

The Formentera Office of Tourism is pleased to report on the promotional activities it will carry out out in the days ahead. From tomorrow, Wednesday 16 March until Sunday 20 March, Formentera will participates in the Lisbon Travel Market (BTL).

The first two days of the fair are exclusively for industry professionals, with Formentera's representatives planning to hold meetings at this time to present our destination. The rest of the days the fair will be open to the general public and Formentera will be at a stand highlighting its charms, said Alejandra Ferrer, Vice-President and Councillor of Tourism of the Consell de Formentera. The promotion will focus on the low season months and Formentera's credentials as a sustainable island where cultural, sports, heritage and gastronomic activities can be enjoyed in contact with nature.

This Portuguese fair is once again being held in person after COVID-19 forced the cancellation of the two previous years. "The Formentera Office of Tourism is committed to promote the island in a market that has responded very well the past two years of pandemic and is growing", she said. Ferrer also confided that, in view of "the current situation of uncertainty generated by the Russian invasion of Ukraine, we are ramping up promotion in the islands and mainland Spain as well as, given their proximity, Portugal and France".

Formentera will also be promoted at the World Tourism Fair 2022 in Paris (France), "a market where our communications agency has assured us that they are receiving a large number of inquiries about our destination", added Ferrer. Lastly, next week between 24 and 27 March, Formentera will also be promoted at the Brussels Holiday Fair 2022 in Belgium, "a market where Formentera is attracting more and more interest".

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Consell de Formentera