Today was the first day of the World Travel Market, the most important day in tourism promotions on the English calendar. CiF president Jaume Ferrer, tourism councillor Alejandra Ferrer and head of the local tourism advisory board (el Patronat de Turisme) Carlos Bernús met before media and travel agency representatives to give an idea of some of the most important sports events slated to take place this season on Formentera. The half marathon, triathlon, the lighthouse-to-house race (de Far a Far) and the Formentera All Round Trail were just a few.

But, said Councillor Ferrer, they explained to WTM attendants that Formentera is more than just a backdrop for sports events: «We underscored the fact that the island is absolutely ideal for athletic training. Fortunately, they don't have to look very far — at our very first Olympic contender, windsurfer Mateo Sanz, or the 32 different green trails offering athletes the chance to get in shape in an unbeatable setting — to see this is the case».

Conversations with members of the press and travel agencies were aimed at getting the word out about several more niche tourism attractions — like the island as a destination for photographers and birdwatchers. «Our idea», said the councillor of tourism, «is try to increase numbers in the pre- and post-season». After the presentation portion of the event, the island's catering college served a gastronomic sampling and wine from the island's own Terramoll vineyard.