The doors opened today at Madrid's International Tourism Trade Fair (FITUR), where the Formentera Council was ready to show would-be Spanish tourists the door that forms the heart of the island's patrimony. By promoting our outdoor attributes, the Council hopes to appeal to Spanish travelers, a group that over the last three years has even begun surpassing Italians in numbers at certain periods of the season. Tourism councillor Alejandra Ferrer explains: «The national market helps us fill out our numbers in the pre- and post-season. It also happens to be the closest one to us geographically and getting away to Formentera for a few days is more feasible for them».

Tomorrow is the day the people of the Balearics celebrate their region – a day known officially as el Dia de les Illes Balears. At 12 noon, CiF president Jaume Ferrer will be joined by the tourism councillor and Carlos Bernús, head of the local tourism advisory board, in giving a presentation on Formentera highlighting the island's natural and cultural charms. At 1 p.m., Juan Ramón Cobo, chef at the Es Marès hotel, will give a culinary demonstration of a new take on the popular local salad, amanida pagesa. Some fifty media representatives specialized in fine dining and tourism are scheduled to attend both presentations.

Outdoor trails and sport

In an attempt to increase footfall at the Balearic Islands' stand at FITUR, Formentera reps will be on hand to greet and provide visitors with information on the island's different outdoor trails and activities. A portion of the stand is dedicated to sport, and information is available about the more than 20 sport meets and trials set to take place during the low season. Together with different cultural events, explained Councillor Ferrer, Formentera's 2016 activities programme includes over 60 suggestions for fun.

On Saturday visitors to the stand will be treated to a sampling of the famous Pitiüsa pudding flaó. For their part, the Formentera representatives will also have a full schedule of meetings with offices of tourism, websites, magazines and niche media outlets – all with an end toward showing the best of what the island has to offer. The goal is to push promotional campaigns like Discover Formentera in May and October, both of which are devised to attract more visitors before and after summer. New this year is Formentera Astronòmica (28 and 30 October), which

takes advantage of scarce light pollution to show off the beauty of Formentera’s night sky.