



Formentera Council president Jaume Ferrer and the administration's Tourism and Transport councilor Alejandra Ferrer were joined today by Carlos Bernús, manager of Formentera's Board of Tourism (Patronat de Turisme), at the ITB trade show of Berlin. The event, which began today and will continue through next Monday, 9 March, has been hailed as an opportunity to promote the tourist image of the island and develop this promotion autonomously, independent from our counterparts in the Balearics.

Our objective at the trade show is to promote Formentera's qualities as a vacation destination, boosting numbers of German visitors to the island. Particularly important are increases in tourist numbers at the beginning and end of the season and the recovery of a particular brand of German tourism: a segment of the German market that is older, one that already knows Formentera and has visited the island on numerous occasions. A certain excitement was in the air for the first day of the event, at which tour operators and travel agencies were present in full force, speaking of extremely positive previsions for the coming tourist season in the Pitiüses.

In response to requests made by some of Germany's principle tour operators at last year's ITB Berlin, for the second straight year Formentera will maintain a joint stand with Eivissa, thus setting itself apart from Mallorca, its chief competitor for the German market. The stand is located at pavilion nº 4.2 at some fifty metres from the Turespaña stand, itself comprising representation from each of the four Balearic Islands. Our representatives in tourism will hold meetings with important travel agencies and tour operators, such as TUI and DER Touristik. They will also meet with different airlines to get a sense of the previsions for the coming year. Several indicators – including the pre-sale of visits to the island – have as yet been positive and hint at high levels of interest for the island.

Formentera's activity at this travel industry trade show is focused on the distribution of highly-segmented promotional material regarding different tourist-oriented products and explaining the island's possibilities as a tourist destination. This year, under the charge of the Formentera Office of Tourism, new promotional material was published to highlight the island's natural beauty and its potential as a destination for sports-lovers.

Initiatives related to nature are always extremely well-received by the German market. For this

reason, our representatives have planned a German-language presentation of Formentera for tomorrow at 12:30 pm. Led by councilor Ferrer, the presentation will be attended by more than 20 representatives of the German travel industry in an effort to promote Formentera's image as an ideal destination to practise sport and take in the unique nature that exists here.