Balearic Islands Cuts Down on “Booze Tourism”

Spain’s Balearic Islands have a reputation of being associated with the pursuit of pleasure, all-day partying, and the occasional sun-soaking. However, the Balearic Islands are attempting to rebrand and establish a new image. The government of the Balearic Islands has created new laws to cut down on drinking/partying in the tourist centers of Magaluf, Playa de Palma, and San Antonio in Ibiza.

In an effort to stop this all-day drinking fiasco, the Balearic Islands “party boats” will no longer promote intoxication on the ships. The most significant change, however, would be the changes towards the bars on the islands. New laws have changed how long the bars will be open and when they reopen. Bars won’t have happy hours anymore and they will stop selling booze altogether after 9:30 P.M. They will instead reopen and start re-selling alcohol at 8 A.M. the next day, hopefully cutting down on all-night drinking.

Not only is the government cutting down on drinking in general, but they are also cutting down on numerous drinking acts too. Pub crawling, the act of drinking at various other bars in one night, is going to be strictly prohibited from now on. They’re even cutting down on the new craze of “balconing”. Balconing is the act of attempting to jump from their hotel balcony into the hotel pool below.

What’s also included in the “curfew” for drinking are some newly added fines tourists and businesses can face. Businesses that sell to a person after curfew can face up to a 60,000 Euro fine or around a $66,000 fine. That is a pretty hefty fine for selling alcohol.

Even with these laws in place, the Balearic Islands are also attempting to put a halt to excess tourism. The Balearics said that they’re trying to switch to a “sustainable and respectful tourism,” with a new focus of a “real change in the tourist model in these destinations.” Some of these tourist hubs have vendors selling muscle tees with phrases such as; “Made in UK, Destroyed in Magaluf”, or the classic “Good boys go to heaven, bad boys go to Magaluf”. These are just a few of the slightly tainted tourist shirts in the Magaluf bay area. Most of the tourists that flock to the Balearic Islands are of UK descent or some other European country due to their availability of cheap flights to the islands.

After all, you can’t stop people from excessively drinking, but it’s just going to be one of those uncontrollable things. Europeans for centuries have been drinking and newly born Europeans are being born into a drunken society. Hopefully, these new laws might cut down on the drunken craze.