



Today, the Formentera Council's Office of Tourism reports that with the focus of the International Tourism Trade Fair, or FITUR, trained on the Balearic Islands, Formentera took Thursday to shine a spotlight on the island's culture with its newly updated catalogue of heritage sites. The move is all the more fitting given the United Nations have designated 2018 as a year for cultural tourism.

The presentation touched on two distinct tiers of heritage. One was cultural, and presenters referred to the enduring mark left by the numerous civilisations settling on Formentera throughout history. The other locus was the island's natural heritage. Here, Formentera's representatives spoke about the landscapes and nature that set us apart from other tourist destinations, and held up such initiatives as the Save Posidonia Project.

Attendees of the expo had the opportunity to see and visit some of the island's most iconic sights. Using special eyeglasses and thanks to an array of 360°-filmed virtual reality videos, visitors took in landmarks like lighthouses and watchtowers.

A campaign built around selfies also figured in the plan, with winners of a raffle enjoying stays on the island and the promise of local beaches, culture, hikes and gastronomy. Of course, those are just some of the standout features that make Formentera a one of kind island in the Mediterranean.