



The Formentera Council's councilor of Tourism, Trade, and Transport, Alejandra Ferrer, reported today in press conference on occupancy statistics for the first half of September. A continuation of the extremely positive figures witnessed in August, this year's occupancy rate for the month of September refused to drop below the 90%-range – reaching a maximum height of 92.93%.

In fact, displaying a six-point jump compared to the same period last year (during which occupancy was 86.33%), this year's review has been one of the most positive ever for the month of September. The same period in 2010 registered an 89.65%, while statistics for 2011 revealed occupancy of 90.15%, only slightly higher than 2012. It is important to note that the 2011 season was extremely successful but that these figures were not necessarily typical.

The month of September is one that tends to reflect the greatest level of market diversification. The Spanish and Italian markets dominated those of other nationalities, with 37.06% and 39.30%, respectively. Following on the heels of these two markets is the German market, whose September occupancy rates (as well as those of the pre- and post-season in general) are normally higher than those of other months. This year was no exception, with a rate of 13.25%. English tourists also gained force this year and accounted for 3.2% of occupancy in September. The French market registered increases in July and August; its nearly 2% occupancy was higher than the 0.60% logged last year. In September the French market's occupancy rate was also 0.60%.

The English market also increased its presence in September on Formentera (3.2%), thanks to conventions signed by travel agencies for increased promotion of the island and contracts signed between Formentera hotels and English tour operators. It is important that the participation and work of the private sector here not be undervalued. The private sector's work in this area has effected ever-improving statistics and market diversification.

Other markets represented by September statistics were Portugal (0.13%), Holland (0.17%), Ireland (0.44%), U.S.A. (0.30%), and in what was perhaps the most surprising figure, the Czech Republic (2%).

Occupancy rates are a reflection of the continued efforts in promotional activity by Formentera's Office of Tourism over the past several years. The goal is to continue the task of promotion not only in already well-established markets but also in those markets that demonstrate relatively slow but stable growth like Germany, England and France. Another objective is market diversification, making Formentera known to new markets like those in Austria, Switzerland, the Czech Republic or – a new frontier for Formentera tourism in 2014 given the highly-developed aerial connections to Eivissa – the Scandinavian countries.

### **Discover Formentera in October**

Formentera's Office of Tourism continues directing its efforts toward boosting occupancy at both ends of the traditional tourist season with the Descobreix Formentera a l'Octubre (Discover Formentera in October). Organisers have high hopes for the promotional campaign, especially with respect to tourism at the national-level.

To communicate the array of advantages offered as part of Discover Formentera in October the event will be publicised online, by means of mailing lists, the social networking websites and the websites [www.formentera.es](http://www.formentera.es) and [www.consellinsulardeformentera.cat](http://www.consellinsulardeformentera.cat). In addition to Formentera's promotion of the event on the 2013 tourism trade show circuit, the campaign has also been pushed with different tour operators and travel agencies, both at the national and international levels.

Cultural activities on Formentera in the month of October are to include the island's week of underwater photography, Setmana de la Fotografia Submarina; the initiative to promote weekend gastronomy at local restaurants, Caps de Setmana Gastronòmics; Formentera 2.0; the organised walk around Formentera, Volta a Formentera a peu. An expanded October programme includes the local holidays of El Pilar de la Mola; Oktoberfest; and all of the active tourism events organised by local businesses.

As always, this year's edition will include 50% rebates from the island's ferry companies, holiday packages on offer by travel agencies and a long list of value added opportunities presented by Formentera's Associació Hotelera association of local hotels, all in the interest of bringing more visitors to the island during the pre- and post-season.

With the completion of a room reservation through [www.formentera.es](http://www.formentera.es) at one of the

participating hotel establishments, and the presentation of the voucher sent with the reservation confirmation, clients will be able to benefit from the campaign's special offers.

The month of October thus becomes ideal for the enjoyment of a great number of opportunities in active tourism, combining the richness of landscapes and nature with the favourable climate inherent to the smaller of the Pitiüsa islands.