The Formentera Department of Tourism reports that the office's official social media account, @visitformentera, has unveiled a video in which the island tells visitors "I miss you".

With the page turned on a period of internal confinement when Formentera was closed to outside visitors, department manager Carlos Bernús said the island was today waiting to get the go-ahead to reopen first to fellow islanders from Eivissa and the rest of the Balearics and then, if all goes well, to domestic and international travel. Bernús pointed to "targeted online pushes to entice those visitors" and said work was under way to ensure that both visiting tourists and locals can enjoy a summer "with the highest level of safety guarantees".

Similar campaigns have sprung from collaboration between the tourism office and tour operators like SOLTOUR and Logitravel, while other efforts have involved mailing promotional inserts to domestic audiences and meeting with travel agents and journalists.

30 May 2020
Department of Communications
Consell de Formentera