

Deputy premiere and commerce chief Ana Juan was joined by Lidia Álvarez, director of the island's small- and medium-sized business group, in unveiling a video that courts Formentera's visiting tourists by spotlighting the virtues of local businesses. "Small, family-run, neighbourhood commerce is one of the island's complementary draws", said Juan, "plus it means added value for our visitors, so, in that sense, we want to show them what we've got and how we're unique".

Featured in the spot are 13 local businesses which specialise in clothes, beauty products, accessories and jewellery. The establishments, as Consellera Juan pointed out, were forced to close during emergency orders and are now reopening in a season where many typically favourable conditions are absent. Juan applauded the efforts that local business owners have made to adapt to emerging covid-19 preventive measures and ensure customers a safe shopping experience.

Lidia Álvarez said the video was about showing visitors that "the things they buy on Formentera can't be found in big box stores; they're products with personality and unique character".

The video (available here on the Consell de Formentera's YouTube channel) will be promoted on the social media accounts of the Consell de Formentera, particularly those directed at tourists, as well as on the social media accounts of Pimef and Trasmapi. The video will also be shown on Mediterrania Pitiusa ferry rides. Fruit of collaboration between Pimef and the Consell de Formentera, the initiative also receives support from the commerce division of the Balearic government.

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