The Formentera Office of Tourism is pleased to report that the island will be present at London's World Travel Market (WTM) between 7 and 9 November. On hand to promote Formentera at the UK's biggest travel expo will be Ana Juan, Alejandra Ferrer and Carlos Bernús (president, vice president/tourism councillor and tourism marketing chief of the Consell de Formentera, respectively).

President Juan said that visitors to Formentera's section of the Balearic Islands stand "can learn about the local offer and, in particular, off-season draws like cultural, sports and leisure events".

At 10.30am on day two of the expo, Tuesday 8 November, "Balearic Islands, the tourism of the future" will offer a look at the region's characteristics as a destination. The presentation will be followed by a round-table discussion with the participation of all the islands.

There, Vice President Ferrer will tout Formentera's sustainable side and highlight projects like formentera.eco to regulate incoming vehicles and Save Posidonia Project to protect posidonia. She will also explain "other steps to ensure that each visit to Formentera remains a unique experience and that our visitors are aware of the place they are visiting, where resources are limited and must be used with care".

Formentera's representatives at the WTM will also make contact with tour operators and travel agents who have already programmed their 2023 seasons. Visitors to this year's stand will find a poster reading "Under the Formentera blue lies the posidonia green", where, by scanning a QR code, they can download literature about the island digitally to save paper.

These catalogues spotlight Formentera's offer in sport, culture, heritage and cuisine, as well as nature activities, ornithological routes and ways to discover our past and most deeply rooted traditions.

4 November 2022
Communications Office
Consell de Formentera


formentera
Beneath the Formentera blue
lies the posidonia green
Save paper.
Download your
brochures here:
www.formentera.es