



The Formentera Office Tourism has signed an agreement with the online travel agency Expedia to disseminate and promote the UNESCO Sustainable Tourism Commitment. Formentera is the first European destination to join the collaborative effort, and the second worldwide after Thailand.

“This agreement is about encouraging sustainable and responsible travel to Formentera, seeking ever greater environmental awareness and optimising sustainable practices in travel and the public and private sectors”, said Vice President and Councillor of Tourism Alejandra Ferrer. The deal includes specific measures to develop sustainability on the island, and is in line the objectives of the Tourism Reactivation Plan 2021/22, adopted by local government in consensus with the sector.

The arrangement focuses on fomenting sustainable and responsible travel by attracting quality visitors who respect the environment and generate a return for Formentera. It is also aimed at promoting sustainability with new and positive destination experiences and emerging secondary experiences. It additionally seeks to mitigate the negative environmental and cultural impacts of travel and sightseeing, establish Formentera as a leader among sustainable destinations (related projects include safeguards on posidonia, the ban on plastic bags, the promotion of sustainable mobility and more) and set an example for the travel sector in its broadest sense, nationally and internationally.

Expedia Group promotes travel around the world and will now highlight Formentera as an island that cares about sustainability. The company will bring visibility to the private sector's commitment to environmental protection by highlighting whether particular stakeholders have reduced single-use plastics, if they support local communities and culture, have cut waste and improved their management of energy and water.

The idea is also to take advantage of industry experience and digital technology to create a sustainable framework on Formentera that develops the local economy, especially in tourism, and to promote policies for the inclusion and safety of travellers.

*8 November 2021*

*Communications Office*

*Consell de Formentera*