



Closing Conference
Agria 10th-15th September 2014

VISITOR INFORMATION IMPLEMENTATION PLAN

SERRA DE **TRAMUNTANA** MALLORCA
PATRIMONI MUNDIAL



Consell de Mallorca
Departament de Medi Ambient

ACTIONS IMPLEMENTED

- Social media (april 2014)
- Publication of marketing material (may 2013 / august 2014)
- Publication of an official guide
- Creation of an audio guide based in GPS location for mobile devices

ACTIONS TO IMPLEMENT

- Coordination among tourism information offices
- Specific courses for refuge's staff
- Homogenization of information at destination