



The Formentera Office of Tourism is pleased to report that the island will be promoted at London's World Travel Market between 1 and 3 November. Formentera will have a stand, shared with the rest of the islands, where visitors will be able to learn about the island's tourism offerings, with special emphasis on off-season proposals and its sustainable side.

On the second day of the fair, Tuesday 2 November, at 1 p.m. there will be a presentation of the Balearic Islands and a round table discussion with the participation of all the islands. The vice-president and councillor of tourism, Alejandra Ferrer, will highlight in this colloquium "projects such as Formentera.eco for a more sustainable mobility or the 'Save Posidonia Project' for the protection of posidonia and our coastline, in addition to the other actions we are doing on our island to ensure that the traveller's experience is unique. Also after the covid-19 affectation on a global scale, we will continue to highlight that Formentera has a large number of open spaces with little influx of people that mean a competitive advantage as it allows you to enjoy the island in a safer way".

During the fair, contacts will be maintained with tour operators and travel agents who already have the calendar for next season set. Formentera will showcase the opportunities it offers to practice sports or enjoy its cultural offerings, explore nature or take ornithological routes, while learning about its past and the island's most deeply-rooted traditions. The last edition of the WTM was virtual, due to the health crisis, this year the two forms are combined, on 8 and 9 November there will be online meetings in which Formentera will also participate.

## **Global European Market**

On the other hand, it should be noted that today Formentera participates in a promotional action, the Global European Market organized by the European Tourism Association. It is an activity of 15-minute appointments in which the attractions of the island are highlighted. Throughout the day more than 25 appointments are arranged with travel agencies specializing in customers with high purchasing power.

*28 October 2021*  
*Communications Office*

*Consell de Formentera*