

The Office of Tourism of the Consell de Formentera is pleased to report that this week, from 24 to 26 March, Formentera will participate in two promotional fairs in Barcelona. The island will have its own stand at the B-Travel trade show for the end public at Fira de Montjuïc exhibition centre in Barcelona. Formentera will also have its own stand at the Mediterranean Diving Show for professional and amateur divers at Fira de Cornellà exhibition centre.

B-Travel, one of the largest events in Spain and designed for the end traveller public, brings together the main travel agencies, hotels, transport companies and tourism services companies. Said Alejandra Ferrer, vice president and tourism councillor, "We will display promotional material highlighting activities on Formentera that can be done outside the high season, from sports and cultural, heritage and culinary offerings to activities in nature, bird-watching routes and opportunities to learn about local history and deeply-rooted island traditions."

Friday 24 March, Carlos Bernús, chief of marketing, will offer the presentation "Formentera, sustainable by nature" to representatives of niche press outlets at the expo. Visitors to Formentera's stand will be able to take virtual reality tours with 360º videos of local landmarks.

Diving fair

The Mediterranean Diving Show also takes place in Barcelona from 24 to 26 March. This is the oldest diving fair in the country and has become a benchmark for the diving world. In the words of Vice President Ferrer, "We could not miss this chance to highlight our attractive seabed and vastly diverse coastal dive sites". The fair is a meeting point for diving professionals and amateurs, not to mention travel agencies specialised in this sector. The Formentera Divers company will also attend and promote the great diving possibilities that Formentera offers as agreed in the island's strategic tourist segments. Mediterranean Diving Show visitors will also be able to experience our underwater world in 360º virtual reality .

Last summer Spanish travellers made up 39% of visiting tourists and constituted Formentera's largest market. At 33%, travellers from Catalonia were the most prevalent, followed by Valencia (17%) and Madrid (16%), according to data from the Formentera Data Observatory.

22 March 2023
Office of Communication
Consell de Formentera