

The Formentera Office of Tourism will promote the island this week, 8 to 10 March, at the Berlin ITB, a tourism trade fair which will be held online. This morning Carlos Bernús, Chief of Tourism Promotion, joined representatives of the other island councils at the Palma Congress Centre to log in for "Balearic Islands: Experience and New Opportunities".

The roundtable gathering found Bernús speaking to members of the industry and niche media outlets about Formentera's credentials as a "sustainable island with pioneering projects like formentera.eco, which regulates incoming vehicles, and Save Posidonia Project". Bernús observed that both initiatives were of interest to travelers that care about environmental measures, and pointed out that Germany in particular "is home to the fourth largest number of Formentera's visitors".

"As a destination, Formentera is more than sustainable, it is also ideal for families and nature lovers", said Bernús, who highlighted "our offer in the low season months: nature, bird-watching and heritage routes, plus culture, sport and fine dining".

Summer forecast

"We are not yet aware of any cancellations due to Russia's invasion of Ukraine", said Bernús, who asserted, "Logically, war and conflict generate uncertainty around the approaching tourist season and that can have repercussions on prices, our visitors' spending and, consequently, on reservations. So once again, as in the past two years of COVID, the sector will have to be flexible".

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Consell de Formentera