

The Office of Tourism of the Consell de Formentera is pleased to report that Formentera will be present with its own stand at the Lisbon Travel Market (*Bolsa de Turismo de Lisboa, BTL*) to be held between 1 and 5 March in Portugal. Other promotional activities are also being carried out in that country.

Alejandra Ferrer, vice president and tourism councillor, said Formentera has seen growing numbers of Portuguese tourists in recent years, "so we are committed to promoting the island with the possibilities it offers during the low season." In fact, according to the Formentera Data Observatory, 5% of the island's visitors were of this nationality in 2022.

Visitors at the travel expo will find promotional material highlighting activities on Formentera that can be done outside the high season, from sports, to cultural, heritage and culinary offerings, as well as activities in nature, bird-watching routes and opportunities to learn about local history and deeply-rooted island traditions.

At the same time, various campaigns are being reactivated with leading tour operators, targeting both domestic and Portuguese tourists. The island has also contracted advertising space in one of the country's most important travel magazines, "Wonder Go Travel Magazine".

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Office of Communication
Consell de Formentera