



The Formentera Council has, via its Office of Tourism, announced occupancy figures for the month of June. Alejandra Ferrer, councilor of Tourism, and Carles Bernús, head of the same office, trumpeted the fact that indicators calculated by the Council placed the rate of occupancy in June at 82.31%.

Last year's figure – 81.85% – was already welcomed in its time as very positive. The June occupancy rate in 2012 was 73.97%.

As for the provenance of Formentera's visitors, the chief market in June was Italian (48.47%), followed by Spanish (19.54%) and German (15.73%).

Tourist occupancy indicators in May of this year had already displayed considerable improvements compared to last year. Occupancy rates during the month of May reached 45.35%, while in 2013 and 2012 the figures were registered at 37.89% and 33.32%, respectively.

The markets represented in May differed somewhat from those in June, with Germans coming in first (30.97%), Spanish tourists in second (26.23%) and Italians third (22.70%).

Beyond the quantitative increases, councilor Ferrer underscored the fact that “the evolution of these markets means that Formentera is less and less dependent on just one country, a factor which leads to greater economic stability for the island and an increased variety among the visiting tourists.”

The present June 2014 statistics are based on the Council's own surveys, while the data concerning other months – as well as information on nationalities represented – come from Federació Hotelera, the association of Eivissa- and Formentera-based hotels. The Federació's occupancy data for June has not yet been released, although its figures and the Formentera

Council's own usually coincide in great measure, given that a large portion of the sampling pool used by both entities are Formentera's hotels.

Carles Bernús also took the opportunity to comment on the healthy state of the e-concierge service, the Office of Tourism's method for keeping tourists up-to-date on Formentera news via Twitter and Whatsapp. Bernús noted that “the service is enjoying positive feedback, [with] the majority of questions [that the office fields] regarding the weather and the current state of beaches.