The Formentera Council's trade office, in partnership with the island's small and medium-sized business association, or PIMEF, report that this Tuesday prizes were awarded to winners of two buy-local initiatives: “**Al Nadal Compra a Casa**” (This Christmas, Buy Local) and “**Anar al Mercat de Nadal té premi**
” (Shopping at the Christmas Market pays).

The first rewards shoppers for making purchases at participating businesses. The grand prize was a €200, Compra a Casa gift card for Rita Cardona of El Pilar de la Mola. Second prize, a €100 gift card, went to Pilar Juan, another la Mola local. Finally, third-place winner Antonio Villar walked away with a €50 gift card.

The second initiative offered five people who had shopped at this year's Christmas market gift cards worth €100 each. The winners were Beatriz Rica, Manuel Lage, Rudi Della Lunga, Jessica Mayans and Dani Serra.

Details of campaign
PIMEF's manager, Lidia Álvarez, pointed out that in 2017 Formentera residents spent nearly €800,000 across Compra a Casa's thirty participating establishments. By showing their Compra a Casa loyalty cards at checkout, shoppers were eligible for almost €16,327 in discounts.

In December, islanders spent just over €76,369, or €32,500 more than the same period the previous year (Compra a Casa was launched in December 2016). Formentera shoppers spent the most (over €91,055) in November 2017, while, with just a hair over €54,110 in purchases, August 2017 was when they spent the least.

Black Friday
The good November turnout was no doubt due in part to “Black Friday on Formentera” on the 24th of that month. On that day, purchases were tallied at €10,077.

Spending in participating shops during the first week of January reached €8,667. Friday the 5th was when shoppers really came out in force; the arrival of the Three Kings of the East was marked by €3435 in purchases.

Enlivening local businesses

November, December, Black Friday and the Christmas holidays represented two months during which Compra a Casa card-holders cashed in on accumulated discounts. With totals of €1,699 in November and €2,474 in December, the money continued circulating between participating businesses and was spent locally.

Compra a Casa loyalty cards can be requested at any participating business or at PIMEF. Every time a card-holder visits a Compra a Casa business, three percent of the total purchase is added to the amount he or she will receive in discounts (for purchases at supermarkets and the filling station, the figure is 1.5 per cent). Discounts accumulated can be used from the following visit.