

For the first time since summer's end, today the Organising and Promoting Tourism Committee (*Comissió d'Ordenació i Promoció Turística, COPT*) convened for a gathering chaired by Alejandra Ferrer, vice president and councillor of tourism, and Carlos Bernús, head of marketing of the Consell de Formentera. Also on the COPT are representatives from the local tourism sector, like the Hotel Association of Formentera, Chamber of Commerce, PIMEF, CAEB and political groups, including President Ana Juan on behalf of the PSOE.

Attendees reviewed occupancy data from the season and agreed on the date of a presentation of the tourist barometer, which will take place on 22 November.

Councillor Ferrer presented Formentera's proposed 2023 marketing plan, which is based on "promoting the island at fairs, workshops and presentations where we will highlight sustainability and showcase made-on-Formentera products, local heritage and cuisine, family tourism, and all the pre- and post-season programming". This proposal also includes the calendar of trade shows to be attended in Spain, Europe and other locations.

Attendees adopted the proposal, which envisions ongoing presentations of the destination to consolidate Formentera's two main issuing markets, Spain and Italy, and promote the low and mid-season. The proposal also involves reinforced efforts to boost the Portuguese, French and Dutch markets. Likewise, following the positive results of online campaigns in 2022, promotional actions will renewed across a variety of digital platforms.

In the last item on the agenda, attendees were briefed on the start of work on the new strategic tourism plan for 2023-2030, which will set marketing strategies, new tourism products and activities and tools to diversify and lengthen the traditional tourist season, all framed within the 2030 Agenda and the importance of circularity and sustainability.

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Communications Office

Consell de Formentera