

Today the Formentera Office of Tourism is present at the second Turespaña Convention, on tourism governance, taking place at the Barcelona International Convention Centre between 3 and 5 October. The first two days of the fair included presentations and round tables on tourism news, best practices, sustainability and market intelligence. The Tourism Institute of Spain (Turespaña) also offered attendees a preview of the planning for the coming year.

Wednesday 5 October, heads of the Secretariat of State for Tourism (SETUR) and Turespaña, together with foreign tourism ministers, will hold technical meetings with representatives of tourist destinations. Formentera's head of tourism marketing, Carlos Bernús, will meet with 35 of these representatives to present the island as a destination and plan marketing activities for 2023.

Gatherings included foreign tourism ministers from Scandinavian countries, India, Singapore, Tokyo, Bombay and New York, as well as from Italy, France and Germany, among others. "With guidance from Turespaña agents, these meetings help us steer marketing efforts for next season, determine where we should strengthen our presence, and reduce costs by seeking out joint marketing efforts", Bernús explained.

Bernús also spoke to individuals in Turespaña's knowledge and research department about the work being done at Formentera's data observatory to improve coordination with state representatives and develop a strategic plan in accordance with the 2030 Agenda.

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Communications Office
Consell de Formentera