The Formentera Council's tourism department reports that from today to Sunday March 24 local reps will be at Barcelona's Montjuïc fairgrounds promoting the island at the B-Travel expo. Two tourist canvassers will present Formentera as a family destination that can be visited 365 days a year.

Formentera has its own stand with promotional material spotlighting heritage, nature, culture, gastronomy and the full spread of fitness events organised on the island at the beginning and end of the season.

Figuring among the promotional fare is information about a new marine museum (and future tenant of la Mola's lighthouse), the first edition of the book "Sabores de Formentera" and the latest version of the smartphone app "Formentera 365", which features complete information about the island.

Catalonia is one of Formentera's chief sources of tourism.

Formentera Council
Àrea de Comunicació
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