



This October, the Formentera Office of Tourism will organise its yearly meetings with representatives of the different island business sectors. The objective of the encounter is to evaluate tourist season figures and solicit new proposals for further improving the island's tourist product.

Occupancy in September reached 87.69%, quite a positive statistic. This marked a seven-point increase with respect to 2012 and also easily exceeded the same figure in 2011, when a 84.49% was registered.

Occupancy statistics from the first of May through 30 September demonstrated a 78.62% rate of occupancy, very positive results for the summer season. Comparatively, the island had a 73.35% rate of global occupancy in 2012. These statistics lead us to conclude that promotional efforts, attendance at trade shows and collaborative agreements with tour operators have all contributed to the island's recuperation the winning statistics that had sagged in the summer of 2012.

Analysis on a month-by-month basis shows comparative increases for each of the summer months. The month of May had a 37.87% rate of occupancy (33.32% in 2012), while June rose to 81.85% (73.97% in 2012). The central months of the tourist season, July and August, registered percentages of occupation of 88.85 and 94.68 respectively (86.40 and 92.43 in 2012) and the month of September wound down with a near 90% rate of occupancy – 89.87% – compared to 80.62% last year.

With respect to market diversification over this year's summer season, an interesting trend has been detected: what are known as the 'extremes' of summer (for the fact that they are situated at either end of the traditional high season) are the months that register the greatest variety of visiting nationalities. The market that demonstrated the most growth during these periods was Germany. A 30.28% rate of occupancy was registered in the first half of May followed by 25.80% in the second half of September. The September percentage for Germany was quite similar to the percentage logged by the national market during this same period.

Recent years have demonstrated a trend toward a balancing-off between the Italian and Spanish national markets. Thus, the Italian market registered a 34.43% rate of occupancy and the Spanish a 39.73%. Occupancy rates by the German market increase during the months of March, September and October, and this year's figures displayed an average occupancy of 12.32%. Also present in these statistics are the English, Swiss and French markets, among others.

The drop-off of the Italian market – which, until last year, had been the predominant market visiting the island – meant a rise in the presence of other markets, like the Spanish, French and English. The objective is to continue advertising to attract the established, slow-moving markets like those of Germany, England and France, while continuing to diversify with new markets like Russia, Austria, Switzerland, the Czech Republic, and – considering their forthcoming connections to the Eivissa airport – the countries of Scandinavia.

Through September, Germany attained an average occupancy of 12.32%; meanwhile, in 2012 this figure did not exceed 10%. Other growing markets were those of England and France, which had respective occupancy rates of 3.38% and 2.5%. Comparisons made to 2012 are clearly positive; a year ago the same two countries only reached 1.5% and 0.5%.

Some of the nationalities whose presence on Formentera increased did so thanks to the signing of accords with different tour operators and to new contracts being taken out between Formentera hotels and new tour operator groups. This was the case with the collaborative agreement signed with the German company Rewe, whose inclusion of Formentera in all of its catalogues will have reverberated not only in Germany, but also in Switzerland, Austria and the Czech Republic.

This public-private collaboration meant improved results in occupancy figures and in market diversification and the hope is to establish a similar kind of collaboration with Scandinavian countries. This part of Europe, particularly in view of the many flight connections it has with Eivissa, is one of the new frontiers for Formentera tourism.

The goal is to continue promoting Formentera not only with the more established tried and true markets but also with those markets that promise slower growth, like Germany, England and France. This, and continuing efforts to diversify, reaching out to new markets like Russia and the Scandinavian countries.

Recent promotional efforts

The winding down of the tourist season simultaneously marks the start of the island's Europe-wide advertising effort, with the two-part objective of promoting Formentera's qualities as a tourist destination and fomenting new markets with an eye toward next summer.

The circuit of European cities that includes Paris, Rimini, Salzburg, Poznan and London constitutes the bulk of Formentera's autumn-trimester presentations abroad. This autumn's promotional programme got underway with the attendance of Council representatives at the Top Resa tourism trade show in September. The Paris trade show is one of the most important for tourism in France and it represents an opportunity for Formentera to strengthen its presence in a market that occupies the fifth position for tourism in the Balearics.

Promotional activity for the island will continue with the TTG Incontri of Rimini, the Poznan Tour Salon (Poland), the Rewe trade show of Salzburg and London's World Travel Market, all of which take place in October and November. A few highlights this year will be Formentera's participation in a roadshow that making stops in Málaga, València, Madrid, Bilbao and Barcelona as well as a number of press trips and an industry trade show known as Meeting Luxuru. Held in Lugano, Italy, this event targets luxury tourism. Another, the Dive Birmingham, is aimed at lovers of scuba-diving.

Formentera will also attend workshops across certain European cities, giving presentations that differentiate the island in terms of conservation of nature and coastline. These qualities stand to position Formentera as a unique and privileged destination for those wishing to practice open-air activities.