



Today through Sunday, March 13th, Formentera will be showing visitors of ITB Berlin everything it's got in terms of sporting events and cycling trails. The aim is to “attract more German visitors to the island in the low season”, explained tourism councillor Alejandra Ferrer at the Balearic community's official presentation at the trade show, an event also attended by CiF president Jaume Ferrer. Over the coming days, the Balearics will be billed as the ideal destination spot for sports and green tourism.

At the trade fair, Formentera will be positioned as a destination to visit in the off-season. In that respect, the councillor pointed to two campaigns – Discover Formentera in May and Discover Formentera in October – as “clear examples of the perks that our pre- and post-season visitors can look forward to”. Plus, “German tourists are used to chillier climates, and are usually quite pleased with the island at these times of year”, Ferrer said. She also pointed out that “Germans are typically very respectful of the environment, which, given the importance we place on sustainability, is exactly the kind of visitor we want to appeal to”.

Travelling to Formentera, virtually

Formentera's reps will use the ITB to offer a virtual visit of Formentera's Ses Salines park with the help of virtual reality goggles and a (stationary) bike. Councillor Ferrer described it as “a way to show people the main attractions on the island”. Moreover, in a bid to increase footfall at the archipelago's shared stand, Formentera, with a space slightly removed from its neighbours, hopes to offer personalised attention and hand out information about propositions for nature lovers. There is also a dedicated sports area within the stand where potential visitors can find out about the more than 20 off-season sporting events scheduled for 2016. Those events, together with a packed cultural calendar, bring the total number of events on the island to over 60.