

Having maintained a promotional presence at Milan's International Travel Expo (Borsa Internazionale del Turismo, or BIT) since Sunday, the island's spokespeople at the expo head home today. Describing the Italian market as both "vast and loyal", marketing chief Carlos Bernús, who was in Milan for the event, said Team Formentera was leaving the three-day, public-and-professional travel show "with bright prospects relative to Italian travellers in 2020".

At an 8.30pm presentation on Monday, niche and local media outlets and tour operators got a look at Formentera's credentials as a sustainable destination. Local reps reviewed the island's already checkered history as far as sustainability is concerned: "Years ago we slashed plastic bags use, in 2017 we launched Save Posidonia Project and last summer we capped entry of in-bound vehicles with formentera.eco."

According to Bernús, reps played up the island's image and pointed to "vast possibilities for the visitor, especially in the low season, when our calendar of sport fixtures and cultural programming comes alive".

Dedicated stand

From Formentera's very own stand at the event, the island's representatives distributed promotional material underlining sport- and culture-focused programming and other perks of visiting away from the traditional summer season. They also pushed "Slow Food Formentera", a map of local growers and businesses trading in locally-sourced products that the island's handlers have teed up for the season ahead.

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