



**Closing Conference**  
**Agria 10th-15th September 2014**

# PLACE MARKETING GP TRANSFER PROCESS

SERRA DE **TRAMUNTANA** MALLORCA  
PATRIMONI MUNDIAL



**Consell de Mallorca**  
Departament de Medi Ambient

# OBJECTIVES

- Differentiation with other destinations
- Specialisation of the route
- Orientation of the marketing efforts
- Contribute to diversification from seasonal tourism

# ACTIONS IMPLEMENTED

- Brand and branding procedure (may 2014)
- Initiated trademark registration (july 2014)
- Social media (april 2014)
- Satisfaction survey (september 2013)
- 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

- Positioning the route in traditional channels
- Organization of events
- Development of a tourism intelligence system
- Homogenization of information at destination
- Develop a loyalty programme for visitors