



The Formentera Department of Tourism reports that from 9 to 11 November the island will participate in London's World Travel Market, traditionally a face-to-face expo that will be staged online in light of the public health situation.

The kick-off is set for Monday 9 November, when each of the four Balearic islands will share a video spotlighting their destination. According to marketing chief Carlos Bernús, Formentera's clip situates the island on the world map, underscoring its rich scenic beauty —apt not just for beachbumming, but for sport, natural discovery and bird-watching routes too— history and homespun tradition.

Bernús said the virtual expo would find Formentera's tourism team engaging in interviews and meetings with travel agencies, tour operators, press and even garden-variety travelers with an interest in the island. "We'll be driving home all the perks of off-season travel to Formentera and our brimming calendar of cultural and sporting functions", indicated the director.

Other points of focus will be Formentera's commitment to tourist, economic and social sustainability, with local representatives holding up formentera.eco as an example. The island's tourism reps will also hone in on Formentera's wealth of low-traffic open spaces — likely a competitive edge amid ongoing concern around the Covid-19 crisis.

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