



Sunday 9 February marks the start of Milan's International Travel Expo (Borsa Internazionale del Turismo, BIT), a three-day affair that runs until Tuesday 11 February. Responding to calls from Formentera businesses whose stock in trade is tourism, the island's commander-in-chief Alejandra Ferrer and head of the tourism authority Carlos Bernús will be on hand promoting Formentera as an island where sustainability reigns.

From the comfort of Formentera's very own stand, the island's representatives will distribute promotional material underlining the perks of visiting away from the traditional summer season. "One reason people come is the sport- and culture-focused programming in the pre- and post-season", Ferrer said. The pair will also push "Slow Food Formentera", a map of local growers and businesses trading in locally-sourced products that the island's handlers have teed up for the season ahead.

Tour operators and niche and local media outlets will sit for a close-up of the island on Monday at 8.30pm. Italian travellers constitute one of Formentera's largest markets.

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Department of Communication

Consell de Formentera