The Formentera Office of Tourism is pleased to report on the promotional activities it is carrying out this week in Portugal and Barcelona. Between tomorrow, Tuesday 29 March, and Thursday 31 March, Formentera will participate in three promotional **roadshows** in the Portuguese cities of **Lisbon**, **Porto** and **C oimbra**
.

"At these events, travel agents, tour operators and professionals will be able to see the destination at a stand and get all the necessary information so that they know first-hand everything from how to make reservations and get here, to cultural and sporting events in the pre and post season", explained Alejandra Ferrer, Vice-President and Councillor of Tourism. Also on display will be Formentera's ornithological and heritage routes as well as details about steps that the island has taken "to be a more sustainable destination where travellers have a unique experience in contact with nature", added Councillor Ferrer.

These actions reinforce other efforts to promote Formentera, like at the BTL travel expo in Lisbon, 16 to 20 March. Councillor Ferrer described Portugal as "a market that in the last two seasons has increased its presence on our island".

Promotion in Spain

Between 29 March and 3 April Formentera will participate in two promotional fairs in Barcelona. On the one hand, from 29 to 31 March, local representatives will join the diving sector at the **Me diterranean Diving Show**
. In this sense, Councillor Ferrer confided, "We want to take advantage of our transparent waters to promote Formentera as an ideal destination for diving and at the same time raise awareness about the need to protect our waters in order to continue enjoying them".

Lastly, between 1 and 3 April, the island will be promoted at the **BTravel** fair in Barcelona. As in Portugal, there, Formentera will tout off-season events and its credentials as a sustainable island that seeks a respectful brand of tourism.

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Communications Office
Consell de Formentera

