At the start of our cluster **Tourism** had been in recession for over a decade.

The sector is in urgent need of transformation.
This Transformation Requires

- **Integration** of all economic sectors
- **Innovation and Technology**
- **Repositioning and Distribution Strategy**
- **Optimizing Human Capital and Professional excellence**
- **Internationalization and reference Best in Class Sustainability**
Objectives

• Integrate all “actors” in Tourism
• Change Attitude: everything is Tourism
• Act, not only be part of
Public, Academic and Private cooperation

Cluster for Innovation and Technology in Tourism of the Balearic Islands
Association of Innovating Enterprises Registered in the Ministry of Industry, Commerce and Tourism

Balears.t Assists its members to execute innovative shared projects and facilitates the access project finance through national and or international
Shaping Smart Tourism in the era of the Circular Economy

Digital Platform for Tourism Distribution

Objective

Interconnecting all services and experiences /internal and external/ That impact Sustainable Tourism; its products, the fulfillment and global distribution

Clúster d’Innovació Tecnològica en Turisme de les Illes Balears