The Office of Tourism of the Consell de Formentera is pleased to report that in the coming days it will give presentations as part of a six-city tour of mainland Spain. This week stops will be made in Barcelona, Madrid and Valencia, with presentations programmed in Bilbao, Malaga and Valladolid after Easter. These cities have been chosen because they are part of Formentera's main outbound markets and boast easy connections allowing travellers to visit the island outside the high season.

As part of the tour, small-format presentations will be made to members of the specialised press in each city, as well as to representatives of the main media outlets. "It allows us to directly highlight the image of Formentera that we want the media to promote", explained Carlos Bernús, head of marketing.

"We will hold working meetings with journalists to present our destination, projects around sustainability and activities in low-season months that allow travellers to enjoy the island", Bernús added.

The island's representatives will pair this new marketing format with other traditional actions. As always, they will point up sporting and cultural activities in the pre- and post-season, as well as local heritage, *rutes verdes* (nature trails), bird-watching routes and fine dining.

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Office of Communication
Consell de Formentera