This November for the thirty-third time since 1980, tour operators, travel professionals, representatives of different holiday destinations and potential travellers alike descended upon the ExCel Exhibition Centre in London to attend the yearly World Travel Market. This morning, just back from the four-day industry trade show – at which Formentera's councillor of the economy, Bartomeu Escandell, and head of the local tourism advisory board, Carles Bernús, were also present – councillor of tourism Alejandra Ferrer held a press conference to take stock of Formentera's participation at the event.

The councillor began her discourse by reminding attendees of the immense strategic importance of this specific trade show, “given that, in winter, the only regular flights maintained in Eivissa are those to Eindhoven (Netherlands) and London. One of our main objectives being to foment tourism during the pre- and post-season, London must be a focal-point for us.”

On the heels of the 2014 WTM, Ferrer expressed her conviction that “now more than ever, the future of tourism in Formentera lies in setting ourselves apart from our competitors” and moreover, that “any promotional activity must come from the public – not private – sectors.” Councillor Ferrer said that although exact figures were premature, “the outlook for 2015 is positive.”

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Ferrer looked ahead to Formentera's attendance at the FITUR trade show in Madrid on 28 January and 1 February and announced that the two Pitiüsa islands would once again share floor space for that event. The councillor explained that Formentera was no longer interested in continued representation “under the generic banner of Turespaña, which provides the same promotional treatment to all of the Spanish autonomous communities, independent of the

specialisation of each one.”

She noted that the Madrid industry fair would be the occasion to debut Formentera's new 2014 promotional material – including information about hiking or cycling the island's network of rutes verdes ('green trails') – at a different venue. “The family-oriented brand of tourism that Formentera proposed in London met with incredible success,” declared Ferrer, “and we are anxious to continue this push elsewhere.”