Consell de Formentera commerce chief Ana Juan was joined today by Josep Mayans and Lydia Álvarez, the president and director of the island's small- and medium-sized business association, Pimef, along with Caterina Tur from the Eivissa-Formentera chamber of commerce, in rolling out a run of commercial drives to encourage local shoppers to patronise small businesses in the months ahead.

This Friday, 29 November, Formentera and Pimef present 'Black Friday on Formentera', as part of the Compra a Casa customer loyalty programme. All day Friday, purchases of €15 or more at participating shops will be automatically entered to win a €50 gift card. The winner will be announced Tuesday, 3 December, and prizes can be picked up at the Pimef offices.

This Christmas, shop local

As the winter holidays draw nearer, Formentera has begun activating 'Al Nadal compra a casa', the latest in a yearly line of initiatives to reward islanders for shopping this Christmas season. Three local shoppers will be rewarded with €50, €100 and €200 Compra a Casa gift cards.

In the words of consellera Juan: "Compra a Casa is Formentera's way of encouraging islanders to support small business, help inject life into our streets during Christmas time, and see to it residents can enjoy holiday season worthy of its name without leaving the island".

Pimef chief Josep Mayans highlighted Compra a Casa's 29-strong roster of participating businesses, and running tally of 2,322 customer loyalty cards since the programme débuted in 2016. Mayans also pointed out the growing heft of islanders' total purchases, which went from €1.3 million in 2018 to €1.8M in 2019. Compra a Casa is offering more discounts, too, with this year's running total of €35,967 dwarfing the total of €24,451 handed out last season.

Christmas Shop Window Decoration Contest

To stir the holiday spirit at shops across the island, the Chamber of Commerce and Consell de Formentera are teaming up to host the thirteenth Christmas Shop Window Decoration Contest (*Concurs d'Aparadorisme Nadalenc*

). Registration ends today and 12 businesses have signed up so far. Winners are announced 2 December, with €75 and a commemorative plaque going to the third-place contestant, €150 and a plaque for the runner-up, and €225 and a plaque for the number-one contender.

Fresh winter push

Formentera's commerce chief pointed out that the Consell and Pimef's wintertime campaign would extend after the holidays to continue promoting local businesses through the winter months. In January, February and March, every purchase made in participating Compra a Casa businesses during the final week of the month will automatically be entered to win a €50 gift card.

Purchases must be €15 or more. January's winner will be announced during the first week of February; February's winner the first week in March; and March's the first week in April.

25 November 2019
Department of Communication
Consell de Formentera