

Majorca Daily Bulletin  
MEDIA GROUP

# GOOD MORNING FRIENDS

APRIL 23 TO 27



## St. George's Week Special

INSIDE: FULL PROGRAMME OF ACTIVITIES IN PALMANOVA FOR ST. GEORGE; PLUS INTERVIEWS WITH LORD JEFFREY ARCHER, MARC FOSH AND PAUL ABREY - THE JOYS OF LIVING IN PALMANOVA



# Long live the friendship between Calvia and England!

It is an honour and a privilege for me, as Mayor of Calvia, to address all English people at this very special moment, as we prepare to celebrate together Saint George's Day in our municipality.

As Mayor, I am deeply proud of the cultural diversity that characterises us, and of the extraordinary British community that is part of our daily life. With over 4,000 British residents in Calvia, most of them English, we are witnesses to the richness they bring to our community.

Next week we will celebrate

Saint George's Day for the first time in Calvia, and I hope it will be much more than just an event, I want it to be a symbol of friendship and camaraderie between our people.

During four very special days, our streets will be filled with joy and excitement as we honour the English tradition. With a craft market and a wide range of cultural, sporting, culinary and children's activities, we want to foster understanding between local society and English culture, as well as between residents and visitors.



By Juan Antonio  
Amengual

Mayor of Calvia

This cultural gathering not only seeks to celebrate our differences, but also to strengthen the bonds that unite us as a cosmopolitan community in Calvia. Our recent history is very much marked by the presence and contributions of English people, whose influence has been fundamental to the development of tourism and the cultural diversity we enjoy today.

Since the early days of tourism, cultural exchange has taken many forms, including numerous mixed marriages that have strengthened our ties and deepened the special relationship we

share. In this spirit of cooperation and mutual appreciation, we look forward to continue building a vibrant and enriching future.

We hope that this festival will quickly establish itself in the local calendar of activities, and that it will become an established annual event in our town, further consolidating our identity as a diverse and welcoming municipality.

A warm welcome to all of you who visit us, and I hope you enjoy this very special celebration, and long live the friendship between Calvia and England!



By Jason Moore

THANK you is not a word you hear used so frequently these days eventhough everyone likes to be thanked and made to feel special. The idea of the

## Everyone likes to be thanked and made to feel special

Saint George festivities rose during a conversation I had with the Mayor of Calvia, Juan Antonio Amengual, shortly after he was elected. You have Saint Patrick's day for the Irish in Santa Ponsa, the beer festival for the Germans in Paguera, why not organise something for the English? I remember saying. The rest

as they say is history and next week Palmanova will host a whole series of events to thank the English (both tourists and residents) for their loyalty over the years. If all goes according to plan Saint George in Palmanova will become a yearly event. I do honestly believe that the English and obviously the British

should be thanked for the contribution they have made and continue to make to Calvia. I sincerely hope that the festivities are a huge success because I think there is something for everyone.

Full marks to the Mayor for his support for this year's special event in Calvia.



**Mallorca  
Bulletin**

**Majorca Daily Bulletin**  
MEDIA GROUP



Founded by **Pedro A. Serra Bauzá MBE** in Palma in 1962

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Published by Ediciones Jemma SL  
Printed at our Group print press (Palma, Mallorca)  
**D.L.PM2319-1962**

# St. GEORGE

From April 23rd to 27th

# 2024



## Passeig de la Mar, Palmanova



# Palmanova's tourism history – UTOPIA AND HILDA OGDEN'S KNICKERS

By Andrew Ede

Palmanova or Palma Nova? The spelling is a source of argument. Some people can even get quite heated about this. They insist that Palmanova is not one word but two, but historically there is no real support for it ever having been two words – in an official sense, that is. The name was an invention from the 1930s, which was when the plan for an urban development project was approved. It's clear where the name came from – Palma – as this was a development on the Bay of Palma. Or is it clear? New Palma, one might think, but what about Palmanova in Italy, a city built in the late sixteenth century following the ideals of a utopia?

The British urban planner Sir Ebenezer Howard is attributed with having founded the garden city movement. Letchworth and Welwyn Garden City

were the fruits of his philosophy, one that had been influenced by a utopian novel. The garden city, therefore, was something of a utopian vision of urban planning, the concentric design principles bearing a

distinct similarity to what was the star fort style used for Palmanova in Italy.

The two spellings have been used interchangeably. If one really needs a definitive source for the current spelling, this



Joy of the package holiday. PHOTO: TREVOR CLARK.

“They insist that Palmanova is not one word but two, but historically there is no real support for it ever having been two words - in an official sense, that is...”



Fun times: PHOTO: TREVOR CLARK.



Mallorca holiday. PHOTO: TREVOR CLARK.

comes from the University of the Balearic Islands, which lists all place names – Palmanova it is. And when one considers what was planned and ultimately approved by Calvia town hall on October 3, 1935, the more one has a sense of the Italian city.

Mallorca's tourism development from the start of the twentieth century was modest until the 1920s. By 1925, improvements to the port in Palma meant that there were more ships – passenger as well as cruise ships. The Fomento del Turismo, aka the Mallorca Tourist Board, had meanwhile

been instrumental in promoting improvements to roads and transport communication.

It was against this background that Llorenç Roses Borràs and his son, Llorenç Roses Bermejo, acquired land

in Calvia from the aristocratic Truyols Villalonga brothers in 1925. The land comprised the old 'possessions' of Ses Planes and Son Caliu. The family fortune had been made in Puerto Rico; from sugar cane and rum. The family left Puerto Rico because of the American Prohibition and father and son now set their sights on a new project – the creation of a tourist resort in Calvia.

The Roses weren't themselves necessarily urban planning utopian visionaries, but they knew a man who was – a Catalan architect, Josep Goday i Casals. He already had experience of developments on the Costa Brava in Catalonia. And it was Goday i Casals who conceived the plan for what was to become Palmanova, a tourist and also residential development on land that was part of the Ses Planes possession (not Son Caliu, despite Son Caliu being right next door).

They looked for an alternative to Son Caliu, the literal meaning of which might be taken to be 'its warmth', but the story goes that it was known as Son Caliu because visitors to Calvia would stop there to smoke cigarettes. Perhaps that didn't sound all that utopian.

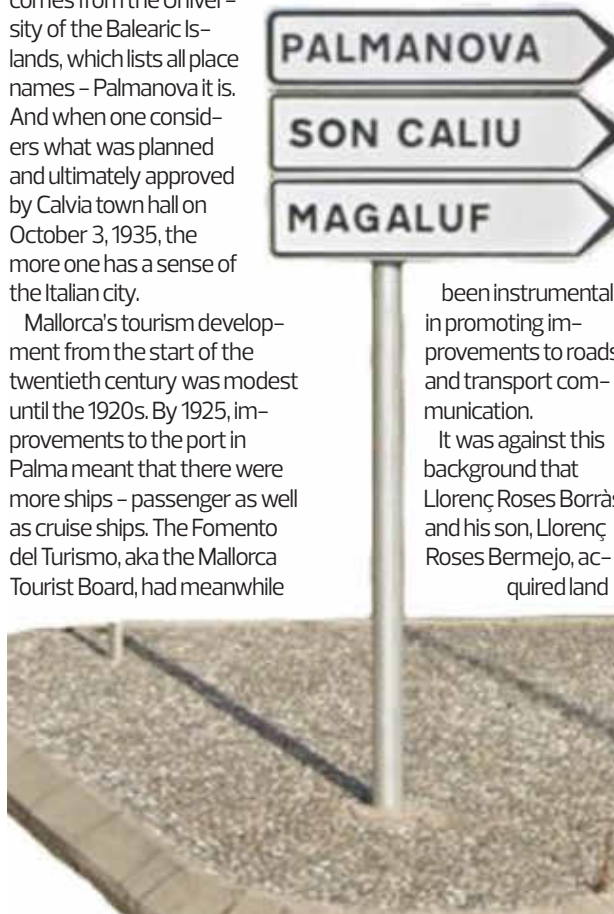
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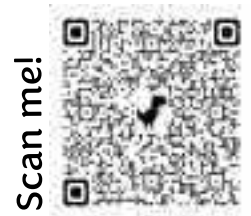
# IMPERIAL PROPERTIES

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The urban planning was along garden city lines, and the project was presented to Calvia town hall and other authorities in a document that Roses Bermejo and Goday i Casals drew up. Replete with images, this was 'Mallorca, la isla de oro', the island of gold. And Palmanova was where the gold was to be mined. Or so Llorenç Roses Bermejo had hoped.

In October 1936, he wrote the following to his wife Dolores: "Forgive me for what I have made you suffer ... . Look after my father well. Love him so much and comfort him for the loss of his son ... . Enjoy everything you can in life. Make life wonderful for the children and for father. I love you and I will die thinking of you and our children. Ask dad to forgive me and my children to forgive my enemies ... . Teach the children, take care of dad and live long for the children and to pray for your husband ... . Goodbye my darling wife ... . My last kiss and goodbye, Llorenç."

A Republican sympa-

thiser, he was subjected to a farce of a trial, having done no more than voice his opposition to the declaration of a state of war in the Balearics by the Nationalist military commander, Manuel Goded, on 19 July. He was executed on November 19, 1936, shot by a firing squad.

His assets were confiscated, but they were to be returned to the family in 1947. His son, Josep Roses Rovira, now restarted the plan for a garden city. Such was the initial success of his scheme that Banca March brought in leading Mallorcan architect Josep Ferragut to extend the development to Torrenova. The first hotels started to be built – the Hotel Playa de Palmanova was the first in 1957. And ultimately there was to be a tourist conurbation, once Calvia town hall approved the development of Magalluf.

There were elements of the original plan that had yet to be realised. One of these was for a church. It was built in 1964 and two years later it received the

saintly patronage of Sant Llorenç (Saint Lawrence). In a sense, therefore, Llorenç Roses Bermejo was being remembered and honoured.

Palmanova was therefore very much to the fore in the tourism boom of the 1960s, and it can boast a most curious claim to fame. In the 1920s, the tourist board had been concerned with developing roads. By the mid-1970s, the authorities had become concerned with ways of dealing with the increasing volume of traffic. In 1976, the first roundabout not just in Mallorca but in the whole of Spain was built in Palmanova.

This was two years after Palmanova had what was arguably its greatest promotion to what was then the principal foreign tourism market in Mallorca – the UK. Eight ladies from northern England won a holiday on the island. They were members of a 'Spot the Ball' syndicate, run by Betty Turpin. Most of the female cast of 'Coronation Street' thus appeared on location in Mallorca. Mavis, Rita, Bet,



Betty (Betty Driver), Annie (Doris Speed), Hilda (Jean Alexander) Bottom Row: Bet (Julie Goodyear), Emily (Eileen Derbyshire), Deirdre (Anne Kirkbride), Mavis (Thelma Barlow), Rita (Barbara Knox) in Palmanova. PHOTO: GRANADA TELEVISION

Eight ladies from northern England won a holiday on the island. They were members of a 'Spot the Ball' syndicate, run by Betty Turpin. Most of the female cast of 'Coronation Street' thus appeared on location in Mallorca

that it was Palmanova (for purposes of the script) because when Hilda's washing was blown away, Bet shouted at her that she didn't want to let her Stan know that she'd been throwing her knickers all over Palmanova.

For fictional characters from Weatherfield, they had found a utopia.

Betty, Emily, Annie, Hilda and Deirdre; they were the eight.

They were staying at the so-called Hotel Playa in Palmanova. It was clear

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By Laura Stadler

For decades Palmanova has attracted British tourists, many who are so enamoured with the relaxed lifestyle they have returned to live permanently. I caught up with expat and Palmanova resident Yvonne Cotton who not only explained why she moved, but also was able to provide a fascinating insight from firsthand experience into its history, from sleepy coastal village, to thriving tourist destination.

"I lived in Southampton until I got married. As my husband had theatre companies in Scotland, I moved up to be with him. We started coming to



Palmanova in the early 1960's. PHOTO: PLANAS MONTANYA

# A British Expat's tale of evolution in Palmanova



Palmanova for holidays around 1969 and decided to buy a holiday apartment in Palmanova in 1973. My husband was very much into having Mallorcan friends, so we had a foot in both communities and had some lovely holidays here. But it was not until my husband sold his company in 1988 that we came out to live permanently. Sadly, he passed away in 1995."

Over the years, Yvonne had become friendly with the Roses family, who were the founders of Palmanova. Later she was to find herself in the heart of the evolution of the area when she became close with Pepe Roses after his wife died. She became his partner, living with him for over 20 years as he constructed on family land to create the Palma Nova we see today.

"In 1932 Pepe's grandfather bought all the land around the area, his intention was to create a new Palma, that he called Palmanova. The whole idea of Palmanova was to be an urbanisation for people from Palma who wanted a home for holidays near the sea. Many of the streets have names of the Roses family and friends, and there still remains a large ceramic wall design which shows the history and name of the streets. The family lived along the Paseo in a large house with gardens in the area that is now the Fergus hotel.

"Sadly his son Lorenzo, Pepe's father, was shot by Franco's men during the civil war in 1938

along with the

Mayor of Palma. This brute force showed that even the richest men were vulnerable in Franco's regime.

"The Roses family owned all the land right the way along the beach to San Matias and up to around where Lidl is now. Pepe built the two large blocks of apartments next to McDonalds and others. Ciro's was originally his Pizzeria that he built to try to recreate a typical rustic Italian restaurant. He brought over a wood oven and a chef from Italy, that was quite a new thing then. Way back, the former Cala Blanca Hotel, now the Zel beach bar, was the very first and only chiringuito, (little beach bar) along the beach. The beaches at that time were very narrow, some hardly wide enough for a few beach beds, but in 1993 and 1994 they started regenerating the beaches by bringing in sand from way out. Originally the sea came right up to Ciro's, but now the beaches are very wide and spacious. Pepe enjoyed creating. He built the San Lorenzo Church and also a bungalow for his mother Delores below Yaya where I live now.

"Pepe died in 2013 and I was given a lot of support from his family. When you know Mallorcans well, you find they are such solid, kind people. They really hold you up and carry you through tough times, and are very friendly caring people.

"These days I travel widely but am always happy to come back to Palmanova. Even though it is a holiday resort, I feel there is a peace here. There is absolutely everything. I enjoy the wide variety of restaurants, shops and supermarkets. Most importantly as a woman on my own I can walk at night knowing I am perfectly safe. I often just go for a walk in the evenings and usually bump into someone I know to chat. The climate is good. It may get too hot in summer, but compared to what they have been experiencing in Britain I know how lucky we are.

"Also the local council offer really good facilities for pensioners. During Covid they regularly called to make sure I was alright and whether I needed shopping or help in any way. When lockdown started I was in Australia, and as a resident they helped to get me back, even ensuring I had a taxi from the airport and food at home. They really take care of you and the health service in Mallorca is so good. I feel very privileged for my life here and to call Palmanova my home."





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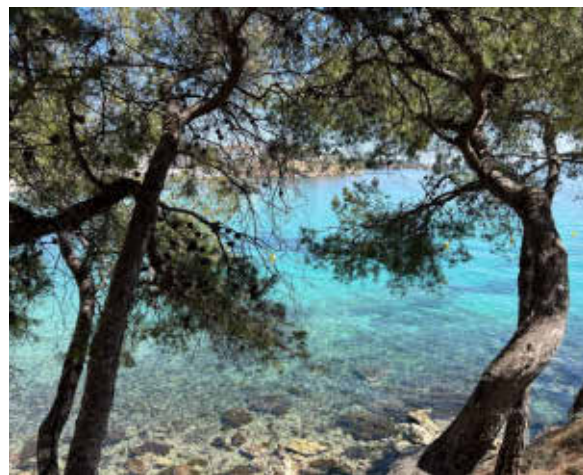


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## Palmanova isn't just a place on the map

By Ashlee Caliz

**T**he word Palmanova to many means summer holiday. To me it means home. It means family. It means friends. It means everything.

Now, nowhere in the world is perfect, but Palmanova is very, very close to being so. To highlight the obvious, we have some magnificent beaches, some awe inspiring sunsets to watch from said beaches and little hidden corners, restaurants catering to all needs and palates and some good attractions not to be missed.

But that is just a part of it. There is so much more to Palmanova. Its appeal extends beyond the tourist season, attracting permanent residents because of its proximity to Palma and all-year-round amenities.

The friendly atmosphere as you walk the streets of Palmanova is another great quality. And of course, each per-

son has their cherished spots, locations that hold significance or carry memories. For me, for example, there are a few spots such as the old "Antojo" ice cream shop where I have spent endless hours with friends or the Jaume I school I attended up to the age of 12, when I moved on to the Bendinat secondary school.

Life in Palmanova just feels easy and simple, and that is probably what I love most about it. There isn't a constant rush, everything is relaxed. Plans don't have to be made in advance, you just get on with your day and play it by ear. You never know where you are going to end up when you leave the house.

Having grown up in this wonderful area, making so many friends along the way and even working there until I joined the Bulletin 8 years ago, I truly do believe that it is the best place in the world.

Palmanova isn't merely a location; it's the heart of Calvia, a vibrant hub where lives intersect and memories are etched into its very essence. It's more than a spot on the map; it's a soulful connection that resides in the heart of everyone who calls it home.



## PEOPLE OF GALVIA



"I love Palmanova because it's really quiet and at the same time it's got plenty going on. In Palmanova you can find absolutely everything

you want, whether it's time to chill with your family, you want to have a nice dinner in any of the lovely restaurants or if you just want a relaxing walk along the sea front.

For me Palmanova is home sweet home, the most beautiful place in the world"  
- **Jessica Murdoch**



"Palmanova is really nice since you have everything you need to spend a nice relaxing day with the family or friends all in

one place. I enjoy walking along the beaches and then having an ice cream or going for some lunch. In Palmanova, you can have anything from spanish tapas to Indian food, just a couple of minutes walk from the beach." - **Anastasia Hayles**



"I love Palmanova because it's great for going on a nice stroll to clear your mind. It also has lots of amazing bars and restaurants as well as great sea views. Peace, Serenity, Excitement and Nightlife all in one place, what more could you ask for?"  
- **Kane Ramsden**



"Palmanova is a wonderful place to spend time, whether it is with friends or family. It offers a great variety of

options for everyone, a stroll along the beach or a nice meal in one of the restaurants along the front."

- **Katie Medlock**

# LET'S PARTY!

Events taking place from  
Tuesday, April 23 to  
Saturday, April 27 in  
Palmanova



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# SAINT GEORGE WEEK'S P



### TUESDAY, APRIL 23

- Balears International School choir to perform at 11am on the promenade
- *Bulletin* Editor Jason Moore arrives by boat with the official flag by Ciros's Restaurant (C/Paseo Mar, 3) on Tuesday, April 23 at 12pm

► Comedian Jaime Gilí on Tuesday, April 23 at 12.30pm

► Show-cooking from Michelin star chef Marc Fosh on Tuesday, April 23 from 1pm at Ciros Restaurant. Please reserve your place at [editorial@majorcadailybulletin.es](mailto:editorial@majorcadailybulletin.es)

► Paul Abrey, Managing Director of

Palma Pictures will be giving an insight into how they filmed top productions like the Netflix hit *The Crown* on the island on Tuesday, April 23 at 5pm at Sala Palmanova (Carrer de Diego Salvà Lezaún, 2). Please reserve your place at [editorial@majorcadailybulletin.es](mailto:editorial@majorcadailybulletin.es)



### WEDNESDAY, APRIL 24

- Calvia rugby showcase on Wednesday, April 24 from 5pm to 8pm at Es Carregador beach (Ciros)



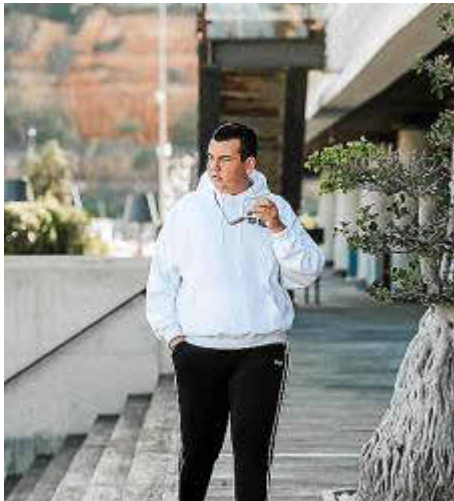
### THURSDAY, APRIL 25

- Sporting showcase (badminton and football) on Thursday, April 24 from 5pm to 8pm at Es Carregador beach (Ciros)



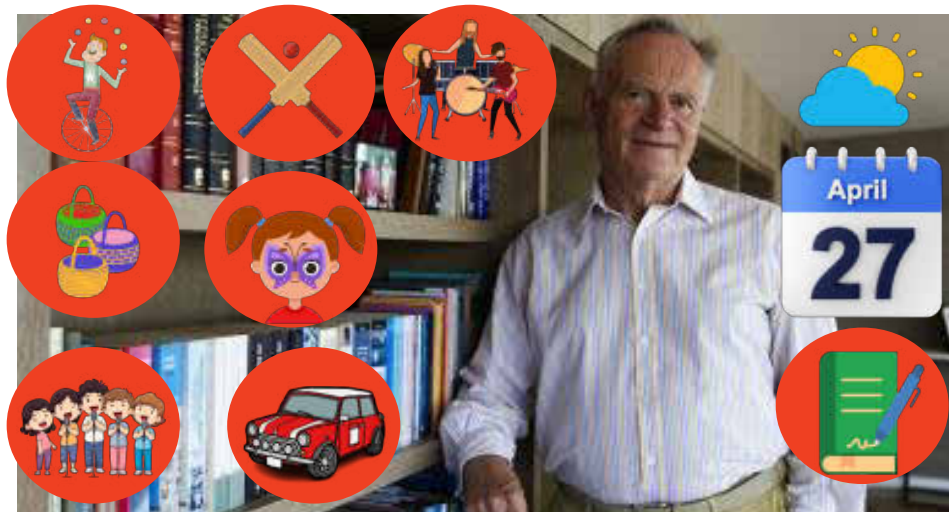
- Tea time from 4pm to 6pm and live music from 7pm to 9pm on Thursday, April 25 at Morocco Lounge & Rooftop Bar (Passeig del Mar °14)

# PROGRAMME IN PALMANOVA



**FRIDAY, APRIL 26**

- ▶ Sporting showcases (children's football and Yu yitsu) on Friday, April 26 from 4.30pm to 8pm on the Palmanova beach
- ▶ Concerts by *The Only Way Is Essex* star James Argent, Albie Davies and DJ Richie Embleton on Friday, April 26 from 6pm to 10pm at the fountain stage on Palmanova beach-front. Easy listening music
- ▶ There will be a 30% discount on Friday, April 26 from 11am to 8pm at the Golf Fantasia to celebrate St. George. (C/ Tennis 3)



**SATURDAY, APRIL 27**

- ▶ Arts and crafts market on Saturday, April 27 from 10am to 9pm on the Passeig de la Mar
- ▶ Cricket showcase on Saturday, April 27 at 11am on the Palmanova beach
- ▶ Children's activities and performances on Saturday, April 27 from 11am to 1pm along the promenade
- ▶ Circus parade by Circo Stromboli on Saturday, April 27 from 11am to 12pm, 1pm to 2pm and 5pm to 6pm
- ▶ Face painting on Saturday, April 27 from 12pm to 1pm and 2pm to 5pm along the promenade
- ▶ Mini Coopers and other classic cars will be on display on Saturday, April 27 from 11am to 7pm on the Passeig de Mar by the Bar Castaway



- ▶ Book signing by Lord Jeffrey Archer on Saturday, April 27 at 12pm at Zel Mallorca Hotel. All welcome. (C/ Duc Estremera, 16)
- ▶ Musical performances on Saturday, April 27 by Hi Tech Fuzzy at 7pm, Beatles tribute at 8pm, Lena at 9pm and Freddy Mercury show by Alex Manga at 10pm at the fountain stage on the Palmanova beach-front

Events and times subject to change. Check our website for all the latest updates.

# “Although I have not lived in England for over 30 years, I still love making our food from time to time; **I am still a proud Brit**”

Show-cooking from Michelin star chef Marc Fosh on Tuesday, April 23 from 1pm at Ciro's Restaurant (Paseo del Mar, 3, 07181 Palma Nova)



By Mica Neupert

**M**y idea of Michelin star chefs has always been that of “tough guys with big egos”, thanks to a certain celebrity chef from the UK. However, a few of them that I have met in Mallorca seem to be anything but. Marc Fosh, a soft spoken, smiley man from Kent who recently turned 60, refers to himself as “an elder” amongst his Mallorcan colleagues and

calls several of them his friends. He has been cooking Mediterranean food for decades, but every so often loves making “something from his home country”. Let's find out what English delights he will be cooking for us on St. George's Day!

**Q.— I doubt that there are any of our readers who don't know who Marc Fosh is. But, just in case, could you please tell us a few words about yourself? Give us a short introduction if you like...**

A. — I am basically a chef who is lucky enough to live and work in Mallorca. I have been around for a long time. Before coming to Mallorca, I lived and worked in London, in France and in San Sebastian. I was really lucky in that, when I came to Mallorca, I found the style of food that I really liked - Mediterranean. So, for me, the last 30 years was about following that style a little bit.

I had a Michelin star for a long time at Reed's Hotel in Santa Maria del Cami.

Then, 15 years ago, I opened Marc Fosh here in Palma. At the time, we were something very different in Palma, something new, away from the usual

tapas bars and so on. For the first eight or so, I was here every day and cooking every day. Then we opened the second restaurant, Sa Pleta in Sa Pleta del Mar Hotel in Canyamel and the challenge was not being able to be in two places at the same time. So, I worked on building a team that would be able to work autonomously, to my standards and with my support whenever possible. I feel lucky because I normally try to take on younger people and develop them.

**Q.— Do you work with a local cooking school?**

A. — Yes, in fact right now we have two students in the kitchen, doing their work experience with us. So, we are quite lucky with the staff. I have one guy who is very, very good and I am sure will do well..

**Q.— A new Marc Fosh, perhaps?**

A. — Could well be! (smiles)

**Q.— Did you get a Michelin star for Marc Fosh restaurant straight away as well?**

A. — No. We opened in 2009, in the middle of financial crisis. Initially, I called the restaurant Simply Fosh. In my mind I wanted

to cook simpler food, I didn't really want a Michelin star at the time. The idea was to keep the prices affordable and the style a little bit more relaxed. But, after a couple of years they gave us the star anyway. Then you have to push on, keep the standards...

**Q.— How does that actually work, the Michelin star award?**

A. — You get inspected every year, sometimes even two or three times a year. We were the only Michelin star restaurant in the city for a long time. Now, we are blessed with many more places with the star.

**Q.— Am I right in thinking that you are the only Brit to have received the Michelin star on the island?**

A. — Yes. In fact, I am the only one in Spain as well. But I'm not sure whether this is any great “claim to fame”!? We all know how British food is perceived in Spain and in the world.

**Q.— The Spanish can be a bit precious about their food vs. the British, can't they?**

A. — They can. But I respond to that by asking them do they know who the two richest chefs in the world are!? They are





# Eaton Mess

## INGREDIENTS – SERVES 4

- 1x basic meringue mix
- 800g strawberries, washed & hulled
- 1tbsp icing sugar
- 500ml cream

- 1 Place large spoonfuls of meringue mix onto a lined baking tray.
- 2 Place in the oven and bake for at least 2–3 hours. Turn off the oven and leave the meringues in the oven to crisp up. Carefully lift the meringues off the baking paper and transfer to a wire rack to cool completely.
- 3 Cut 500g of the strawberries in half and add the icing sugar. Chill for 30 minutes. Puree the rest of the strawberries in a hand blender to make a puree.
- 4 In a clean bowl, whisk the cream until stiff peaks form, then roughly break the meringues into bite-sized pieces and gently mix them with the whipped cream. Add the strawberries and pile into glass bowls. Drizzle with strawberry puree and serve immediately.

Wellington, the idea being to give a British favourite a Mediterranean touch. So, I am not going to make a traditional Beef Wellington, but a dish inspired by it instead. For a dessert, I will be demoing the Eaton mess. We are doing this event close to Wimbledon, which means strawberries, so I thought this would be something fun to make. These are two dishes I actually enjoy making. Although I have not lived in England for over 30 years, I still love making our food from time to time; I am still a proud Brit. If England is playing Spain in football, I'm supporting England, of course! (laughs)

**Q.— You are involved in many events here, you go to HORECA, you are in FaceFoodMag, and with a dozen other local chefs you have made music for charity. Do you see yourself as “an English face” at all these events?**

A. — You might want to see it like that. I try to be a part of the community and I enjoy that. I have lived here for a long time... I speak Spanish, my friends are Mallorcan. I hate the term “expat”, but I guess that I do represent England in some way.

**Q.— Do you know of any other English chefs on the island? Someone we should look out for and try their food?**

A. — Hmm... That's a really difficult one. No, I don't think that I can think of anyone right now, but let's hope that some youngsters will come up and fill up that space in the years to come.

**Let's hope so, indeed!**

Eaton mess, one of the dishes Marc Fosh will be showcooking on Tuesday.

not Spanish. They are Gordon Ramsey and Jaime Oliver, both Brits!

**Q.— Nice! Back to the reason why we are taking today: the St's Georges celebration in Palmanova from April 23... What will you be doing, where and when?**

A. — As I said, I normally cook Mediterranean

food, but for this occasion I will be making a couple of English favourites, and putting my own spin onto them. This will take place on April 23, from 1pm-2.30pm at Ciro's restaurant in Palmanova.

**Q.— What will you be cooking for us and why those specific dishes?**

A. — I am going to be making Salmon

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# I worked for the Crown now we film *The Crown*



Paul Abrey, Managing Director of Palma Pictures will be giving an insight into how they filmed top productions like the Netflix hit *The Crown* on the island on Tuesday, April 23 at 5pm at Sala Palmanova (Carrer de Diego Salvà Lezaún, 2).



Paul Abrey jokes that he used to work for the Crown and now he makes *The Crown*. As many as our readers will know Paul, was once the British Consul in the Balearics and now he has moved on to be the managing director of local film production company Palma Pictures, writes Jason Moore.

**Q.— What do you like best about your job?**

A. — “The great people I work with and the dynamic nature of the work we do, having the ability of creating something within a short space of time, sometimes just two or three weeks from receiving the enquiry and script from a client to shooting on an amazing location with over a hundred professionals, all working in tandem.”

**Q.— From working for the Crown to producing *The Crown*? Has it been a good experience?**

A. — “Haha, You and I have known each other long enough to know my former role in Mallorca.

It was my great privilege to be Her Majesty’s Consul to the Balearic Islands, a role that I did for 6 years, including organising some wonderful celebrations with the amazing British community and local authorities here for the Queen’s official birthday celebrations in June (now of course it would be the King’s official birthday).

“During that time here, I met some wonderful people, which included a couple of Englishmen running a film production company, who were just starting to work on the TV series called *The Crown* (that was preparation for series 3 and we have been involved in every series since), and the rest as they say is history.”

**Q.— Is Mallorca the perfect movie set?**

A. — “Of course! We love this island, all the islands, as do many of the clients and famous Hollywood stars who come here, the wonderful diversity of locations you can find. We shoot all across Spain and Portugal on spectacular roads, beaches, parks, villas, deserts, we are truly blessed with amazing places to shoot, so much so they named a TV series af-

ter it (*The Mallorca Files!*) and we had a lot of fun shooting that across the island, from the airport to remote fincas, it was labour of love.”

**Q.— Did you ever imagine yourself working for a production company?**

A. — “Er, no! As someone who started their career in financial services, how did I arrive at working on a Mediterranean island making TV, films and ads, it’s been a wonderful journey and I’ve loved every minute of it.”

**Q.— What are your expansion plans at the moment?**

A. — “We have grown significantly in the time I have been here and we’re very busy at the moment delivering

all sorts of content, from advertising, photo, films, tv series, etc, in the last year or so we’re delighted to working in Portugal as well as every corner of Spain, we listen to our clients and what they need from us, and we will continue to grow in the foreseeable future.”

**Q.— Would you encourage young people to join the industry?**

A. — “I regularly speak to young people about the industry. It isn’t for everyone but for many it is an incredibly rewarding job. We have an excellent intern programme, where folks interested in the industry can work with us in the capacity they’re interested in, be that locations, production, technical (e.g. camera operator or electrician) or casting and Talent management.”

Paul Abrey.

PHOTO: MDB  
FILES







Filming of *The Crown* in Mallorca.  
PHOTOS: JOAN LLADO



**Q.— You have lived on the island for many years, what is it like seeing the island on film?**

A. — “It’s amazing, really, a lot of which we’ve filmed! Having the ability to show people some of the wonderful aspects of Mallorca is great.”

**Q.— If you had to choose your favourite actor who would it be?**

A. — “Difficult question as there are so many to mention, from the amazing Anthony Hopkins and Denzel Washington, to the current crop with Cillian Murphy who did *Oppenheimer* and Peaky Blinders, from a comedy standpoint Adam Sandler and we loved working with him on *Hustle*.”

**Q.— And actress?**

A. — “Again amazingly difficult to answer. With long and amazing careers I would mention Dame Judi Dench of course, Emma Thompson and a personal favourite, Olivia Coleman, who we had the privilege of working with on *The Crown*, and Emilia Clarke, who we worked with on *Me Before You*.”

**Q.— Your work gives Mallorca some great promotion, that must be very satisfying for you?**

A. — “Mallorca is an amazing place and doesn’t need much promotion! But it’s fantastic to see the smiles on the faces of our clients when they arrive and see the beauty of the island for themselves.”

**Q.— Is Palma Pictures on the lookout for more actors and actresses?**

A. — “We have a database of over 10,000 folks who could potentially be involved in filming adverts or tv series, our casting team are always looking for new talent, details on our website for how to get in touch.”

**Q.— And finally how are companies like Netflix changing the industry?**

A. — “The streaming companies, such as Netflix, Amazon, Disney+ etc, are big generators of a huge amount of content, across the world, across all territories, and they are very active here and we are very happy to work with them as well as the more traditional players. Netflix obviously started as a provider of others’ content and as we all know in the last number of years they have generated a huge amount of original content, which we are only too happy to help with.”



# “I have the privilege of **living in a beautiful house, which I built, on a beautiful island, and I have absolutely no intention of selling it for under a billion**”

Lord Jeffrey Archer will be signing copies of his books at the Hotel Zel in Palma-nova on Saturday, April 27 from 12pm. Hotel Zel C/ Duc Estremera, 16. Entrance also on Palmanova promenade.



**L**ORD Jeffrey Archer has owned a home on Mallorca for many years and this is where he has written many of his best sellers. He talks to the *Bulletin* ahead of his book signing event in Palmanova.

**Q.— What do you like best about Mallorca?**

A. — “As an Englishman, I am bound to say the weather. If I was writing a book in England in January, it could be minus two degrees, whereas I can go for a walk at 12 o’clock and it is often twelve to fourteen degrees.”

**Q.— What is your favourite part of the island?**

A. — “I don’t know the island well, because I rarely leave the house, other than to go to Cap Rocat for dinner in the evening. I love Palma, which I think is one of the loveliest capitals I have ever visited, but can-

not pretend

to know the rest of the island well.”

**Q.— What tips would you give for writers hoping to follow in your footsteps?**

A. — “I do fourteen drafts of each book. There is no shortcut.”

**Q.— What is the most important thing to remember when writing a best-seller?**

A. — “You cannot write bestsellers. You write what you are capable of doing and pray that the public will make it a bestseller. It is not your decision, it is theirs.”

**Q.— You have sold millions of books, do you still enjoy writing?**

A. — “I love it. If I

didn’t, I would stop. I think I have about three more books left in me (I am 84), but after that you can ask me again.”

**Q.— Do you ever believe that you would sell your house on Mallorca?**

A. — “No. I have the privilege of living in a beautiful house, which I built, on a beautiful island, and I have absolutely no intention of selling it for under a billion.”

**Q.— What message do you have for your readers ahead of the book signing?**

A. — “I am looking forward to seeing you. It is often the questions from readers from which I learn so much.

**Q.— Out of all your books, do you have a favourite?**

A. — “I don’t have a favourite, although the public have decided that *Kane and Abel*, now in its 132nd reprint, is their favourite. I am sentimental about *Not a Penny More, Not a Penny Less*, my first book, and the critics were very generous about *Paths of Glory*.”

**Q.— Which has been the most difficult to write?**

A. — “All the books are difficult to write, because you need to come up with a new subject each time and you have to remember there are people who will judge it against your best work, so it never gets any easier.

**Q.— Mallorca will be marking Saint George’s day for the first time this year, do you think it is a good idea?**

A. — “Fine by me. I know St George has read every one of my books.”

**Q.— And finally if you could make a small change to Mallorca, what would it be?**

A. — “I wish the journey from the aeroplane, when you land, to your car was less than five miles!

## HIS WRITING CAREER

●●● Lord Jeffrey Archer wrote his first book, *Not a Penny More, Not a Penny Less*, in the autumn of 1974, as a means of avoiding bankruptcy. The book was picked up by the literary agent Deborah Owen and published first in the U.S., then eventually in Britain in the autumn of 1976. A radio adaptation was aired on BBC Radio 4 in the early 1980s and a BBC Television adaptation of the book was broadcast in 1990.

●●● *Kane and Abel* (1979) proved to be his best-selling work, reaching number one on *The New York Times* bestsellers list. Like



most of his early work, it was edited by Richard Cohen, the Olympic fencing gold-medallist. It was made into a television mini-series by CBS in 1985, starring Peter Strauss and Sam Neill. The following year, Granada TV screened a 10-part adaptation of another Lord Archer best-seller, *First Among Equals*, which told the story of four men and their quest to become prime minister. In the U.S. edition of the novel, the character of Andrew Fraser was eliminated, reducing the number of protagonists to three.

●●● As well as novels and short stories, Lord Archer has also written three stage plays. The first, *Beyond Reasonable Doubt*, opened in 1987 and ran at the Queen’s Theatre in London’s West End for over a year. Archer’s next play, *Exclusive*, opened at the Strand Theatre, London, in September 1989. It was not well received by critics, and closed after a few weeks. His final play, *The Accused*, opened at the Theatre Royal, Windsor on 26 September 2000, before transferring to the Theatre Royal Haymarket in the West End in December.

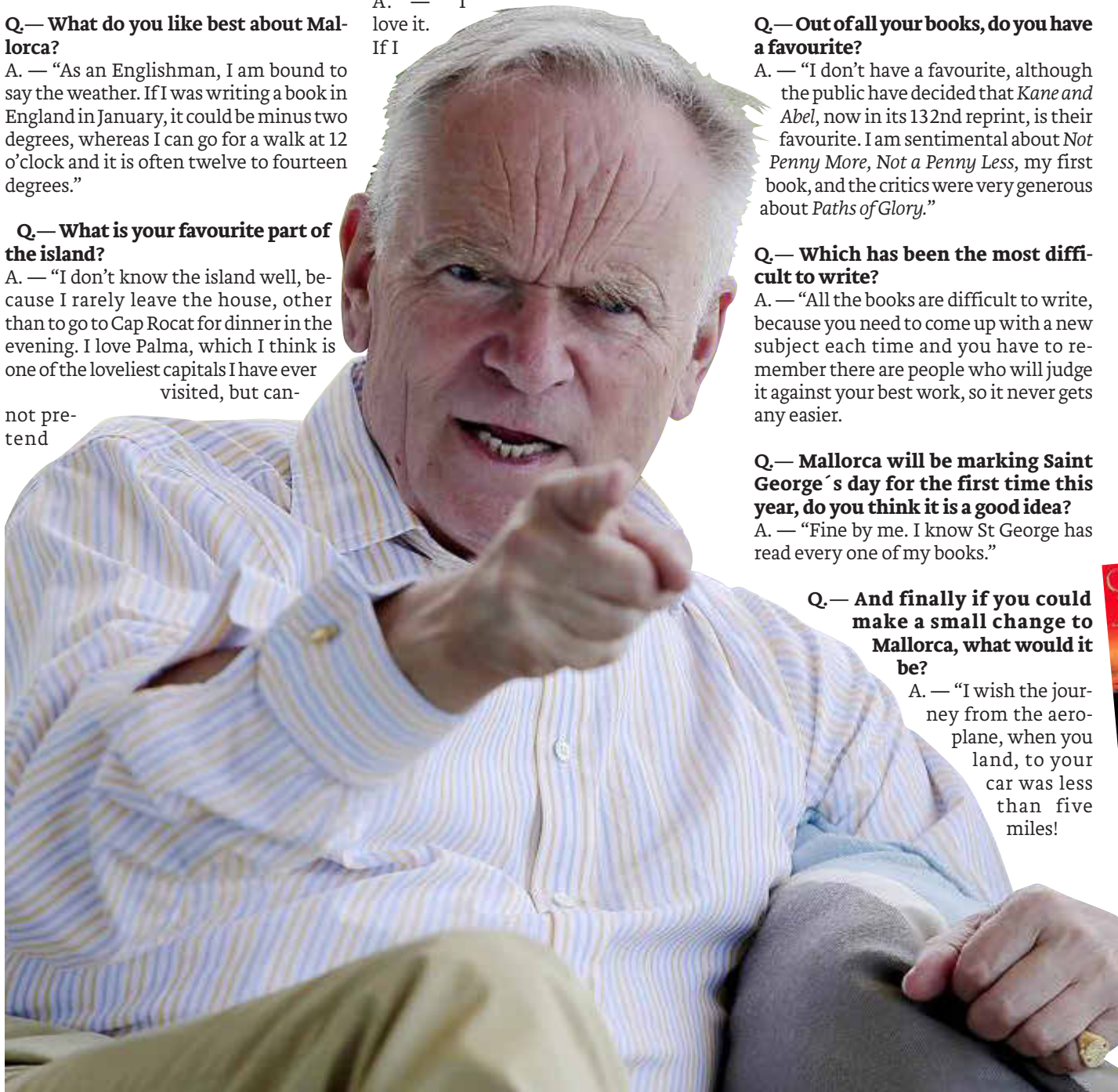
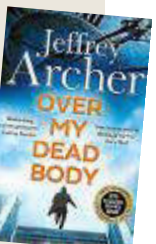
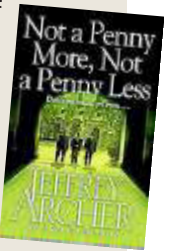
●●● Lord Archer has said that he spends considerable time writing and re-writing each book. He goes abroad to write the first draft, working in blocks of two hours at a time, then writes anything up to 17 drafts in total. Since 2010, Archer has written the first draft of each new book at his villa in Mallorca, called “Writer’s Block”.

●●● In 2011, Jeffrey published the first of seven books in *The Clifton Chronicles* series, which follow the life of Harry Clifton from his birth in 1920, through to his funeral in 1993.

The first novel in the series, *Only Time Will Tell*, tells the story of Harry from 1920 through to 1940, and was published in the UK on 12 May 2011. The seventh and final novel in the series, *This Was a Man*, was published on 3 November 2016.

●●● *The Short, the Long and the Tall*, an illustrated collection of Lord Jeffrey Archer’s short stories, was published in November 2020, with watercolor illustrations by artist Paul Cox.

●●● *Over My Dead Body* was published in October 2021, and is the fourth book in a series of thrillers featuring detective William Warwick. The book was critically acclaimed and became a *New York Times* bestseller.



# BIC Choir set to perform at St. George's Day Celebration!

**Baleares International School choir to perform at 11am on the promenade**



## International School Choir to Showcase Diversity and Talent

The vibrant melodies of the BIC Choir are set to resonate through the air next week as they take centre stage at the St. George's Day Celebration. The talented students and cast of the successful show *Over the Rainbow*, performed at the TRUI theatre in February, will be singing songs from the show, as well as British classics.

Baleares International College, an international school situated across two schools in Sant Agusti, Palma and Sa Porrassa, Calvia, is renowned for its commitment to delivering the British curriculum to students from over 45 nationalities. Under the umbrella of the growing com-



pany, Orbital Education, which boasts schools across the globe, BIC stands out for its emphasis on academic excellence and fos-

tering a multicultural environment.

The upcoming performance at the St. George's Day Celebration promises to be

a testament to BIC's dedication to the arts and celebration of diversity. With students hailing from various corners of the world,

the choir embodies unity in diversity, harmonizing voices from different cultures to create a symphony of togetherness.

"We are thrilled to showcase the talents of our students at such a prestigious event," expressed Miss Mayes, the choir director at BIC. "Music transcends borders and languages, and through our performance, we aim to celebrate the beauty of cultural exchange and collaboration."

"We are proud to have such a diverse and talented choir representing our school," said Ms Colwell, Principal of BIC. "Their performance exemplifies the spirit of BIC - embracing cultural differences and fostering a sense of belonging among our students."

The St. George's Day Celebration promises to be a memorable event, with the BIC Choir adding a touch of international flair to the festivities. Their performance serves as a reminder of the power of music to bring people together and bridge divides, transcending boundaries to create a world where diversity is celebrated and cherished.

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# A LOOK AT CALVIA'S WHAT'S ON FOR THE COMING MONTHS



## Majorca Beach Rugby

► Majorca Beach Rugby celebrates its 15th event in 2024, following pandemic-related cancellations in 2020 and 2021. Drawing teams from across Europe, the tournament introduces a male and female veterans' competition, broadening its appeal across generations. This inclusive addition has fostered a strong sense of camaraderie among players of all ages, enriching the event's community spirit. Majorca Beach Rugby isn't just about the sport; it embodies the values of teamwork, dedication, and passion for the game. For enthusiasts and participants alike, it offers an unparalleled experience—a testament to the enduring allure of rugby and its unifying power.

**SATURDAY 4 AND SUNDAY 5 MAY – MAGALLUF**



## ATP Mallorca Championships

► The ATP Mallorca Championships 2024 kicks off in Santa Ponsa, hosting the ATP 250 grass-court tournament over 8 thrilling days. Renowned tennis stars converge at the Mallorca Country Club, with a revamped central court accommodating over 3,500 spectators. Among the anticipated participants are Chris Eubanks, and the formidable server Ben Shelton, tipped for Wimbledon victory. As players gear up for Wimbledon, Mallorca Championships emerges as a crucial preparatory ground, promising intense matches and a glimpse of tennis's finest. Welcome to Mallorca Championships, welcome to tennis!

**SATURDAY 22 TO SATURDAY 29 JUNE – SANTA PONSA**



## The Sunset Market

► Experience summer's delights – sun, beach, unique sunsets, and seaside strolls. Puerto Portals presents it all in one package: The Sunset Market. Launching its tenth edition on July 17th, this traditional summer market runs every Wednesday and Thursday until August 15th, from 6 pm to midnight. A must-visit against the backdrop of sea breezes and gently swaying boats. Explore over twenty stalls offering design, fashion, accessories, and décor. Plus, revel in live music and children's entertainment, all set within the exclusive ambiance of Puerto Portals. Don't miss this quintessential Mediterranean experience!

**WEDNESDAYS & THURSDAYS FROM 17 JULY TO 15 AUGUST – PUERTO PORTALS**

## Calvia Summer Evening Markets



- **Palmanova:** Daily from May 1 to October 15 from 8pm to midnight. Located on Palmanova's seafront promenade.
- **Magalluf:** Daily from May 1 to October 15 from 8pm to midnight. Located at the Plaza Jaques Sasson (next to Blackbeard's Beach Bar & Grill)
- **Santa Ponsa:** Daily from May 1 to October 15 from 8pm to midnight. Located on Santa Ponsa's seafront promenade.
- **Peguera:** Daily from May 1 to October 15 from 8pm to midnight. Located on Peguera's seafront promenade (Palmira Beach).

## The Aftersun Fest



► AfterSun Fest stands as the premier pop-up market in the Balearic Islands, offering a vibrant fusion of art, fashion, and gastronomy. Featuring 20 containers transformed by urban artists and showcasing over 20 brands of fashion, accessories, and décor, the event caters to diverse tastes. Complementing this array are gastronomic delights, music, and family-friendly activities. The market, a round-the-clock affair, boasts curated works from urban artists alongside sustainable brands mainly hailing from the Balearic Islands. Serving up a culinary feast via Food Trucks, the event ensures no one goes hungry during the festivities. With Friday concerts and Saturday children's activities, AfterSun Fest promises weekends brimming with creativity and community spirit at Port Adriano's central square.

**SATURDAYS & SUNDAYS FROM 25 MAY TO 9 JUNE – PORT ADRIANO**

## Rei Jaume I fiestas

► The Rei en Jaume I fiestas in Santa Ponsa annually weave together a tapestry of history, culture, and entertainment, commemorating a pivotal moment in Mallorca's past: the conquest led by James I. Amidst the revelry, locals and visitors are transported back in time, united in honoring this significant milestone.

Symbolic banners flutter through the streets, bearing crosses and marking the month, symbolizing the reconciliation of cultural differences in favor of historical reverence. The centerpiece of the festivities is the medieval parade, a vivid re-enactment of James I's feats, with actors clad in authentic attire and armor, immersing all in the thrill of conquest.



Religious ceremonies and processions add solemnity, underlining the island's consecration and deepening the cultural tapestry. Traditional fairs showcase local gastronomy and craftsmanship, inviting visitors to savor authentic flavors and marvel at skilled creations.

The pinnacle arrives on a September evening, as the sun sets over Santa Ponsa's main beach, where the equestrian battle of King James I's landing is vividly restaged. This captivating spectacle invites contemplation: who emerges triumphant from this historic skirmish? The answer awaits amidst the echoes of history, amidst the celebration's blend of past and present.

**MONDAY 2 TO SUNDAY 8  
SEPTEMBER – SANTA  
PONSA**



## Mallorca Football Tournament XIII

► The 13th edition of the Mallorca Football Tournament, coordinated by Mallorca Football Events and their partners at Viajes Adramar, with the backing of Calviá Town Hall and the Mallorca Tourist Office, is scheduled from Thursday, 9 May to Monday, 13 May 2024 in Santa Ponsa. The tournament welcomes participation from police, firefighters, customs officers, military personnel, tax agency officials, Ministry of Interior staff, and teams with special invitations from the organisers.

**THURSDAY 9 TO MONDAY 13 MAY – SANTA PONSA**



## Isla Race

► Isla Race stands as a testament to runners, by runners, offering an exhilarating obstacle race set against Mallorca's stunning coastal backdrop, linking El Toro and Port Adriano. With both +6 km and +12 km challenges, the event's fifth edition in 2024 epitomizes personal triumph, team camaraderie, and unwavering dedication. This year's innovation includes a two-day affair, beginning May 11th with IslaRace Kids for ages 4 to 15, followed by the adult race on May 12th. Participants will face a series of obstacles designed to test their mettle, requiring sheer determination to conquer and reach the coveted finish line. Isla Race promises an immersive experience, combining the thrill of competition with the joy of overcoming obstacles, all amidst a picturesque setting. From the welcoming atmosphere to the demanding course and the competitive spirit, every aspect of Isla Race embodies the essence of a true obstacle race. Organized by GOAT SPORTS, Calvia Town Hall, National Police, and Port Adriano, it's an event that encapsulates the spirit of resilience and adventure, inviting participants to push their limits and embrace the thrill of the challenge.

**SATURDAY 11 MAY TO SUNDAY 12 MAY – PORT ADRIANO**



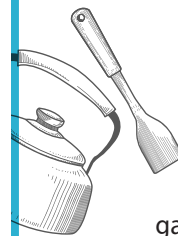
## The Framers Market

► During the first weekend of May, the eighth installment of the Farmers' Market will grace the boulevard of Puerto Portals. Showcasing an array of food vendors, local artisans, plant nurseries, and ceramic artists, alongside demonstrations of traditional island dances, the market is positioned as a "zero kilometer" market and epitomizes an unparalleled opportunity to immerse oneself in the richness and authenticity of Mallorcan culture. Additionally, the event promises engaging workshops tailored for children within the designated "Kids Zone", complemented by live musical performances. Families can further indulge in a dedicated area offering a tantalizing assortment of the island's signature flavors, fostering an inclusive and vibrant atmosphere for all attendees to relish. The Farmers' Market stands not only as a celebration of local produce and craftsmanship but also as a testament to community spirit and the enduring allure of Mallorca's cultural heritage.

**FRIDAY 3 TO SUNDAY 5 MAY – PUERTO PORTALS**

## Tentaciones

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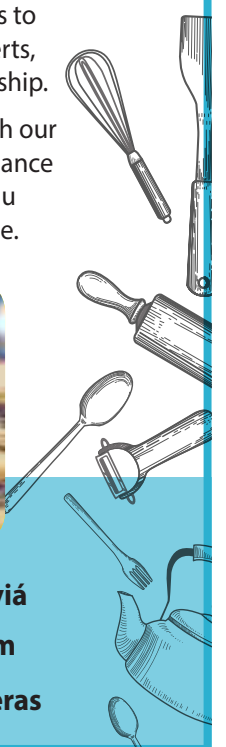


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By Andrew Ede

**I**n September last year, the mayor of Calvia, Juan Antonio Amengual, met the presidents of the five hotelier associations in Calvia. Between these five, as was stated, there were 44,316 hotel places (beds), and the largest was Palmanova-Magalluf (over 23,000).

For resorts joined at the hip geographically and forming a conurbation, the association had its origins in the founding of the Mallorca Hoteliers Federation in 1976. In combination, this association was one of the island's most important under the federation's umbrella. It had a powerful voice in support of a federation that was created, at least in part, to be a power in Mallorca's economy and a means of lobbying, an aspect which only truly came into play when the regional government was established in 1983.

The existence of this association is central to an understanding of much of what is reported about both Palmanova and Magalluf. While the two resorts have their individual identities, they are almost as one in an administrative sense,

while in terms of tourist profile they are as one. For instance, when figures are provided, they generally refer to both. Hence, the 23,000-plus hotel places, and hence also the consideration of British tourism.

At the meeting it was observed that the British market can constitute up to 60% of the total tourist base. A high percentage, but not as high as the German market in Paguera - around 90%. Historically, and largely due to tour operators and arrangements they came to make with hotels, the resorts adopted strong, individual national flavours. There was a time when the Palmanova-Magalluf British percentage was higher, its reduction having come about as other Euro-

pean markets gained weight. And the fact is that the hoteliers have long sought a broader diversity of market. Placing too many of the same eggs into the one basket can have its drawbacks.

But if the British percentage was 60% last year, it had actually increased. That's according to what was reported eight years earlier. The then president of the hoteliers association, Sebastián Darder, pointed to 49% British segmentation of the market and noted that this had been 59% in 2012. The fact is that there can be and is movement with these percentages, an ingredient in recent years having been a fall in the Scandinavian market, observable for the whole of Mallorca and not just Palmanova and Magalluf.

What led to this fall? It was in part because of a negative perception, and this was primarily a negative perception of Magalluf.

In 2015, Darder and the then mayor of Calvia, Alfonso Rodríguez, were able to reflect on a tourism season that had generated positive results thanks to renovation and re-positioning efforts on the part of hotel businesses in collaboration with the local authorities - Calvia town hall principally.

*While the two resorts have their individual identities, they are almost as one in an administrative sense, while in terms of tourist profile they are as one.*

They pointed out that the percentage of “young tourism” had dropped to under 25%, while family tourism had risen by almost three per cent to 34%.

They were reporting four years after Meliá Hotels International had announced its major plan for the transformation of Magalluf. Undoubtedly a success in terms of upgrading hotels and the resort in general, Darder and Rodríguez indicated that there had been a flight of “hooligan tourism” (or young drunken tourism) and a progressive replacement by “quality family, youth and adult tourism”.

The Meliá transformation, joined by other hotel companies and some other businesses and with public sector support, continued. But in early 2020, the Balearic tourism ministry found it necessary to introduce its tourism of excesses

*“We are clear about our objectives. We are committed to quality.”*

decree. Very limited in geographical scope, this applied to only a part of Magalluf, not all of Magalluf and certainly not any part of Palmanova.

It was fanciful to have believed that this hooligan tourism would simply have disappeared, regardless of bylaws adopted by Calvia town hall to tackle it. By 2020, therefore, something tougher was required. It wasn't just Scandinavians who were exposed to a negative perception. The authorities were all too well aware of the negative impact

of certain “images” in the mainstream media and other channels of communication. And by and large, it was young Britons who were causing them.

The decree was to come in for criticism. It had been a failure, said the opposition Partido Popular as they looked to elections in May 2023. The reality was, as admitted by the PP's José Marcial Rodríguez, newly appointed as the councillor for tourism at the Council of Mallorca after the election, that it had actually been pretty effective in Magalluf.

Nevertheless, the decree is being re-branded as responsible tourism. ‘Failures’ of the decree are being addressed, and this represents a further step along the road to the transformation that Meliá had been so determined to effect in 2011. At the meeting in September last year, Mauricio Carballada, the president of the

Palmanova-Magalluf association, said that the hoteliers were “very content with the town hall's attitude towards tourist excess”. “We are on the right track. The town hall has sanctioned those who break the law and it is the path that must be followed. We have improved compared with previous years. We must continue along this line.”

Mayor Amengual stated: “We are clear about our objectives. We are committed to quality.” But he accepted that “changes will not come from today to tomorrow”. Meanwhile, a change to the market profile, the mix of nationalities, was continuing to be somewhat elusive. Carballada observed: “We are working on diversification, but it is very complicated.”

Indeed it can be, and this owes much to loyalty and to the history of tourist development since the 1960s and 1970s.



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# St. GEORGE



## Tuesday 23rd

**12:00 pm** English flag will be presented by Jason Moore  
**1:00 pm** Show cooking by Chef Marc Fosh in Ciro's Rest.  
**5:00 pm** Meeting with Paul Abrey from Palma Pictures at  
 Sala Palmanova

## Wednesday 24th

**5:00 pm** Rugby at Es Carregador beach

## Thursday 25th

**4:00 pm** Tea Time in Morocco Lounge & Rooftop Bar  
**5:00 pm** Cricket, badminton and football at Es Carregador beach  
**7:00 pm** Live music in Morocco

## Friday 26th

**All day:** Minigolf at Golf Fantasía  
**4:30 pm** Children's football and Jiu-jitsu at Playa Palmanova  
**6:00 pm** Concerts at Plaza Font de l'Aigua (Palmanova)



## Saturday 27th

**All day:** Artisanal market in Passeig de la Mar  
 exhibitions, circus parade, face painting, etc.  
**6:00 pm** Concerts and tributes to The Beatles, Freddie Mercury....

**Passeig de la Mar, Palmanova**



Ajuntament de  
Calvià Mallorca

Eventos