Earlier this week, Formentera's tourism promotion department embarked on an effort to spotlight local beach bars open in the winter.

The campaign has meant the launch of www.escapada.formentera.es , a dedicated educational mini-site that visitors can find a link to on the Formentera tourism office website. The page contains all the information about the eight quiosquets open for business weekends and holidays year-round.

"We've gathered together details like location, description and signature specialties of all the beach bars that stay open in the low season", said Formentera's president and tourism consellera, Alejandra Ferrer. "Our hope is that not only locals, but tourists and visitors from other islands too will enjoy this secret that winter keeps son Formentera."

Raffling a trip to Formentera

The web page also pitches another perk: the chance to win a holiday for two to Formentera. The prize includes three nights' lodging for two plus breakfast, rental car, ferry tickets and a sampling of typical gastronomy in a traditional restaurant. The drawing will take place Monday, 9 March 2020, and the prize can be used either before 31 May 2020 or after 18 September 2020, but not in the high season.

The campaign will be promoted across traditional and social media, and on the Internet. Travelers from the rest of the archipelago, particularly Eivissa, and likely to be swayed to visit Formentera in the low season, form the core of the campaign's target audience.

The eight beach bars currently open for business in winter are located along Migjorn beach, at Es Caló des Mort, Cala Saona and Es Pujols. The advertising campaign is part of a programme called "Strategic Tourism Segments" (SETS).

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Department of Communication
Consell de Formentera