



**Pilar Carbonell Raya**  
**General Director of Tourism Government of the Balearic Islands**

Born in Palma in 1972.

Studied in England secondary school.

Attended a course Hotel Management at Glion in 1992.

Has a degree in Tourism Management from the Escuela Superior de Turismo de Baleares.

Started work experience in Barcelo Hotels in 1996 working for the international department.

For 8 years worked as Tourism Quality Technician in the City Council of Calvia. Dealing with the promotion strategy of the municipality.

In 2002 worked for an Incoming Agency and elaborating contracts between touroperators and hoteliers.

In 2004 started her own business, a restaurant with a new concept, healthy and balanced diets, which is still running nowadays.

In 2015 decided to enroll in Politics as an independent as the General Manager for Tourism for the Balearic Islands and take the opportunity to participate in the decision making process of the most important sector in the Balearic Islands, the Tourism sector for 4 years.