Today at 11.00am in the Formentera Council's Sala d'Actes, an information session was offered on the island's segments *estratègics turístics*, or “strategic tourism sectors” (SET). Tourism councillor Alejandra Ferrer explained the idea of the session as harnessing public-private collaboration to power diversification and create products to make Formentera-based businesses more competitive. Forty some representatives of private sector firms attended the event.

Chairpersons from the eight regional SETs—gastronomy, culture, active tourism, ecotourism, fitness tourism, health and fitness, luxury and MICE (meetings, incentives, conferences and exhibitions)—gave presentations tracing their own experiences and encouraged local entrepreneurs to join the initiative.

Jaume Alzamora, managing director of the Balearic Agència Estratègia Turística, said that in 2019 the agency would contribute nearly three million across projects in management, supply support, destination improvement, taking product to market, innovation and competitivity.

Another €1.2 million from the Sustainable Tourism Levy has been earmarked for a project (the terms will be hammered out between the islands) to encompass promotional initiatives aimed at fuelling demand.

Participating local firms will have say in how the money is used and can make proposals on competitivity hacks, plus will have a hand in crafting the tourism activities and events programme.

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Office of Communication
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