



At ten o' clock this morning, the doors at the Fitur International Tourism Fair in Madrid were opened to the public. Representatives from the island were there waiting with the goal of maintaining the wave of Spanish domestic tourism that has reached Formentera's shores in recent years. Over the last several summers, domestic tourism has grown by 15%, replacing the Italian market as the primary presence on the island.

With an eye toward maintaining these trends, Formentera is banking on a brand of tourism that relates to two different factors: family and nature. At Fitur, visitors of the Balearic Islands promotional space will be greeted with a stand dedicated exclusively to Formentera, and they will be able to find material boasting family-friendly tourism and the myriad bike trails that criss-cross the island.

One of the most exciting new features this year is a station that puts visitors behind the handlebars of a real bike. The combined effect of a stationary cruiser-model bicycle and virtual reality goggles transports participating Fitur visitors straight to the Camí des Brolls alongside S'Estany Pudent.

On this first day of encounters, the most noteworthy point on the agenda is a four pm presentation before different representatives of the Spanish media. Twenty-seven media representatives have already confirmed their attendance at the presentation, at which Formentera Council president Jaume Ferrer, councillor of tourism and transport Alejandra Ferrer and director of the local board of tourism Carles Bernús will all be in attendance.