Ana Juan, President of the Consell de Formentera; Alejandra Ferrer, Vice-President and Councillor of Tourism, and Carlos Bernús, Director of Tourism Marketing, will attend the international tourism expo Fitur, scheduled to take place Wednesday 19 January to Sunday 23 January in Madrid.

At a dedicated section in a stand shared with the rest of the Balearic Islands, Formentera will offer promotional material on "family tourism and ways to enjoy the local environment, gastronomy and heritage as well as cultural and sporting events designed to draw visitors in the low season", said Councillor Ferrer.

Marketing efforts include meetings with niche travel magazines, web portals, tour operators, travel agents and more. "Despite the public health situation and renewed uncertainty on account of COVID-19, currently there is a lot of interest in Formentera as a destination", said Ferrer, adding, "This year we will highlight Formentera's qualities as a safe and sustainable island, with abundant open spaces and few crowds so visitors can enjoy the island more safely". To that end, these competitive advantages will be shared with media representatives in a presentation at 11.00am on Thursday.

"Also on display at the expo will be formentera.eco for a more sustainable mobility, Save Posidonia Project, to safeguard posidonia and the coastline, and other local initiatives to tuned to guaranteeing unique experiences for travellers", Ferrer concluded.

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Communications Office
Consell de Formentera