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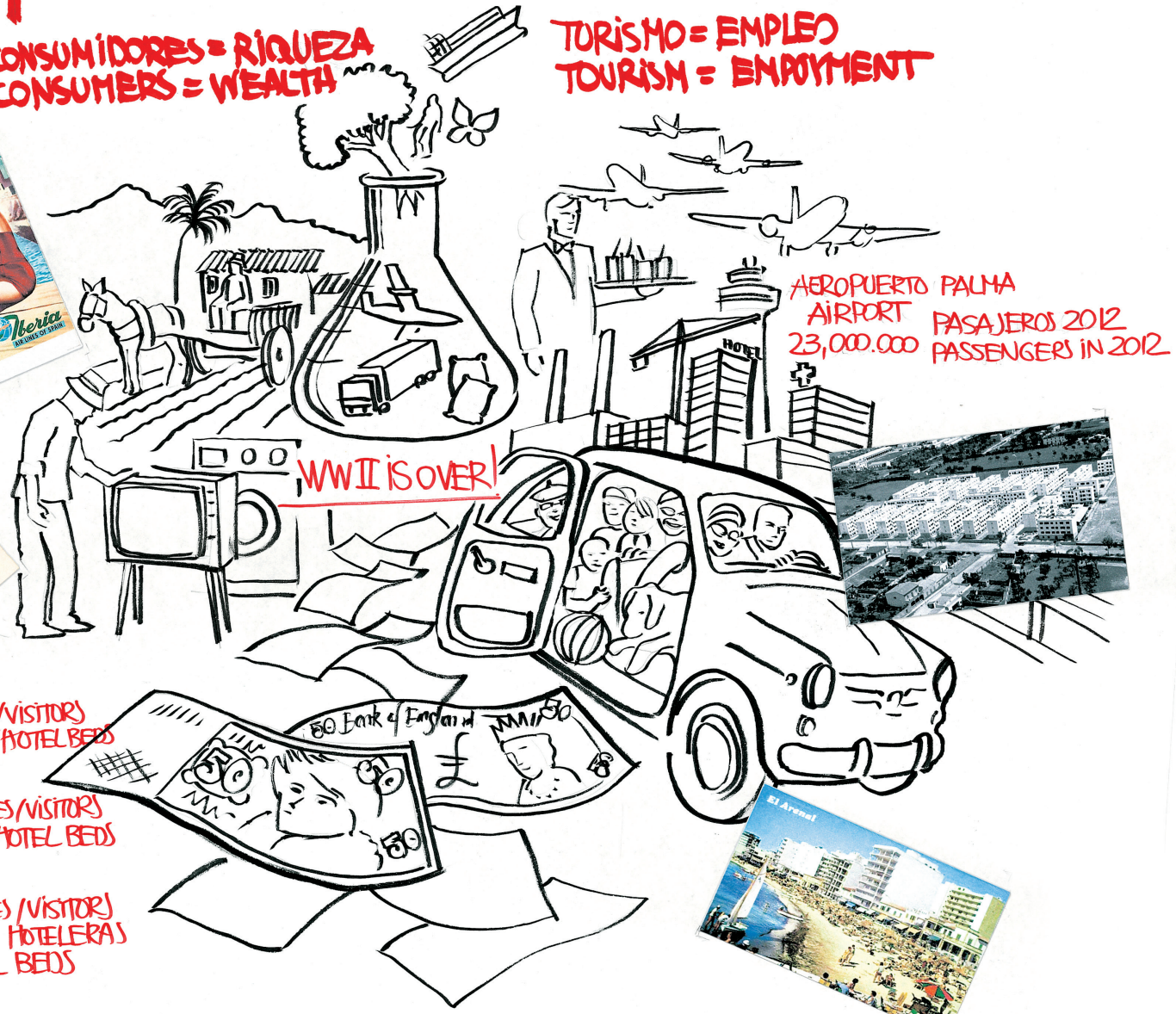
DE LA SUBSISTENCIA A LA PROSPERIDAD
FROM SUBSISTENCE TO PROSPERITY

Balears.t
Balears és turisme

CONSUMIDORES = RIQUEZA
CONSUMERS = WEALTH

TURISMO = EMPLEO
TOURISM = EMPLOYMENT



AEROPUERTO PALMA
AIRPORT
23,000.000 PASAJEROS 2012
PASSENGERS IN 2012

1950
98.000 VISITANTES/VISITORS
4.000 CAMAS/HOTEL BEDS

1960
400.000 VISITANTES/VISITORS
28.000 CAMAS/HOTEL BEDS

1973
3,500.000 VISITANTES/VISITORS
>140.000 PLAZAS HOTELERAS
HOTEL BEDS