

Earlier today, Formentera's president and tourism councillor Alejandra Ferrer led a talk before crowds at Madrid's International Tourism Trade Fair, or Fitur, titled "Formentera: Laboratory for Sustainability". In Ferrer's words: "Maybe it's for cultural programming and sporting events. Maybe it's outdoors and tranquility. But whatever your reason is for coming, possibilities on our admittedly small island abound".

Ferrer also highlighted the qualities that make the island unique, and encouraged low-season visitors to discover programming like the Half-Marathon, Formentera Jazz Festival, Gastronomic Weekends and Formentera Zen.

"The trick is to find the sweet spot between tourism, quality of life for those living here and care for the environment", said Ferrer, "particularly because our natural beauty, wildlife and tranquility are our biggest selling points".

"For over a decade we've worked hard to strike that balance—whether it's the stand we're taking on sustainable mobility, the Save Posidonia Project and our new scheme, launched this summer, to count and cap the total vehicles brought onto the island", said Ferrer. "The idea isn't to create new roadblocks, it's to make sure that visitors and islanders alike will be able to enjoy Formentera just as it is now for years to come".

The island's uniqueness means it's also the perfect laboratory for sustainability, said Ferrer, "putting us in a position to export sustainable initiatives to other tourist destinations". "This is proof that it's possible to find a happy medium between what's best for the environment and what's best for residents and visitors".

Representatives of national and international media poured into the Balearic Islands' shared stand to hear the talk—part of a day dedicated exclusively to islands. The Fitur travel expo comes to an end Sunday 26 January.

**23 January 2020**
**Department of Communication**
**Consell de Formentera**