



The Formentera Office of Tourism is pleased to report that from 5 and 8 September, Formentera was promoted at ILTM Asia Pacific 2022 in Singapore. Carlos Bernús, chief of promotion, was present at the trade show, where Formentera was presented as a destination that offers unique experiences to visitors.

Bernús met with representatives of travel agencies from India, China, Australia, Philippines, New Zealand, Korea and Singapore. "This fair connected us with a type of market that is very interested in our destination. Recent years have seen these travellers increase in number, and that can help boost the trend of travel outside of the peak season months. This is a group that is used to long stays, that travels during our low season and does not mind that the weather is not summer", said Bernús.

During the months of September and October, agents from some of these countries will take part in familiarisation trips to help promote Formentera in their markets and create synergies with island businesses to collaborate and continue moving away from a summer-centred model of tourism. As always, the island is promoted as a destination for sustainable tourism, with, according to Bernús, "magical nooks where you can live unique experiences involving culture, heritage, sports and contact with nature".

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**Communications Office**

**Consell de Formentera**