According to Formentera's tourism advisory board director, Carlos Bernús, over the next week local tourism reps will highlight the island's «family-friendly and nature-loving side» to crowds at three different holiday destination fairs. The goal, he said, is to attract tourists from Northern Europe at the beginning and end of the summer vacation season. «Over the past few years», Bernús pointed out, «these populations have demonstrated a growing interest in our island and are starting to bring increasingly large numbers of tourists along with them».

Formentera shares an informational stand at all three of the week's fairs with the rest of the Balearic Islands. From Wednesday (13th) to Sunday (17th) a guide contracted by the CiF will tell visitors at the Vakantiebeurs destination trade show in Utrecht, Netherlands about the charm of the southern Pitiusa island. From Thursday (14th) to Sunday (17th), Formentera will also have representatives at the Ferien de Viena fair in Austria. At the weekend, reps will continue by showing crowds at CMT (Stuttgart, Germany) the best Formentera has to offer.

Next week

Representatives of the island will continue their whirlwind tour of Europe's tourism fairs through next week. Monday January 18th a member of staff from Baltus – a local leader in advertising to travellers in Holland – will represent Formentera at a Turespaña event in the Hague. Later in the week Formentera will be present at Turespaña's stand at the Matka fair in Helsinki, Finland between January 21st and 24th. At the same fair, the island will also have its own stand in an area dedicated to island paradises.