



The Formentera Department of Tourism reports that from 14 to 16 February, local representatives of the island were in Cornellà, near Barcelona, at the Mediterranean Diving Show. One of the biggest underwater activities expo in Spain, the trade fair brought together professionals, hobbyists and fans of diving and other under-the-sea vocations.

Marketing chief Carlos Bernús underscored the “warm welcome” the island’s handlers received at the expo, as well as the “keen interest” of expo-goers in Formentera as a destination. For three days, local reps greeted visitors with pamphlets and promo material and talked up initiatives like Save Posidonia Project and the scheme to count and cap in-bound vehicles. “The typical expo-goer is very tuned in to ecology and sustainable projects”, said Bernús.

Spokespeople from the local government were joined at the expo by the managing staff of Formentera Divers dive centre, who fielded questions from people, business reps and niche magazines about the island’s cache of undersea secrets.

Formentera’s attendance at the Mediterranean Diving Show grew out of a request from the active tourism section of the island’s Strategic Tourism Sectors initiative, or SETS, an initiative promoting public-private collaboration as a way to diversify and tailor products to increase the competitiveness of local businesses. At the end of March Formentera will also take part in the More Aqua Show, another expo dedicated to the world of underwater activities.

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