



Over the next two weeks the Formentera Council, under the banner of local tourism board Patronat de Turisme, will take part in five different tourism trade shows across the Netherlands, Finland, Germany and Austria. Tourism councillor Alejandra Ferrer explained that the stops all represent markets “tending to seek family-friendly and environmentally-conscious holidays, and that obviously concerns Formentera quite a bit.”

Formentera will be present at the Vacantibeurs trade show in Utrecht, Netherlands, set to take place 13-18 January. Island delegates have scheduled two presentations and a cooking demonstration led by representatives of Formentera's Can Dani is also in the works. The Can Dani restaurant was recently awarded its first star from the Michelin company.

Overlapping from 15 to 18 January the Matka tourism trade show will be held in Helsinki, where Formentera will oversee its own promotional stand. The Matka is the only event where Formentera will not be accompanied by the Agència de Turisme Balear.

Also from 15 to 18 January, representatives from the Patronat de Turisme will attend the Ferien de Viena; 17 and 18 January they will be at the CMT in Stuttgart and finally, between 17 and 25 January, at the Boot trade show in Dusseldorf.

The principal talking point at the shows is the informational catalogue entitled Formentera en Família, printed in 14 languages and conceived as a way of “bringing to Formentera a brand of visitor who is interested in discovering the initial and final months of the season,” explained Councillor Ferrer. “This is one of the objectives that the Patronat has set in tourism promotions”.