

Formentera's Office of Tourism reports that from Sunday to Tuesday (February 11-13) representatives of the island will be out in force for Milan's International Tourism Exchange, or BIT, in hopes of reaching out to Italian travellers.

In 2018 Formentera will be the only representative of the Balearic region at the travel industry fair, one of the transalpine nation's largest. This year, Formentera possesses a stand of its own measuring 33 square metres and equipped with a big-screen LED and two backlit panels showcasing local spots like es Caló des Mort and el Far des Cap de Barbaria. The first, a cove whose name roughly translates as “Dead Man's Cove” in English, and the lighthouse which stands guard over Formentera's southern cape (“es Cap”), are not only well-recognised among Italian tourists familiar with the island, they also fit snugly with the declaration of 2018 as a world year of cultural tourism.

The fair will play out Fiera Milano City, an exhibition space located in the heart of the northern Italian capital. The Fiera's location makes it easy to reach for firms and garden variety globetrotters alike who are on the prowl for holiday destinations. Fairgoers who stop at Formentera's space at the expo, besides finding the latest iteration of the local catalogue of heritage sites, will also be able to discover and explore some of the island's most emblematic sights.