From 19 to 23 May, representatives will be at Madrid’s FITUR 2021 international travel expo staffing Formentera’s individualised space at a stand shared with the rest of the Balearic Islands. In addition to protocols aimed at ensuring the island remains as safe a destination as possible, reps will be touting the plethora of outdoor activities, ways to enjoy the island safely and, according to marketing chief Carlos Bernús, “sustainability-forward initiatives that have been in the works some time now”.

The three central days of FITUR will find the team meeting with spokespeople from niche travel magazines, apps seeking to improve visitor experience, PR agencies and tour operators. “In a year made particularly difficult by the Covid crisis, as ever, we’re thinking of new promotional activities and strengthening our strategy to attract visitors”, asserted Bernús.

Spotlight on Formentera
Thursday 20 May, Alejandra Ferrer will give a presentation titled “Formentera: safe and sustainable”. Beyond collaborative efforts by local government, industry and islanders to make Formentera safer in terms of public health, the Consell de Formentera chief will draw attention to longstanding sustainability-centred projects like formentera.eco, Save Posidonia Project and other new initiatives. She will also underscore events designed for families, such as the brand-new Formentera Astronómica and the retooled Formentera Zen, both star features of the local reps’ spiel before FITUR crowds.

Finally, the spokespeople will take part in two round tables: one, an exploration of sustainable destinations and the other, a close-up on origins and ins and outs of the Formentera Data Observatory.

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Communications Department
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