

The Formentera Council's Office of Tourism has announced it will attend, today through Sunday, March 12, Berlin's ITB travel trade show. Tourism councillor Alejandra Ferrer pledged that visitors to the Balearic Islands' stand would be able to hear all about Formentera's dazzling qualities. Ferrer, who traveled to the German city for the event, highlighted the launch at ITB of one initiative in particular, Save Posidonia Project. The councillor will be joined by a public relations specialist from her department as the two of them spread the Formentera gospel to ITB crowds.

Today at the show, members of the media saw the Balearics extolled as a winter destination spot. The councillor described Better in Winter as “a bid to showcase everything Formentera offers those who opt to skip the high season: sports and cultural programming and nature trails, for starters”.

Save Posidonia Project

Ferrer took the opportunity to talk about some of the details of the Save Posidonia Project, like how for €1 per cubic metre, companies and private citizens can sponsor any portion of the 7,650 hectares of posidonia seagrass around Formentera. Money raised will fund projects to conserve the plant, “a particularly important part of our commitment to sustainable tourism,” according to Ferrer.