The Department of Tourism of the Consell de Formentera reports that the coming days will see the island's promotors hitting two travel expos in Switzerland and Netherlands, and a birdwatching festival in the Delta de l'Ebre.

Head of promotion Carlos Bernús is in the Swiss city of Montreux at the TTW Romandie (Travel Trade Workshop) today and tomorrow—“one of the biggest for tourism professionals in French-speaking Switzerland”, Bernús said.

“We'll be wooing off-season travellers with details of our island's impressive ecological values”, Bernús said. Formentera has its own stand at the event.

Utrecht, Netherlands
From 17 to 22 September, Formentera will also participate in the city of Utrecht's 50 Plus, an expo for the 50-and-older set, who, Bernús pointed out, “are O.K. with missing the high-season months...and want to take their time”. Bernús said the island's ideal profile had “mid- to high-range purchasing power, and is tuned in to the environment”.

Birdwatching tourism
Formentera will also court the national market at the Delta Birding Festival. The event runs from today until Friday, 20 September, at MónNatura Delta. The tourism chief described the group of islands in southern Delta de l'Ebre as “the perfect venue to trumpet Formentera's qualities as a birdwatchers' destination”.

Visit from Toronto
Formentera will also get a visit this week from representatives of Toronto-based press outlets specialising in cultural travel. The group will tour cultural and heritage sites like the Ca Na Costa megalithic monument and dig sites in es Cap de Barbaria.

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