

Today Alejandra Ferrer, Vice-President of the Consell de Formentera and Councillor of Tourism Promotion and Planning, and Carlos Bernús, Chief of Promotion, took part in the Commission for Tourism Promotion and Planning (Comissió d'Ordenació i Promoció Turística, COPT). This commission also includes representatives of the local tourism industry, like the Formentera Hotel Association, Chamber of Commerce, the local small- and medium-sized business group (PIMEF), Confederation of Balearic Business Groups (CAEB), travel agencies and representatives of political parties.

At the meeting, attendees sat for a presentation of the draft 2022 Tourism Promotion Plan and struck consensus about its contour and content. Over the next two weeks, proposals will be solicited from the industry, with COPT members reconvening afterwards to approve them.

Attendees also discussed COVID-19 and its likely impact on the tourist season and analysed the main issues that arose during summer 2021. Now, the committee will work on shaping a proposal for measures at varying levels of government to safeguard public health and the proper functioning of local businesses and services. These reflections will be incorporated into the 2022 Tourism Promotion Plan.

The Vice-President and Councillor of Tourism welcomed COPT members' collaboration in "crafting previsions and proposals for next summer, which will be flexible enough to adapt to the unfolding pandemic. It is important we use our experience from the last two years, and identify the issues so we can avoid them".

Industry representatives expressed warm feelings about the 2022 season, which they expect to start earlier than in 2021: between Easter and early May. Ferrer and Bernús also pointed to a recovery in advance bookings, a spike in bookings from Italian travellers, and generally high interest in Formentera as a destination.

Tourism barometer

Ferrer additionally presented findings from the tourism barometer and asked industry reps to work together to improve the visitor satisfaction and service quality. "The Formentera Office of Tourism will work with a manual of good practices geared toward our local tourism sector. There will also be talks to train incoming staff to spread knowledge about the history, heritage and gastronomy of Formentera, as well as insight about what's on and what's out there", she said.

Attendees also discussed efforts this winter and this year to draw visitors from mainland Spain and abroad, as well as Consell-backed programming in the early and late season. The Discover Formentera in May and Discover Formentera in October pushes will also be reactivated.

9 February 2022
Communications Office
Consell de Formentera