

Today at the World Travel Market in London, representatives of the Balearic government offered a presentation titled "Balearic Islands: a case study in responsible tourism". Ana Juan, president of the Consell de Formentera, stressed that "Formentera has long since begun the search for a sustainable brand of tourism that respects our island and appreciates its uniqueness". Indeed, President Juan pointed out that sustainability has been at the forefront of the island's marketing efforts at WTM 2022.

After the presentation, at a round-table discussion which included the four Balearic Islands, Alejandra Ferrer, vice president and councillor of tourism, offered an overview of efforts in recent years to make the island more sustainable, including regulating vehicles brought and driven on the island (formentera.eco), safeguarding posidonia seagrass (Save Posidonia Project), offering drivers a local network of electric vehicle charging stations, eliminating plastic bags and more.

"Among our challenges moving forward is collaboration to protect the Mediterranean Sea and regulate mass anchorage on our coastline", she said. "Meanwhile, we must continue to safeguard culture, traditions and heritage so that Formentera remains a unique experience, which is what draws our visitors, while at the same time striking a balance with regard to residents' quality of life. In due form, we are seizing the chance that WTM provides to drive these points home among the tour operators and travel agents with whom we are meeting", said Ferrer.

Promoting the pre and post season

Formentera will be promoted at the World Travel Market in London from 7 to 9 November. At a stand which the island will share with the rest of the archipelago, visitors can learn about the local offer and, in particular, off-season draws like cultural, sports and leisure events.

Carlos Bernús, head of marketing, will also be present at the expo, where local representatives will make contact with tour operators and travel agents, not to mention niche press outlets, which "are showing great interest in our destination and sustainability-forward projects".

This year, the stand has a poster reading "Under the Formentera blue lies the posidonia green" with a QR code where smart-phone users can download catalogues digitally to save paper. In these catalogues Formentera will show the opportunities it offers in sport, culture, heritage and cuisine, as well as proposals to go into nature or ornithological routes, while knowing its past and the most deeply rooted traditions of the island.

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