



Today, Thursday September 22, the Formentera Council's Office of Mobility organised a bike ride across the island's network of nature trails, the *rutes verdes*. After a 9.30am rendezvous at plaça de la Constitució, a forty-strong group of participants set out for Cala Saona prepared to put three of the 32 routes to the test. Rafael González fronted the event together with tourism councillor Alejandra Ferrer, who jumped on the chance to celebrate the Council's tourist-appreciation day the most sustainable way possible, and sports councillor Jordi Vidal.

Dia del Turista

As Ferrer explained, the Office of Tourism had rescheduled its tourist day celebrations in a conscious effort to “highlight the importance of sustainability and ensure Formentera's visitors are on the same page when it comes to environmentally-friendly transport”. “We rescheduled our Dia del Turista plans in order to bring [European Mobility Week] into even sharper focus”.

This week was marked by a push to spread the word across local hotels and tourist lodgings about green activities like today's bike ride. At 11.00am, back from the morning jaunt, cyclists were met with a sampling of local products in the Sant Francesc square. The sustainable gathering was open to everyone on the island.