



Palma Strategic Plan

2023-2027

October 2023

Palma Strategic Plan

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“Ante el desafío más grande de la historia de la humanidad, el poder político debe actuar firme e inmediatamente.”

MUHAMMADYUNUS. PREMIO NOBEL DE LA PAZ

Vision

May places rediscover their **historical essence** and present it to their residents and visitors with **distinctive character**.

Palma's vision

Establish itself as a city that sets a **global benchmark for innovation** while reclaiming the **essence of Mediterranean civilisation.**

1. Attributes

2. Values

3. Purpose

4. OKR's

1. Attributes

Cosmopolitan Host

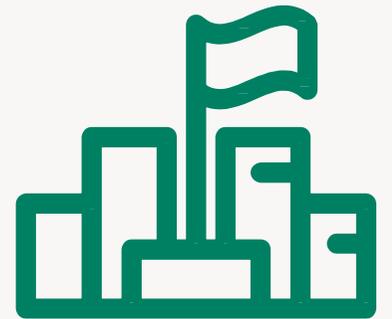
Hosts and welcomes all nationalities, cultures, lifestyles...
while meeting their individual needs.



1. Attributes

Capital

As the capital of the Balearic Islands, it holds a **position of influence** that can be projected onto the world.



1. Attributes

Pioneer

Our island identity positions us at the forefront of many aspects later replicated in other territories. We serve as a miniature model for global trends and have a tradition of solving aspects in a unique way, that were later exported elsewhere.



1. Attributes

Mediterranean

While superbly situated in the Mediterranean, offering **excellent connectivity**, it also preserves many **historical traditions revered** among both residents and an emerging group of visitors.

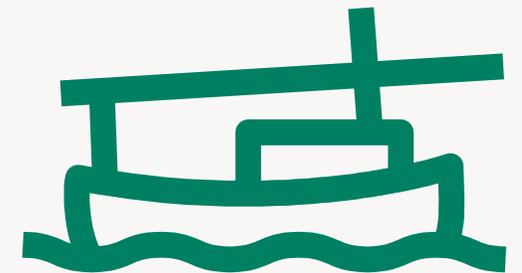


1. Attributes
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2 Values

Tradition

- . **We respect** the territory and the people who inhabit it.
- . **We uphold** our natural rhythm of action.
- . **We cherish** the historical traditions of Mediterranean culture.
- . **We are attuned** to cultural and artistic avant-garde



2 Values

Innovation

- . **We seek** creative ways to **address** existing problems.
- . We firmly believe that innovation is **essential** for sustainable progress.
- . We view technology as a **tool** for transformation and social improvement.



2 Values

Ambition

- . **We think big** and project ourselves globally.
- . **We take risks**, we dare to venture.
- . We seek **local well-being**.



1. Attributes
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3 Purpose

We **spearhead** social, cultural, and technological progress through sustainability to establish Palma as a capital that sets a **global benchmark for innovation** while reclaiming the **essence** of Mediterranean civilisation.

1. Attributes
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4. OKR's

Mediterranean

We define, recover, and enhance the essential assets of Mediterranean civilization.



4. OKR's

Mediterranean

- OKR1** We enhance the value of the Sea as an essential natural asset of Palma by opening our city to the sea and supporting local initiatives for marine environmental protection.
- OKR2** We showcase the classic architectural assets of the city, such as the Cathedral, the Bellver Castle, and the historic district, along with the key landmarks from the city's history that have shaped its character, including the Jewish quarter, stately homes, and more.
- OKR3** We foster a culture that innovatively captures the essence of the Mediterranean through gastronomy, art, music, and events. We enhance our value as an ideal space for cultural creation.
- OKR4** We value the personal quality of life that Palma offers to residents and visitors, respecting its natural rhythm of action.

4. OKR's

Innovation

We are an innovative capital marked by sustainable progress.



4. OKR's

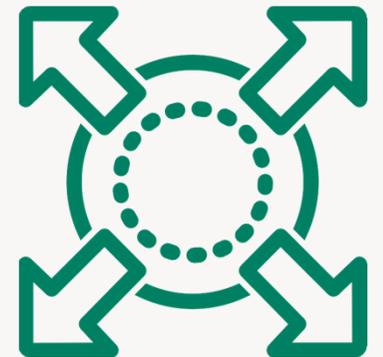
Innovación

-
- OKR1** We are a smart and sustainable capital through the Smart Tourist Destination project.
-
- OKR2** We undertake sustainable planning in urban development, infrastructure, and mobility, integrating the needs of both residents and visitors.
-
- OKR3** We are a safe and accessible capital through the development of the projects 'Palma for All' and 'Palma, a Safe Destination”.
-
- OKR4** We attract business and innovative talent through the Nou Llevant Innovative District Plan.
-
- OKR5** We collect, analyse, and use intelligent data thanks to cutting-edge technological infrastructure, to ensure sustainable progress that integrates visitors and improves the quality of life for residents (STO, Smart Office)
-

4. OKR's

Extended destination

We identify Palma as a territory that encompasses the metropolitan area, Playa de Palma, and Cala Mayor, connecting with neighbouring municipalities



4. OKR's

Extended destination

OKR1 We improve the physical connection between the metropolitan area, Playa de Palma, and Cala Major, as well as intra-municipal connections.

OKR2 We recognise and enhance the essential pillars of positioning that an extended destination encompasses: Mediterranean city, cosmopolitan atmosphere, family tourism, active tourism, sea-friendly water sports, MICE, and digital nomads.

OKR3 We work collaboratively with neighbouring municipalities to create products and services that take place in Palma Bay.

OKR4 We integrate the concept of Palma Bay into the city's positioning.

4. OKR's

Internal cohesion

We achieve a sense of respect and pride in belonging among residents who see themselves as key players in the innovative capital of Mediterranean civilisation.



4. OKR's

Internal cohesion

OKR1 Rebranding of the Palma and Playa de Palma brand, focusing on its attributes, values, and purpose.

OKR2 Communication plan for residents regarding the new brand, its values, and purpose, sharing information sources with visitors through the Palma App and [visitpalma.com](https://www.visitpalma.com).
Activities plan aimed at residents and tourists alike

OKR3 We enhance a sense of pride in belonging by showcasing individuals and initiatives from various sectors, ages, and genders.

OKR4 We create a Plan to attract and retain local professional talent across all sectors.

OKR5 We respect, preserve, and promote traditional commerce and customs as a distinctive element reflecting Mediterranean culture, which endows us with a unique personality.

4. OKR's

External image

We have achieved a global standing as the innovative capital of Mediterranean civilisation.



4. OKR's

External image

-
- OKR1** Specific external communication plan for the new Palma brand and for Playa de Palma as an innovative capital that enhances Mediterranean tradition.
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- OKR2** Identification of and customisation for the various source markets: traditional markets (domestic, British, and German), youth markets (Italian, French, Swedish, Austrian, Swiss), and emerging markets (American and Middle Eastern).
-
- OKR3** We are an international benchmark for hosting congresses, conventions, or events that promote Mediterranean tradition, as well as the avant-garde in innovation and sustainability.
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- OKR4** Presence at events that enhance tradition and innovation.
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4. OKR's

Governance

We effectively manage the Palma and Playa de Palma brand, striking a balance between the local socio-economic contribution it generates and political priorities.

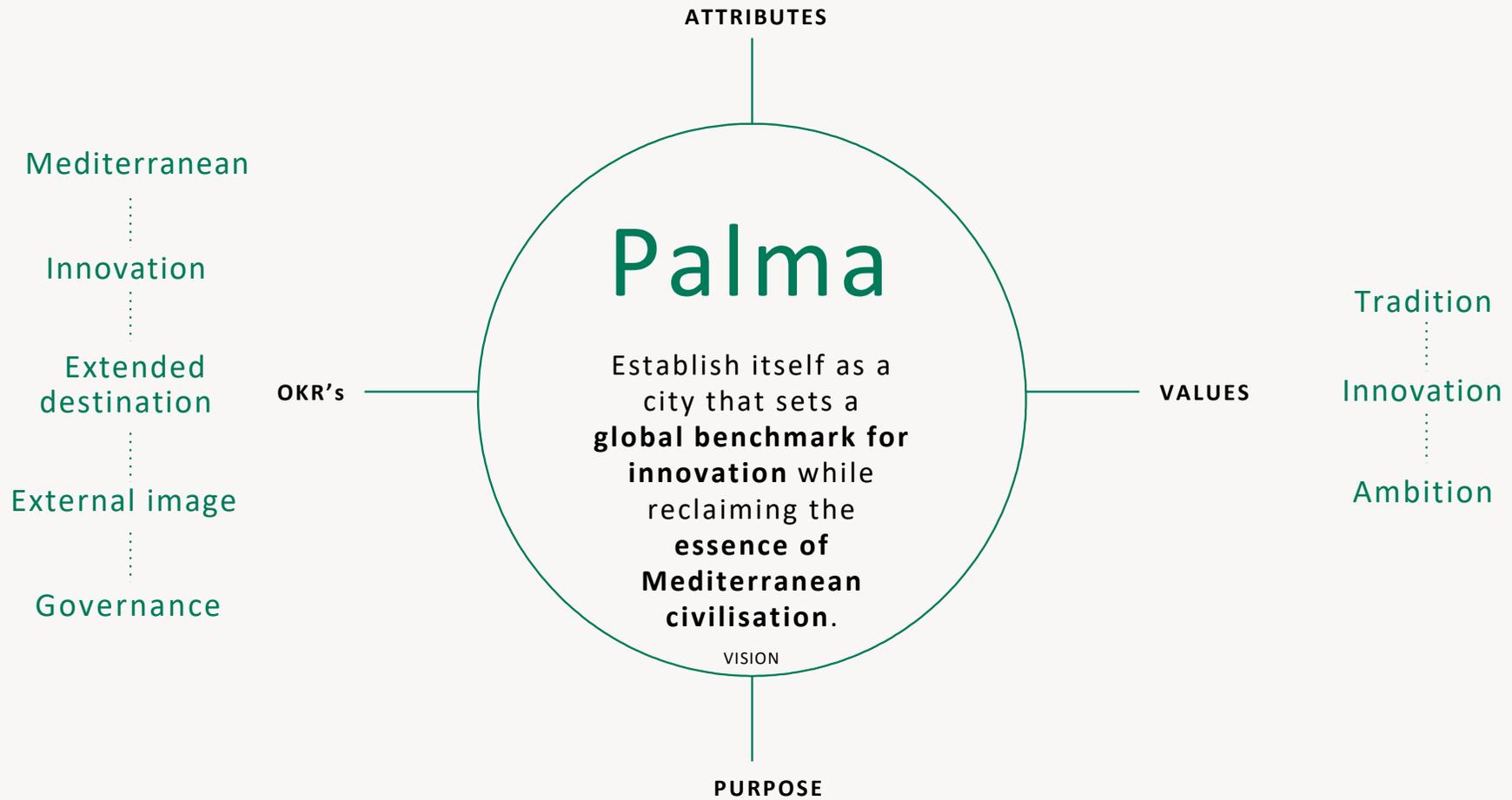


4. OKR's

Governance

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- OKR1** Municipal policy priority in the management of tourism within the territory.
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- OKR2** Fundación Palma 365 is the managing body tasked with ensuring the agility, coherence, and efficiency necessary to build a strong brand.
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- OKR3** Collaborative development of tourism strategies involving the public sector, private sector, and residents.
-
- OKR4** Public-private co-responsibility for the direction, management, and definition of duties and obligations for all involved parties.
-

Cosmopolitan host Capital Pioneer Mediterranean



We **spearhead** social, cultural, and technological progress through sustainability to establish Palma as a capital that sets a **global benchmark for innovation** while reclaiming the **essence** of Mediterranean civilisation.

Thank you!

Palma
Strategic
Plan
2023–2027

Passion for
Palma
de Mallorca