



The Formentera Office of Tourism is pleased to report that since last week, an effort has been under way to promote the island's pre- and post-season charms among journalists and travel agents.

"The goal is to promote the island in October and the other months of the low season", explained Alejandra Ferrer, vice president and councillor of tourism. Press trips were held in the second half of September involving journalists from niche media outlets in France and travel agents in Holland, France, the UK, Germany, the Nordic countries and USA.

Participants toured Formentera's main beaches and Ses Salines Park, visited the markets, went on wine tastings and discovered local gastronomy, heritage and culture. They also enjoyed sports and leisure activities, among others. "Our visitors got a first-hand look at the many possibilities apart from sun and beach that Formentera offers", said Ferrer, "and heard about the importance of protecting the local environment and the various projects we have under way".

Also on hand was a representative from Asia and the Pacific who will promote Formentera in Japan, Singapore, Australia and New Zealand. "Visitors from these markets can help extend our season and average length of stay", Ferrer asserted, reasoning that travellers in those areas "make longer trips and are interested in activities that can be done outside the summer season". Ferrer also praised local business owners for their collaboration with this initiative.

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