

This afternoon Alejandra Ferrer, vice president and tourism councillor, collected Formentera's award as the best beach destination in Spain at the first *National Geographic Travel* readers' awards ceremony in Madrid.

Ferrer thanked readers for the distinction, which she said "encourages us to keep protecting the island and is particularly exciting because it comes from a medium that also promotes preservation and has readers who love nature and know the importance of caring for the environment".

In fact, according to the magazine, destinations were awarded in recognition of their sustainability, excellence and commitment to authenticity. Following an expert-led selection process winnowing out all but 55 finalists, over the course of a month thousands of readers voted and selected ten winners and four special mentions.

Best beach destination in Spain: Formentera
Formentera is renowned in the Mediterranean for its effort to preserve its unique beaches, seabed and traditions. Environmental protection and the dissemination of local values have made Formentera an unparalleled destination, gala organisers pointed out.

Other awards
Best international destination: Japan
Best Latin American destination: Costa Rica
Best European destination: Scotland
Best natural destination in Spain: La Palma
Best urban destination in Spain: León
Best gastronomic destination in Spain: Burgos
Best gastronomic itinerary in Spain: idiazábal cheese route and others

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Consell de Formentera