Formentera Council president Jaume Ferrer, tourism councillor Alejandra Ferrer and tourism advisory board chair Carlos Bernús will lead two presentations before Iceland audiences in an effort to sell travellers on Formentera. The demos will be staged in Reykjavik, at the conference hall of Foss hotel.

The first, for tourism trades and management of airlines like WOW and Icelandair, took place at 1.00pm. The representatives will then give a second demonstration at 4.00pm before members of the Icelandic press. President Ferrer called the move a response to Icelanders' recent interest in Formentera and the possibility of new direct flights to Eivissa from that country.

The prospect of developing the Icelandic market is particularly interesting, in Alejandra Ferrer's words, “because Iceland's travellers take holiday trips ahead of and after the high season. In winter the days are shorter here, and locals look for destinations with more hours of daylight, like Formentera”.

Presentations

Formentera representatives will focus on Formentera as an off-season destination spot, emphasising the island's cultural and sports programmes. Their talks will include promotional videos and the opportunity to take a virtual cycling tour of the island, based on a video with 360º footage. Another draw will be hotel Es Marès chef Juan Ramón Cobo's showcooking demo of typical island favourites like “amanida pagesa”. Visitors will also get the chance to try products like thyme, cheese, fig bread and red wine and check out some of Formentera's locally-produced fashions. The presentations had additional support from Turespaña.