

Earlier today in a talk titled “Formentera: safe and sustainable”, Consell de Formentera premiere Alejandra Ferrer shared her hope with crowds at the International Tourism Trade Fair (Fitur) that, in 2021 as in 2020, domestic travellers would decide to come and spend their holidays on Formentera — “where, these days, safety and sustainability are the main draws”.

Ferrer hailed news of a 700% increase in online searches that puts the island at 12% of its 2019 levels. Many hotels have additionally reported similar bookings to pre-Covid levels.

“We’re telling Fitur crowds about the island’s competitive edge in safety and sustainability. Till now, Formentera’s longstanding dedication to sustainability has meant quality natural spaces and safeguards for the land. Now, it means visitors can enjoy the island with peace of mind knowing they’re respecting one of the most crucial Covid measures: social distancing”.

Ferrer described the island’s experience last season during year-one of the pandemic and highlighted safety protocol in restaurants, hotels and beach bars — “all of which have outdoor spaces that make visits to Formentera even safer”, said Ferrer.

Programming
Ferrer spoke about Formentera’s recent return to face-to-face events, and held up recent efforts with the island’s tourism industry to adopt a tourism recovery plan complete with economic measures, marketing operations and a tentative security plan. In addition to public health protocols and continued monitoring at ports and airports, Ferrer said the plan included regular diagnostic tests until vaccines are widely available among local businesses. “It’s about closing the cycle”, quipped the premiere. “This way, not only are visitors safe, but they’ll be safe during the length of their stay”.

Additional changes:
- Efforts to become the first destination in Spain to join Unesco’s web-based Sustainability Charter, where sustainable hotels and overnight accommodations will be celebrated for sustainable measures like plastic reduction, renewable energy and respect for the water cycle.

- Pilot test of a quality seal for family-friendly tourism.
- With the Formentera Data Observatory, planned participation in the Smart Tourism Network to collect and analyse data for good governance and informed decision-making.

In closing, Ferrer expressed her satisfaction with recent “very good news” about a loosening of restrictions on travel between the Balearic Islands and mainland Spain. “Formentera is the perfect place to enjoy the sea, nature, walks and peace and quiet”, asserted Ferrer. “A safe and sustainable place to recharge batteries — something we all can use right about now”, she concluded.

20 May 2021
Communications Department
Consell de Formentera