Franciscan friar Junípero Serra headed to the New World from this Balearic Island off Spain's east coast and eventually established nine California missions. Today, Mallorca's capital city, Palma (pictured), hums with activity both in Spanish and Catalan, while heavenly beaches, known locally as calas, rim the island. -Jessica Ritz

GO

WORTH IT: Shop at Palma's specialty boutiques, such as the multistory Rialto Living (011-34-971-713-331; rialtoliving.com), where you'll find everything from interior decor vignettes to coastal chic attire. Estilo Sant Feliu (011-34-971-425-626; estilosantfeliu .com) specializes in the island's traditional Ikat-pattern textiles and handmade home goods.

ON THE CHEAP: Explore the island's Roman origins in Palma. Tour the Gothic cathedral (catedraldemallorca .org), a.k.a. La Seu, which was built over several centuries and features altar components designed by visionary Spanish architect Antoni Gaudí. Don't miss abstract artist Joan Miró's home and studio (011-34-971-70-14-20; miromallorca.com) on the cliffs outside the center (about \$9 for entry). For a little adventure, hop a wooden trolley for the one-hour journey to cafestudded Sóller (about \$24 round trip).

EAT

INDULGE: At his eponymous restaurant, British-born chef Marc Fosh (011-34-971-720-114; marcfosh.com) sets the bar high for Michelin-starred dining and a sophisticated tasting menu (the latter starts at about \$100). Meanwhile, seafood is in the best culinary hands at **Peix Vermell** (011-34-971-079-374; peixvermell.com), which also boasts a wine list with extensive local vintages.

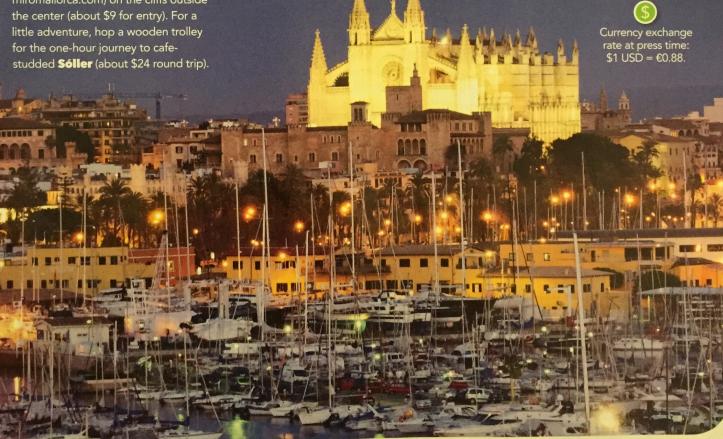
BUDGET BITES: Locals flock to the food stalls of bustling Mercat de Santa Catalina (011-34-971-730-710; mercatdesantacatalina .com) to shop and savor the day's freshest fare. Experience a taste of historic Palma café culture and the signature ensaïmada pastry at Ca'n Joan de S'aigo. (011-34) 971-710-759; canjoandesaigo.cat.

STAY

BIG SPENDER: Sant Francesc Hotel

Singular occupies a 19th-century manor, where Old World character combines with contemporary luxury (from about \$430; 011-34-971-495-000; hotelsantfrancesc .com). In the less-developed northeastern area, check in to the deluxe Park Hyatt Mallorca resort that's inspired by the island's traditional village architecture (from about \$500). (011-34) 871-811-234; mallorca.park.hyatt.com.

SMART SAVER: Brondo Architect Hotel's eclectic artsy style and central Palma location make it ideal for getting into the area's creative spirit. Enjoy breakfast in the light-flooded dining room and patio (from about \$225). (011-34) 971-925-643; brondoarchitect.com.



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