



Seeking out new visitors, today through Saturday, 2 October, Formentera will be present at the tourism and travel industry trade show IFTM Topresa in Paris. The local tourism advisory board's chief of staff, Carlos Bernús, is personally attending the trade show in an attempt to carve out a share of today's market of young French travellers, pointing out: «These are people whose grandparents and parents know about Formentera. Now we'd like to see upcoming generations getting interested in the island as a destination location too». This on the heels of a summer season when information points around the island logged increases in French visitors to the pitiusa menor.

Formentera —explained Bernús— wants to attract French tourists seeking out sand and sunshine, especially those who vacation at the beginning and end of the traditional high season. During the week-long event, the island's advertising efforts are based out of a stand hired by Turespaña and shared with the rest of the Balearic Islands. Bernús, head of el Patronat de Turisme in Formentera, will take advantage of the occasion to meet with a specialised communications firm with offices in Paris. «The idea of this meeting», confided Bernús, «is to work with a public relations company that will look after Formentera's place in the French market». In turn, according to Bernús, a marketing strategy to can be crafted to continue winning back this market.