Today was the first day of the BIT (for Borsa Internazionale del Turismo, or International Travel Fair) in Milan, one of Italy's most important tourism trade fairs. Hence, through Saturday, the promotions office of the Formentera Council has got one fairly simple goal: «Build loyalty among Italian travellers». As department head Carlos Bernús indicated, «Formentera shares a stand with the other islands of the Balearics and we've used our space to tout our green trails and publicise events like our very first beach volleyball tournament, to be held at Cala Saona beach in May». Bernús says the office also hopes to see more tourists coming to the island in the low season.

Germany and London

Since yesterday and through to Sunday 14 February, Formentera is also doing promotional work at Munich's international exhibition for tourism and leisure, Free. Once again, at a stand shared with our Balearic neighbours, Formentera tourism reps will be promoting the island to the German market. According to Bernús, Germany will be the site of ten different presentations this year, where Formentera will set itself apart as «a family-friendly island of fresh air and open spaces; an island where, unlike some destination spots plagued by conflict, Formentera offers its visitors the promise of safety». And finally, from today to Sunday Formentera will be attending the London Bike Show, an exhibition for cycling-addicts where our local tourism representatives will show off the different cycle paths of the island.