

CiF president Jaume Ferrer has met today with Japan's consul general in the Balearics, Catalunya and València, Hiroyuki Makiuchi. Ferrer welcomed the visit, which provided an opportunity for the two men to discuss “Formentera's prospects as a travel destination for the Japanese”. The president referred to “steps we can be taking to open Formentera's doors to Japanese visitors”, particularly, he said, during the island's traditional low season.

For his part, Makiuchi described Formentera as “the ideal island destination for senior Japanese tourists”, who he said would be receptive to proposals of active tourism like walking and cycling. According to Makiuchi, one in four Japanese is elderly and has got the time, money and get-up-and-go to visit “exotic” destinations like Formentera. Eager to make headway on the issue, President Ferrer and Consul Makiuchi said future meetings —as well as organised outings with travel agencies— would soon follow.