

Mallorca Bulletin

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“The English teacher in Mallorca who can’t teach English because she is English...” SEE PAGES 8 AND 9

Steve Heapy:
CEO of
Jet2holidays



“If you give the impression that you don’t want tourists, they will end up going elsewhere....”

“Tourists are happy to come to Mallorca even if there are a lot of people, because it is a busy island and for many that is part of the experience – finding busy bars and restaurants.”

“BE CAREFUL WHAT YOU WISH FOR...”



Our poll on our web asked our readers:
Is Steve Heapy right to warn the Balearics over calls for fewer tourists?

Yes: 84.62%

No: 15.38%

Comment

A timely warning or Crying Wolf: See Page 3

Jet2holidays is Britain's largest travel company, bringing in excess of one million tourists to the Balearics.

By Andrew Ede

Palma.—Steve Heapy, the Chief Executive of Britain’s largest travel company, Jet2holidays, has offered some advice to politicians in the Balearics and Spain who come out with apparent anti-tourist messages about there being too much tourism.

“Well, be careful what you wish for. If you give the impression that you don’t want tourists, they will end up going elsewhere.”

There are, he said, other destinations like Turkey or Greece which are cheaper. “They are strong and have fantastic value.”

Heapy added that he doesn’t agree with discussions about limiting visitors or searching for quality tourism - “whatever this means” - but made clear that he is willing to sit down with political leaders to discuss these issues and try to bring positions closer. Before this, however, he believed that governments should clearly define their positions on the future of tourism.

“Shortly after the next elections, the elected rulers should speak out and make it clear what their intentions are in relation to the tourism industry.” He explained

that most of the complaints received last year from Jet2 customers were not about overcrowding but to do with a lack of sufficient staff in some hotels. He expressed concern about the experience of customers in any hotels affected by a staff shortage. On tourist saturation, he said that tourists “are happy to come to Mallorca even if there are a lot of people, because it is a busy island and for many that is part of the experience – finding busy bars and restaurants.”

On this issue of overcrowding, Heapy said that “there must be a good debate between the govern-

ment, airlines, hotels and public, who have to find a compromise solution because it is a difficult matter to solve”. “You have to understand what different parties want to find a correct solution. It’s not easy, but less tourism means less income, less GDP and less employment for the people of the islands.”

Despite inflation and higher prices, Heapy expressed his optimism: “The British will sacrifice other things: cancel the Netflix subscription, stop buying lottery tickets or going out to eat, but they will not give up their holidays.”

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