



The councilor of Tourism, Commerce and Transportation of the Formentera Island Council, Alejandra Ferrer, released by way of press conference this morning data on occupancy rates in Formentera during the month of May. The figures reflect a slight incrementation compared to those of May 2012.

The statistics are based on an independent study conducted by the Office of Tourism and intended to complement the official data of the Federació Empresarial Hotelera d'Eivissa i Formentera (Federation of Eivissa/Formentera Hotels).

The occupancy rates detailed by the study show improved percentages compared to the 2012 summer season, with a 25% occupancy for the first fifteen days of May, five percentage points higher than the same period last year. This rate reached 49% for the second fifteen days of the same month, which is four percentage points higher than last year. Viewed over the course of the entire month, the rate was 38% in 2013 and 32% in 2012.

Occupancy rates in May were reinforced by the Office of Tourism's work in recent years on promotional activity. The campaign Discover Formentera in May and October seeks to boost

occupancy at both extremes of the summer season using value-added opportunities and discounts. This last month of May featured a variety of activities intended to publicise the charms of the island, like Gastronomic Weekends, the first celebration for Formentera Fotográfica, Formentera Film Festival and sports activities like the Half Marathon or the Formentera to run foot race.

An effort has likewise been made to facilitate initial 'discovery trips' of the island by tour operators in order to attract new countries like Poland and Russia, continuing previous efforts in market diversification. Incentives will also continue to promote accords signed with tour operators, such as the accords signed this year with Rewe and Tui, which also effects pre-summer season figures.

Promotional work is also done via attendance at trade shows, where highly segmented promotional material is distributed regarding the possibilities offered by Formentera as a tourist destination. This year more money was spent on the updating of pamphlets for beaches, trails, gastronomy and weddings held in Formentera. Our presence online is another must, and the www.formentera.es website, updated daily and on social networking sites like Facebook and Twitter, undertakes the publicity of the island's cultural agenda and boasts components like real-time, personalised attention.

The work by the Office of Tourism is aimed at increasing occupancy in the months of May and October, and attracts new markets to guarantee a longer, more profitable tourist season for the island's businesses in tourism.