

## The King and Queen of Spain inaugurated the Palau de Congressos Convention Centre in Palma de Majorca in an event featuring Balearic Islands music and culture

The King and Queen of Spain have inaugurated the Palau de Congressos Convention Centre in Palma de Majorca last Monday September 25<sup>th</sup>, at an event named "The show that never ends". According to the Non-Executive Chairman of Meliá Hotels International, Gabriel Escarrer Juliá, "the event aims to highlight all the benefits that tourism has brought to the Balearic Islands and the role that the diversification, quality and competitiveness of our tourism facilities has to play in the future of our economy, in which tourism is the most important industry".

The King and Queen unveiled a plaque commemorating the inauguration, designed by the architect Francisco Mangado, the project director, recently awarded with the prestigious National Architecture Award 2017 for this project. They were accompanied by leading figures from local government as well as representatives of the national government and the most important national institutions. The event was attended by a thousand people, representing the social, cultural and economic fabric of all the Balearic Islands.

The Convention Center in Palma opened in April 2017 after being awarded to the Meliá Hotels International group in October 2016. Since then, the teams at Meliá, the convention center, and the adjoining hotel, the Meliá Palma Bay, led by the Managing Director of the facilities, Ramón Vidal, have focused all their experience and efforts to ensure that this new infrastructure is a financial and reputational success, as well as a means of extending the travel season into the winter months, attracting quality tourism with high purchasing power, such as the Congresses and Conventions segment. According to Vidal, these efforts "have already generated important results, with more than 170 events already held or planned in 2017, and with a positive response from the Spanish and international markets, which has begun to consider Palma as a great destination for meetings and congresses."

The inauguration has been classified as a "sustainable event" due to the fact that Meliá Hotels International will offset the CO2 emissions produced by the event through reforestation activities in the Llevant National Park in Mallorca.