



The Formentera Council's office of tourism celebrated the *Dia del Turista* ('Day of the Tourist') today in Sant Francesc by organising two activities: one to applaud long-time visitors to Formentera – many of whom still continue spending their holidays here after more than 25 years – and another activity – a smorgasbord buffet – that doubled as promotion of some typical products from local cuisine.

In recognition of those holiday-goers who've remained faithful to the island after many years, Formentera's councillor of tourism, Alejandra Ferrer, along with department head Carles Bernús, presented some twenty tourists with a thank-you gift: a ceramic reproduction of a traditional *pagès* couple, adorned with a plaque commemorating the day and motive of the recognition.

Councillor Ferrer took the time to give a series of promotional gifts to other distinguished tourists as well. At the ceremony – which had Ferrer addressing recipients in Catalan, English and German – the councillor told Formentera's long-time visitors, “You are key to getting an image of the island out there and attracting holiday-goers. When you get back home, the first-hand information that you give to your friends and neighbours will be primordial to the task of getting people enthusiastic about coming.”

Moments later, Council staff had set out a selection of traditional dishes – *orelleta* and *flaó* pastries and savoury *coca*

bread – for both the veteran visitors in attendance and for anyone else interested in taking a minute to give a nod to that all-important element in the Formentera economy: the tourist.