The Formentera Council Office of Tourism once again presents “Discover Formentera in May,” a programme aimed at drawing tourists to the island by way of deep discounts on ferries, car hire and accommodation plus other various other perks for the island's low-season visitors.

This weekend and the next, at many of the island's restaurants, Gastronomic Weekends are one such bonus. Participating restaurants will offer their particular takes on favourite local dishes, all priced at €20. The selection can be found online at formentera.es.

Among the events intended to encourage travellers to pick Formentera is Formentera Fotogràfica, a gathering of professionals devised for photography enthusiasts that was held April 28 to May 1. Tourism councillor Alejandra Ferrer called this year's encounter “an out-and-out success” and “proof that the yearly wave of pre- and post-summer season activities is consistently improving”.

Another part of the campaign, Formentera 2.0, includes discussions of online communication and digital culture that run through May 7. For more information, visit www.formentera20.com. Formentera Film Festival is yet another big tourist draw. It will take place from May 18 to 21.

Sports fixtures like the May 13 half marathon round out the Discover Formentera in May programme. Full details can be found on the Office of Tourism website, together with a list of ferry companies, rental car agencies and overnight stay options which offer discounts.