



The Office of Tourism of the Consell de Formentera is pleased to report that from 18 to 22 January, the Fitur International Tourism Fair will take place at Ifema fairgrounds in Madrid. There, at the Balearic Islands' new, posidonia-inspired stand, visitors will find a dedicated space for promotional material on Formentera and a special focus on all the activities and possibilities the island offers its low-season visitors.

Ana Juan, president of the Consell de Formentera, will attend the fair with Alejandra Ferrer, vice president and tourism councillor, and Carlos Bernús, chief of marketing. Bernús will take advantage of the opportunity to sit down with representatives of niche press outlets, tour operators and travel agents.

"Fitur is one of the main national expos, and in the last three years the domestic market has become a priority on our island", said Vice President Ferrer. "As usual, we will tout the island's sustainability in terms of the environment and tourism, but we will also be talking about social, economic and cultural sustainability and circularity. We will encourage visitors to come enjoy what makes our island unique while helping us to continue preserving it", she said.

Domestic market

In pre-pandemic 2019, domestic travellers made up 29% of Formentera's visitors, second only to visitors from Italy (37.2%). In 2021 and 2022, domestic travel spiked, accounting for 50.68% and 75.56%, respectively, of Formentera's total, growth that was driven by the pandemic. Last year, Spanish tourists continued to outnumber their Italian counterparts, representing 39.28% and 28.01%, respectively, of the island's visitors.

By autonomous region, the island's domestic visitors came from Catalunya (33.47%), València (17%), Madrid (16%), Illes Balears (11%) and Andalucía (8%). Domestic visitors are characteristically familiar with Formentera thanks to family or friends, and make their bookings more than three months in advance. According to the Formentera Data Observatory tourist barometer, beaches, scenery and contact with nature are the three aspects that these visitors cite most often among their reasons for coming, and the three aspects they rank the highest.

Agenda

From 11.00am, Thursday 19 January, at a presentation of the Balearic Islands involving niche media outlets and the general public, Vice President Ferrer will point up the new features that Formentera's visitors can expect to find. Later, at 1.00pm, President Juan will participate in the presentation "Blue and Circular Islands" (*Islas Azules y circulares*). Open days on Saturday and Sunday (21 and 22 January) will give the public a chance to get to know the various destinations directly.

16 January 2023

Communications Office

Consell de Formentera