Millions of tourists enjoy this summer the versatility of olive oils at the airport of Palma de Mallorca

Throughout the month of August and until September 2, the millions of travelers passing through Palma de Mallorca Airport can enjoy the quality and versatility of olive oils in the Olive Oil Lounge, a multi-purpose space dedicated exclusively to this star product of the Mediterranean diet.

With almost 28 million passengers, the Son San Joan airport is the third in Spain and, without a doubt, the most international. In 2017 72% of the users were foreigners, highlighting the Germans (9.3 million) and the British (5.6 million), both belonging to markets where this European-wide promotion campaign is being implemented. Only between the next Friday, August 3 and Monday, more than 3,900 flights will be operated at this airport, between arrivals and departures.

All these data indicate that this is the perfect place and date to open the Olive Oil Lounge to the public. A space that, as a VIP room, but accessible to everyone, helps to discover the culture of olive oils through its oleoteca, tastings of different references, chill out area and kids area for children. Travelers will thus have the opportunity to taste the exquisite taste of liquid gold in the

express tastings of the product adapted to the rhythm of the shipping areas and admire the best oils in the world thanks to "geofencing" or "geolocalization".

This technique allows knowing when a person enters the perimeter of action of the Olive Oil Lounge, to which a notification is sent inviting him to live a sensory experience around the best olive oils.

The Olive Oil World Tour promotional initiative, of Aceites de Oliva de España, carried out in collaboration with the EU, will be developed under the motto "Let's Make a Tastier World" has a global reach since it includes informative actions in the main airports, train stations and cruise terminals in Europe, the US and Asia.

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