sub-products:** gastronomy, culture, nature, active tourism, health, sport events, rural accommodation, etc.

It also provides economic growth and jobs for the local community and the enterprises established along the path, and it is an important element for the sustainability and the environmental protection of the island.

It also contributes to the improvement of tourism in Minorca as it helps promoting high quality tourism and bringing visitors off-season.



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THE PATH

THE STAGES

THE MAP

MENORCA

BIOSPHERE RESERVE

CONTACT



**Safety and consideration first and foremost**

[www.camidecavalls.com](http://www.camidecavalls.com)



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Thank you!