Today marked the first day of World Travel Market, England's leading tourism trade show. Representing and promoting Formentera at the London event, which runs through Wednesday, November 9, 2016, are Formentera Council (CiF) president Jaume Ferrer, councillor of tourism Alejandra Ferrer and, director of Formentera's tourism advisory board, Carlos Bernús.

Formentera is being represented at the Balearic Islands' stand, where Universitat de les Illes Balears (UIB) students are on hand to attend to fair visitors. One goal shared by all four islands in the archipelago is “to get the word out about the pre- and post-summer seasons”, the tourism councillor pointed out. The agency for tourism in the Balearics (ATB for its initials in Catalan) has published a magazine to promote off-season visits.

According to Councillor Ferrer, Formentera's marketing push is particularly important in England given the year-round flights in place between London and Eivissa. She described plans to meet with various PR companies and online marketing firms in an effort to boost Formentera's presence in the English market.