



Formentera's president and chief of tourism was joined today by the head of the tourism authority at the first in a series of meetings with figureheads from some of local tourism's key industries. The gathering was attended by representatives of businesses involved in meetings, incentives, conferences and exhibitions ("MICE"), health/wellness and luxury—three of the so-called "Strategic Tourism Sectors", or "SETs" on Formentera.

President Ferrer described a meeting spent explaining not only how SETs committees will work, but also the prospects for their involvement in promoting tourism. The Balearic Agency for Tourism, or ATB, receives SETs funding from the "Sustainable Tourism Levy"—money which can in turn be used for collaborative, sector-level public-private initiatives and targeted product upgrades.

In all, eight different SETs exist in the islands: gastronomy, culture, active tourism, eco-tourism, sports tourism, health and wellness, luxury and MICE. In the days ahead, spokespeople from the remaining sectors will be tapped for meetings that are expected to take place twice yearly. Formentera businesses in these key industries must sign up to take part in SETs. By doing so, they share in decision-making about funding to promote tourism and can offer suggestions to increase the competitiveness of particular sectors or the island at large.

Promoting Formentera in 2020

Meeting participants also heard about promotional efforts planned by the Formentera government in 2020. According to President Ferrer, whether at travel expos, workshops and presentations, Formentera will "put particular emphasis on courting domestic, Italian, French and Portuguese travellers, without forgetting more entrenched markets such as those in the UK and Germany".

The local tourism chiefs also pointed to professional development opportunities in the offing this April. The trainings will be geared towards islanders employed in tourism and eager to gain expertise promoting the island to potential visitors—a blind spot identified by a recent round of exit surveys intended to serve as a barometer for tourism satisfaction.

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