

Three members of the local administration –Council president Jaume Ferrer, tourism councillor Alejandra Ferrer and tourism advisory board chief Carlos Bernús– can be spotted extolling Formentera's qualities this week at the Fitur travel show. As Councillor Ferrer pointed out, this year Formentera is at two stands – one representing the Balearic Islands and housed in pavilion nine, and the another, located in pavilion seven, that the island shares with Citroën E-Mehari.

Formentera will tout the sporting and cultural events that have steadily gained prominence over the years and turned the island's pre- and post-season periods into targets for tourists. The plugging dovetails with a Balearics-wide campaign to boost wintertime travel to the region. At the Balearics' official presentation before Fitur crowds, slated for Thursday at noon, Formentera will screen its 2017 promo video and, according to Councillor Ferrer, "unveil a new green project to safeguard posidonia seagrass".

Sustainable mobility

Riding the wave of 2017's promotion as Year of Sustainable Tourism for Development. Formentera will continue agitating for electric vehicles, already a years-long movement on the island. Councillor Ferrer explained that one upcoming line of action, fruit of the recent partnership between by the administration and Citroën, included "continuing to swap out fossil-fuel vehicles on the Council's fleet with electric ones".