

The Formentera Office of Tourism reports that this week local representatives will take part in a second promotional circuit featuring several cities of mainland Spain with good air connections to reach our island. Monday 9 May in Málaga, Tuesday 10 May in Seville and Wednesday 11 May in Bilbao, promotional roadshows are being held for the national press, travel agents and representatives of the tourism sector.

Carlos Bernús, head of promotion, said, "As always, representatives' work will involve promoting pre- and post-season sports and cultural activities which are tuned to draw domestic visitors, and highlighting the island's heritage, nature trails, ornithological routes, eco-gastronomy and more". Bernús himself will participate in these actions. In late April, the first national promotional circuit of 2022 included roadshows in València, Barcelona and Madrid.

Promotion in London

At 12 noon Thursday 12 May in the Green House Hotel of London, a presentation before some twenty members of the sustainability and tourism press will be geared towards reaching end readers with high purchasing power.

Then, Sunday 15 May, forty-one European travel agents will visit the island on a familiarisation, or "fam trip", which Bernús said was designed to "encourage participants to promote our destination by showing the friendliest side of the island in low season".

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Communications Office
Consell de Formentera