



The Office of Tourism of the Consell de Formentera reports that this week a sales mission will be run in Zurich, and next week another will take place in Geneva. Formentera's representatives will meet with travel agents specialised in the Swiss public to explain all the possibilities offered by the island in the low season.

"This allows us to attract Swiss tourists, who typically make long trips and feel comfortable with the spring-like climate that Formentera offers during the low season", explained Alejandra Ferrer, vice president and tourism councillor. Actions such as this one seek to boost the proportion of Swiss travellers, who accounted for 2% of Formentera's total visitors in 2022.

Promotional material will highlight the opportunities that Formentera provides travellers who are keen to practise sports or enjoy the cultural, heritage or culinary offer, as well as proposals to enjoy nature or go on birdwatching trails, while learning about local history and islanders' most deeply rooted traditions.

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