The Formentera Council bureau of tourism reports that today through Sunday, visitors dropping in at Flavourites, a travel expo in Amsterdam, won't just get an eyeful of Formentera—they'll get its gastronomy, too.

CiF tourism secretary Alejandra Ferrer described the trade fair—“an opportunity to meet end users face to face in the street”, she said—as mainly about new experiences, and particularly those of the gastronomical variety. “The Netherlands are a growing market for the island”, pointed out Ferrer. In the last twelve months connections with Eivissa are up 2.4% and tourism officials cite upticks in recent years in the number of Dutch tourists opting to spend their holidays on Formentera.

Formentera's stand is decked out in photos of the sea and nature scenes, and Dutch-language promotional material features everything from general interest information to the island's catalogue of hometown gastronomy. A four-piece set of posters has also been teed up for the occasion so visitors can put up shots of Formentera around the house.

The goal, says Ferrer, is to reach thousands and spread the word about Formentera among travellers keen on nature, gastronomy and once in a lifetime experiences.

Formentera has also brought in BALTRUS Communication for promotional assistance at Flavourites, where the company's representatives will be able to give first-hand information about the island in Dutch.