

Yesterday Alejandra Ferrer, Vice-President of the Consell de Formentera and Councillor of Tourism Promotion and Planning, and Carlos Bernús, Head of Promotion, participated in a new meeting of the Commission for Tourism Promotion and Planning (*Comissió d'Ordenació i Promoció Turística, COPT*).
This commission is also made up of local tourism industry representatives like the Hotel Association of Formentera, the Chamber of Commerce, the Small- and Medium-Sized Business Group (PIMEF), Conferation of Business Groups in the Balearics (CAEB), travel agencies and political parties.

On 9 February the body met and presented the draft Tourism Promotion Plan for 2022, and yesterday they approved the document. Ferrer insisted that, as in recent years given COVID-19 and uncertainty around Russia's invasion of Ukraine, the document would be "flexible".

The Vice-President and Councillor of Tourism praised COPT representatives' "collaboration in drawing up this roadmap, which puts special emphasis on diversifying markets and products and on promoting the island in the pre- and post-season".

The document highlights two proposals for the regional and central administrations on promotion, quality and training, as well as proposals on specific promotional campaigns, events and activities to reinforce various products with a special focus on gastronomy, nature and sport.

This document also envisions plans for Formentera's participation in tourism fairs and promotional events and presentations in 2022. "This year most of the events will return to their usual spot on the calendar", said Ferrer, who asserted that, in general, "events will be at the beginning and end of the season to help boost employment during these months".

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