The Formentera Tourism Department reports that London's World Travel Market will end its three-day run today after the public health situation forced organisers to take the 2020 edition of the travel expo online.

Some twenty meetings took place 9–11 November between the Consell's tourism marketing department and highly segmented travel agencies and online platforms, with department chief Carlos Bernús highlighting Formentera's focus on off-season travellers as a means to complement the summer season.

Formentera's representatives fielded a steady stream of questions concerning the creation of safe corridors ahead of the coming season, and they held up the island's vast array of low-traffic open spaces as "a potential competitive edge while the public health crisis continues", said Bernús.

At the fore of Formentera's 2021 marketing operations is the effort to draw travellers from England, Germany, Italy and mainland Spain, with local reps nurturing additional contacts in places like the United States, Canada and Australia with an eye to future seasons.

Formentera's representatives were keen to emphasise perks of off-season travel to the island and underlined a sprawling offering of culture, sport and the outdoors, including birdwatchers' trails. Another key part of the pitch involved the island's commitment to sustainability —in tourism, for the economy and for society at large— with reps talking up the formentera.eco scheme to regulate incoming vehicles and the Save Posidonia Project.

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Communications Department
Consell de Formentera