The councilor of Tourism, Commerce and Transport of the Formentera Island Council, Alejandra Ferrer, visited Eivissa today together with Carlos Bernús, head of tourist promotion, to open the doors of the island's new office of tourist information for Formentera, located in the Es Martell port.

The space, provided by the Trasmapi transport company, is fruit of a collaboration between the Council and Trasmapi. In March, the two entities signed a company association accord which outlined specific collaborative actions to be made in exchange for promotion.

As part of the accord, Trasmapi offers value-added opportunities like the use of space on its watercraft for tourist advertising and complementary return tickets for participants of familiarizing trips to the island. In exchange for these efforts, the Council has agreed to promote the company's logo.

The new office will be open Monday to Saturday from 10 am to 4 pm and the one-person staff will be contracted by the Patronat de Turisme de Formentera. Available to visitors will be highly-specific promotional material about the different activities possible in a destination such

as Formentera. Of particular note are a pamphlet for couples interested in celebrating their wedding on the island as well as a gastronomic pamphlet intended to promote Formentera's culinary culture. This latter pamphlet discusses the cultural values represented by the transformation of basic ingredients into a traditional dish and offers – gastronomically-speaking – a more traditional vision of Formentera.

The office's placement – on the seaside promenade where recreational watercraft come into port – makes it a strategic location in the promotion of Formentera, and increases the chances that visitors to Eivissa find out about the smaller Pitiüsa island.