



The second day of events, this time reserved for industry professionals at the Fitur International Tourism Trade Show in Madrid, the delegation from Formentera – made up of council president Jaume Ferrer, councillor of tourism Alejandra Ferrer and head of local tourism board Carles Bernús – focused on meetings and interviews with representatives of the rapidly expanding universe of audiovisual technologies.

Several of the interviews, conducted with tech industry players like Google and La Nube, were convened with an end toward investigating and increasing Formentera's publicity campaigns and presence online.

Other interviews were held with delegates from Spanish offices of tourism located in cities like Brussels, Paris, Luxembourg and Peking. Such meetings were called with the goal of directly coordinating joint sales efforts at different points across the globe.

Among the different interviews given by Formentera representatives at Fitur, one of the most notable was with Antena3 television. Slated for broadcast tomorrow, Friday evening, the fifty-second piece will focus on the crystalline waters that envelop the island and the particular reason behind their transparency (posidònia seaweed).

### **Media presentation**

Yesterday, Wednesday 28 January, Formentera gave a presentation before representatives of some 35 media outlets. Information given at the gathering revolved around three topics: direct travel connections between mainland Spain and the Balearic archipelago, the 21 different sporting events held on the island over the year and the 32 bicycle trails that cut across Formentera.