Today and tomorrow, the Formentera Council Office of Tourism is working with Spain's national brand, Marca España, on two advertising initiatives in Utrecht, Netherlands. After a programme of two workshops for tourism and media professionals taking place this afternoon, tomorrow (Saturday) will come with efforts to promote Formentera as a tourist destination as part of “Día de España” (Spain Day) celebrations in the Dutch city.

Events on Saturday will include food sampling and musical performances in the street. CiF president and tourism chief Alejandra Ferrer pointed out that not only would island reps be on hand to field questions from potential visitors, but that “promotional activities are being lined up to spotlight the diverse range of experiences—gastronomical, cultural or health- and fitness-related—that travellers can enjoy on Formentera”. The local agents will also be touting the island's “natural draws” as well as the measures that have “earned Formentera a place on the cutting edge of sustainable tourism”.

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Office of Communication
Formentera Council