



This morning, head of local tourism advisory board Carlos Bernús accompanied a group of Chinese journalists on a jaunt up to the island's quintessential lookout spot, el Mirador de la Mola. After taking in the views, Bernús and the team -composed mainly of writers for travel magazines- capped their tour of la Mola with stops at the Majoral workshop and Terramoll's wine cellar. Their itinerary yesterday had the group ambling through the Ses Salines national park and, as the day wound down, taking in a sunset at the Es Cap de Barbaria lighthouse. On the heels of the tour, Fang Fang, head of the Spanish tourism office in Peking and organiser of the adventure, reported that "the journalists were blown away by the sights here on the island".

The goal, explains Bernús, is for the journalists to get to know Formentera so they can spread the word once back home. "This trip was organised to get the Chinese media talking about the island," he said, adding that most of the visitors write for niche travel magazines like National Geographic Traveler China. "The kind of tourist we're targeting is one with high purchasing power, whose tour of Spain will include shopping on the mainland and time to wind down afterward," said Bernús, who pointed out that Formentera fits in perfectly as a relaxing, natural setting to crown a journey.

Last year, Formentera reps promoted the island at Shanghai's tourism trade fair — a trip Bernús indicated has already begun to pay off "with visits like this one". The Formentera Council picked up the eight-person troupe's travel fare from Eivissa as well as their accomodation and expenses. In the words of Bernús, Asian markets could be a fantastic way to ensure off-season visitors to the island.