



The Office of Tourism Promotions of the Formentera Island Council will this week carry out an ambitious mission to boost sales in the United Kingdom.

The action constitutes a first for the Council office, and consists in establishing contacts with England-based travel agencies and small tour operators that specialise in trips for high-profile clients. These targeted agencies and trip organisers provide highly-specific activities like trips geared toward photography and scuba or birdwatching excursions.

The director of the Formentera's Patronat de Turisme Carlos Bernús has scheduled to meet with a total of 16 such companies in the interest of holding in-depth conversations regarding the planning of such events. Bernús also used the opportunity to make a stop-over in the central London neighbourhood of Soho and give a press presentation – extremely well-received – on the qualities of Formentera as a tourist destination.

This kind of targeted promotion brings Formentera even closer to the British market. Our island's inclusion in package vacations is already anticipated for next summer, an advance which stands to improve occupancy rates in pre- and post-season months (referred to as the 'extremes' of the tourist season).

On 14 and 15 May in London and Manchester, Formentera will once again stand before the UK market as a participant in the Balearic Experience, an event coordinated by the ATB (Agència de Turisme de les Illes Balears) at which all four islands in the Balearic archipelago will be present.

Also up this summer, Formentera will join the other three Balearic islands in the Leicester-based industry trade show BirdFair. Participation in the event, which specialises in ornithological tourism, represents another first for our island.

Further reinforced by the large number of UK connections to Eivissa, all these actions are conceived as ways to strengthen the ever-growing presence of the British market on Formentera.