

The Formentera Office of Tourism has published an informational brochure exploring the main characteristics of native plants. The island's representatives will use the catalogue at trade fairs to promote tourism with an environmental edge. Residents can access the brochure at www.formentera.es, at this link.

Alejandra Ferrer, Vice President and Councillor of Tourism, remarked that "the island's botanical heritage is one of our most compelling environmental treasures. Formentera's floral catalogue comprises upwards of six hundred plants and it is striking that in a relatively small area we find such a diversity of terrains ranging from cliffs, salt marshes and beaches with dunes to forested areas, fields with crops and more".

"This catalogue is about connecting islanders with their botanical heritage and at the same time pandering to a brand of tourist who cares about nature. It is about highlighting the fragility of the island's natural heritage and encouraging visitors and residents to discover it in a respectful way", said Councillor Ferrer. Photos and texts have been prepared by naturalist Jordi Serapio Riera. The catalogue is available in six languages: Catalan, Spanish, English, German, French, Italian, Spanish, Dutch and German.

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