



This week Formentera representatives are at London's World Travel Market trade show, where, thanks to the success of a new promotional stand at last year's edition of the show, the representatives are once again manning a stand intended uniquely for the promotion of Eivissa and Formentera. The space, which was contracted temporarily for the event, has a surface area of 42 square meters – 30% bigger than in 2012.

The decision to have double representation at the trade show (Formentera is present at the Turespaña-organised Balearic Islands' stand as well as the individual Pitiüsa stand) on the one hand grew from a desire to have increased promotional presence and on the other as an evolution of the trend toward centralised promotion that was started by Mallorca.

Formentera Council president Jaume Ferrer travelled today to London to attend the World Travel Market and join his colleagues that were already present: councilor of Tourism Alejandra Ferrer and head of Tourism Promotions Carles Bernús.

Beginning yesterday and continuing through Thursday, Formentera will promote the island to a market that has increased notably in the last two years. Given the UK's extremely well-adapted aerial connections with Eivissa, it is also a market that has great potential for growth.

Formentera arrives at the event ready to promote all aspects of the island, putting special emphasis on its beaches, active tourism and especially – thanks to collaboration with the Terramoll company – Pitiüsa gastronomy and Formentera wine. The Terramoll cellar has increased its level of collaboration since 2012 and this year has begun providing bottles of its red and white wine for sampling at the event, so far quite popular with the travel agents and local press at the trade show.

As is generally the case, Office of Tourism representatives and councilor Ferrer have taken seized upon the event as an opportunity to hold various meetings in preparation of promotional activity for the UK market in 2014. On the topic of air connections between the City of London and Eivissa, important among the encounters so far has been a meeting with a contact first

made at last year's edition of the event: British Airways. Though the company has already provided direct flights to Eivissa for some time, it was tempted by the possibility of increasing the frequency of this service given the high demand for year-long flights. This year such flights have become a reality.

More highlights have included meetings with companies that specialise in British market media campaigns and talks with tour operators in the interest of overseeing campaigns similar to those executed this year with TUI.

Due to the particular interest they present for the British market, at all of these meetings, special emphasis is placed on the campaigns Discover Formentera in May and Discover Formentera in October.

So far, participation at the London trade show has been more than satisfactory; the Formentera stand has boasted both high visitor numbers and a high level of interest displayed. If past years also serve as an indicator, these elements could foretell possible increases in British numbers for the 2014 season, especially with respect to the normal pre- and post-season months.

The one note of discord, as is custom, was struck by the tourism agency of the Balearics, Agència de Turisme de Balears (ATB), which continues to rely on Turespaña for the strategic positioning of the promotional stand. This is enormously limiting with respect to the image reflected of the Balearic Islands, which must each adjust their display to the restrictive criteria of the Turespaña company.

The ATB opted to devote 50% of the Balearic stand's effective surface area to tables for Mallorca, with the other islands relegated to the second half of the stand. Formentera's space at this stand occupies little more than one square meter. These facts only stand to reaffirm the necessity to completely renovate the way Formentera attends trade shows, for although the Govern Balear oversees funding for all four islands, the representation given of each is not equal.