

Welcome to Mallorca

The ever-popular star of the Mediterranean, Mallorca has a sunny personality thanks to its ravishing beaches, azure views, remote mountains and soulful hill towns.

Lyrical Landscapes

For Miró it was the pure Mediterranean light. For hikers and cyclists it is the Serra de Tramuntana's formidable limestone spires and bluffs. For others it is as fleeting as the almond blossom snowing on meadows in spring, or the interior's vineyards in their autumn mantle of gold. Wherever your journey takes you, Mallorca never fails to seduce. Cars conga along the coast in single file for views so enticing, the resort postcards resemble cheap imitations. Even among the tourist swarms of mid-August, you can find pockets of silence – trek to hill-top monasteries, pedal through honey-stone villages, sit under a night sky and engrave Mallorca's lyrical landscapes onto memory.

Return to Tradition

Mallorca's culture took a back seat to its beaches for decades, but the tides are changing. Up and down the island, locals are embracing their roots and revamping the island's old manor houses, country estates and long-abandoned *fincas* (farmhouses, estates) into refined rural retreats. Spend silent moments among the olive, carob and almond groves and you'll soon fall for the charm of Mallorca's hinterland. Summer is one long party and village *festes* (festivals) offer an appetising slice of island life.

Coastal Living

Mallorca tops Europe's summer holiday charts for many reasons, but one ranks above all others: the island's stunning coast. Beyond the built-up resorts, coves braid the island like a string of beads – each one a reminder of why the island's beaches have never lost their appeal. Go west for cliff-sculpted drama and sapphire seas, or head north for hikes to pine-flecked bays. Scope out deserted coves in the east, or dive off bone-white beaches in the south. With a room overlooking the bright-blue sea, sundown beach strolls to the backbeat of cicadas and restaurants open to the stars, you'll soon click into the laid-back groove of coastal living.

Mediterranean Flavours

Eating out in Palma has never been more exciting, with chefs – inspired as much by their Mallorcan grandmothers as Mediterranean nouvelle cuisine – adding a pinch of creativity and spice to the city's food scene. Inland, restaurants play up hale-and hearty dishes, such as suckling pig spit-roast, to perfection, pairing them with locally grown wines. On the coast, bistros keep flavours clean, bright and simple, serving the catch of the day with big sea views.



Why I Love Mallorca

By Damian Harper, Writer

My parents did the right thing and bought a house in Fornalutx when I was four. Every summer spent in Mallorca was blissful: building camps with friends in the torrent, leaping from high rocks into the waters of the Port de Sóller, listening to the donkeys clop up the steps of Calle del Monte. Nowadays it's what I took for granted then that transfixes me most: the mesmerising night sky, the Tramuntana glowing like coals at sunset, the timeless terracotta hues of the stone houses and the deep azures of the Mediterranean. And each time I return, there's something else that enthralms me.

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