

Earlier today the Consell de Formentera Office of Tourism unveiled the latest edition of *Descobr eix Formentera a l'Octubre*
. President and tourism councillor Alejandra Ferrer described the “Discover Formentera in October” campaign of perks and special deals boosting off-season tourism as “a way to attract visitors before and after the traditional summer season; to give them a look at the island's more authentic, tranquil side”.

Campaigners insist October is prime visiting time, and point to deep savings on ferries, car hire and accommodations. Not to mention, in Ferrer's words, “a local agenda that's bursting at the seams with leisure, culture and sport”.

“We're chipping away at the typical idea of the traditional summer season”, says Ferrer, “so we promote and coordinate different activities, and Formentera businesses propose special offers, events and bonuses”. The president described it as “a winning formula of collaboration between the public and private sectors”.

How it works

Tourists who book lodging at participating businesses benefit from reductions on ferry trips, rental cars, active-tourism promotors, and can enjoy a beefed-up calendar of events to choose from. A list of the establishments involved in the campaign can be found at the Consell de Formentera tourism website :

Gastronomic Weekends

As part of *Caps de setmana gastronòmics*, the first and second weekends of October, various restaurants will offer sample menus of typical island cuisine for a lean 20 euro
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here
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Sport and culture

October wouldn't be the same on Formentera without its procession of culture- and fitness-fuelled events. The first on the list is a triathlon—el Triatló “Illa de Formentera”—in es Pujols. Scheduled this year for Saturday 5, the function typically draws some 300 participants, not counting accompanying family and friends.

Two decades after Unesco decided to class the posidonia meadow as a World Heritage site, Formentera welcomes Fòrum Save Posidonia from Thursday 10 to Saturday 12. The biannual forum's premise is two-pronged. First, it brings together experts from Spain and farther afield behind the cause of shaping strategies for safeguarding an underwater species whose existence is essential to Formentera and the Mediterranean at large. Second, participants will gauge the success of efforts that have taken place over the two years since the last forum.

Friday 11 to Sunday 13, Formentera Zen gives travellers hoping to see another side of Formentera the perfect excuse to visit. Participants will get a calendar of activities that's packed with yoga and pilates, along with workshops on an array of topics like heart-healthy diets, mindfulness and aromatherapy. An extra special part of this year's programme is Veronica Blume, who will offer a master class on yoga that is open to all.

La Mola's yearly festivities—*les festes del Pilar*—comprise the now-familiar uphill trek known as *la Pujada* (Saturday 12), Festival Son Estrella Galicia (Friday 11–Saturday 12), the mountain bike “ride round the island” (
BTT Volta Cicloturista
; Friday 25–Sunday 27) and the maiden run of a marine photography event known as “Cazafotosub d'Apnea”. Also filling out the month is the third Collective Signatures, a three-day gathering of international artists (Wednesday 16–Friday 18). Complete event information can be found at the tourism website of the Consell de Formentera:
formentera.es/en
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