

From today, Wednesday April 24, to Saturday, representatives of the Formentera Council's office of tourism will be at the Excel centre (already familiar to attendees of November's World Travel Market) to promote the island at the London Marathon expo. The expo will wind down just in time for the London Marathon to play out on the streets of the UK capital.

Head of local tourism Carlos Bernús described it as “a red-letter event in fitness circles” and said “Formentera at the London Marathon expo just made sense: more and more, Formentera is positioning as a one of a kind backdrop for sporting fixtures”.

Formentera will share a space at the expo with the other Balearic Islands at the region's “Strategic Agency for Tourism”, or AETIB. Bernús indicated that reps would be pushing a freshly printed catalogue detailing the major sporting events which are scheduled on the island at the beginning and end of the summer season.

Also translated into English, the catalogue gives an overview of the 14 premier sports- and fitness-related events (the total number is approximately thirty) geared towards “drawing a brand of tourism that respects our natural surroundings and environment and turning Formentera to a place for fitness—for visitors and islanders alike”.

The promotional initiative was requested by the sports wing of the “Strategic Sectors in Tourism” (SET).

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Àrea de Comunicació
Formentera Council