

The coming days will find the Formentera Office of Tourism (*Conselleria de Turisme/CT*) taking part in the “Tourism Innovation Summit”, a travel expo where representatives of the tourism sector gather in Sevilla from 10 to 12 November to chart the course of tourism in Spain and discuss what roles innovation, technology and sustainability will play in it.

In one round-table talk in which Formentera will participate, experts will consider how competitiveness can be a distinguishing feature with respect to competition. CT head Carlos Bernús said local reps would discuss the case of Formentera and the island's approach to smart tourism. "We will talk about the Data Observatory and how the information we collect can be leveraged to guide decisions and craft strategies in tourism and governance", he added, insisting the approach "sets us apart from other destinations".

Formentera will also detail cutting-edge conservation initiatives like the formentera.eco scheme to regulate vehicles on local roads, the island's ban on plastic bags, efforts to promote sustainable mobility, Save Posidonia Project and more. "This expo is about sharing our experiences and building the backbone of a joint strategy on competitiveness and sustainability", concluded Bernús.

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