



The Formentera Office of Tourism is pleased to report on the promotional activities it is carrying out this week. Between 6 and 8 May, the island will be present at two fairs: Roma Travel Show 2022, in Italy, and Expovacaciones, in Bilbao.

At a stand at the RTS, Tourespaña will promote Formentera among Italian travellers, the island's second largest source market. In Bilbao, promotional material will be available at a stand dedicated exclusively to Formentera.

"The fairs are aimed at end users in Spain and Italy, among whom Formentera inspires great interest, and niche media outlets will be present as well", explained Carlos Bernús, chief of the Formentera Office of Tourism Promotion. Bernús pointed out that Rome and Bilbao alike "have very good connections with the Eivissa airport".

Promotional programme

Promotional activities continue this week. At 12.30pm on Wednesday 4 May, Onda Cero's programme "Más de Uno Mallorca", with Elka Dimitrova and Agustín El Casta, will broadcast live from the Consell de Formentera auditorium. This collaborative effort aims to draw tourists from the nearby islands during the low season. The event is open to the public.

Gastronomy

Against the backdrop of Formentera's Gastronomic Weekends initiative, which started last weekend and continues through the next, the Office of Tourism Promotion is backing the visit of 15 fine-dining influencers who reach roughly 3 million followers.

Efforts to promote travel to Formentera focus on the late season and cater to quality tourism, i.e. individuals who are respectful of the environment and interested in sports, cultural programming and local heritage.

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Communications Office

Consell de Formentera