The Office of Tourism of the Consell de Formentera is pleased to report that with the arrival of January comes the start of various activities geared toward professionals and the direct public to attract pre- and post-season visitors in 2023.

From 10 to 19 January, a sales mission will be carried out in the cities of Los Angeles, San Diego and La Joya on the **West Coast of the United States**. A spokesperson for Formentera will meet with individuals from roughly 30 travel agencies to show the American public the activities and experiences in fine dining, culture, heritage, sports available on the island.

From 12 to 15 January, the Consell de Formentera will take part in Vakantiebeurs, a travel expo in **Utrecht (Netherlands)**. The island will feature prominently at the Tourespaña stand, where a representative will illuminate Formentera's low-season appeal.

Next week, Formentera will also be at the **Fitur International Tourism Fair (Madrid)**. There, according to Alejandra Ferrer, vice president and tourism councillor, "Spanish travellers can learn about Formentera's credentials as a destination that is environmentally, socially, economically and culturally sustainable."

From 20 to 23 January, local representatives will attend an international tourism fair in **Nantes** to raise the island's profile in areas of France with good air connections to Eivissa. From 20 to 22 January, Formentera will seek to attract Nordic travellers at the
Matka fair in Helsinki
, where the island's spokespeople will be at the Tourespaña stand.

Finally, from 23 to 25 January, representatives of four local restaurants will be present at the **Ma drid Fusión**
2023 fair.

13 January 2023
Communications Office
Consell de Formentera