Representatives of Formentera's tourism sector and regular islanders met today in the Formentera Sala de Plens for a once yearly gathering where attendees found out the latest tourism figures and discussed the overall lines of Formentera's strategy on tourism in the year ahead.

President Alejandra Ferrer presided over the opening and closing parts of the gathering. Local chief of tourism promotion Carlos Bernús reviewed the 2019 data as well as marketing efforts over the course of the year.

Ferrer and Bernús also gave an overview of conclusions from tourist satisfaction surveys administered by the Formentera government. "On the bright side, 96.2% of Formentera's visitors said they came away satisfied, and 47.3% said they'd likely visit us again. And daily, per-tourist spending is up to €133", pointed out Ferrer.

She identified stagnant levels of tourist satisfaction as an area in need of improvement, calling for renewed efforts to give visitors "a good value for their money, not just in services, but in facilities, as well". Ferrer underscored the importance of highlighting the points —"local products, gastronomy, culture, leisure"— that set Formentera apart from other destinations. For tourists, Formentera's main draws remain its beaches, nature and tranquility.

Launch of data observatory

During the day, personnel of the island's new data observatory were introduced as well. The new department will be responsible for analysing data and administering surveys to tourists and residents to support drawing strategic lines, improving everyday life for islanders and boosting tourist satisfaction. The president asserted that "this time next year we'll have increasingly specific data to help us deal with our weaknesses as a destination and as an island".

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Department of Communication

Consell de Formentera