

The Formentera Council's Office of Tourism reports that Formentera will join the islands of Mallorca and Menorca in a shared promotional stand at FITUR, an international tourism trade fair. The islands' space at the expo, which will play out this Wednesday to Sunday, January 21, is coordinated by the Agència Balear de Turisme.

As in years past, Formentera will leverage the important travel industry event to take its catalogue of cultural heritage and natural spaces to an increasingly broad audience. One thing visitors are sure to see again at this year's expo is technology being harnessed —think VR goggles— to showcase some of the island's most treasured natural spaces and landscapes.

Sporting and cultural events, features of the Formentera calendar which generate ever growing interest, will also be the object of a special promotional campaign tuned to drawing visitors before and after the traditional high season. This year, as part of the UN's declaration of 2018 as Year of Cultural Heritage, Formentera's representatives at the expo will present a related brochure, the island's latest, before members of the national press. The presentation is scheduled for Thursday at 10.30am.