



Today through Thursday, 5 December, Formentera representatives will be in Cannes, France, promoting the island at the International Luxury Travel Market. From the island's tourism bureau, Carlos Bernús will attend working meetings with travel agents and luxury tourism company reps who have shown interest in the island as a travel destination.

"We've had people reach out in the USA, Brazil, Australia and New Zealand—sources of potential visitors", said Bernús, who highlighted points of interest like family tourism and "experience-seeking individual travellers with high purchasing power".

In meetings, Formentera's marketing chief gives a presentation spotlighting features of the island —history, culture, gastronomy and tradition— that make Formentera an off-season hit with tourists. "ILTM is a showcase for in-demand destinations", said Bernús, "the expo's a way to give travellers unique opportunities".

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Department of Communication
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