



From Sunday to Tuesday, 12 to 14 February, the Office of Tourism of the Consell de Formentera will participate in Milan's International Tourism Fair, or *BIT (Borsa Internazionale del Turismo)*. The first day of the expo, Formentera will be at a stand where it will showcase its charms directly to the general public. The other two days will be reserved for niche audiences like tour operators, media outlets and travel agents.

Formentera will promote its low-season offer to Italian travellers. The island will be shown as a sustainable destination where cultural, sports, heritage and fine-dining activities take shape in constant contact with nature. Other draws like nature trails (*Rutes Verdes*) and birdwatching circuits will be spotlighted as well, said Alejandra Ferrer, vice president and tourism councillor.

According to Ferrer, the island's participation in the travel expo is about "preserving a brand of traveller that has traditionally been loyal to Formentera, and drawing families and the type of visitor who respects the island's nature and traditions." Last summer, Italian travellers made up 28.01% of Formentera's visitors and were second only to their Spanish counterparts, who accounted for 39.28%.

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