

This Sunday to Tuesday, 10 to 12 April, the Formentera Office of Tourism will participate in the BIT Fiera Milano, a travel expo in Milan. According to promotion chief Carlos Bernús, local representatives will be at a stand where they will highlight Formentera's charms directly to members of the public.

Representatives will also meet with tour operators and journalists to point up the low-season offer of activities and cast the island as a sustainable destination where cultural, sports, heritage and gastronomic activities can be enjoyed in continuous contact with nature. The "green routes" nature trails and bird-watching circuits are other attractions that will be promoted as well.

By participating in this fair the island's tourism promotion office seeks to preserve a brand of tourism that has traditionally been loyal to Formentera, and also to draw families and visitors who respect nature and local traditions. The Italian market is currently second only to the Spanish market.

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