



From local owners to international hotel groups: the transformation of the hotel industry in Sóller (Mallorca) from 1950 to 2022

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Abstract

The research focus on the evolution of the hotels ownership on a coastal municipality located in NW Mallorca. The city of Sóller welcomed tourist as early as the 1930's but the largest increase of the hotel trade arrived in the second half of the 20th century. Initially, hotels were locally owned and offered basic services, which were focused on families looking for a "sun and beach" offer. Since the arrival of the 21st century, there has been a change on ownership and international companies own nowadays a large number of hotels. Furthermore, the quality of the lodging has increased towards luxury thus increasing the cost of stay and changing the kind of tourist attracted, which is not only looking for sun and beaches but for other interests, like culture or gastronomy. The chapter will present how those changes have shaped the current hotel industry in the area and how such modifications have had social and economic effects too.

Keywords: 20th-21st centuries, local owners, hotel industry, Mallorca, tourism

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