

The Office of Tourism of the Consell de Formentera is pleased to announce marketing actions this week and next to foment tourism. In the words of Carlos Bernús, chief of marketing, "Beyond marketing within Spain, we are continuing with sales missions in European countries like France and Germany and on the east coast of the United States to keep ensuring a diversity of backgrounds among our visitors".

Wednesday, Formentera participated in an event in Paris, France, where representatives promoted the island and its off-season offer to roughly forty French media outlets, some specialised in travel, some with more general readership.

For International Women's Day, Thursday afternoon, the Cervantes Institute and Tourespaña's office in Munich (Germany) organised a meeting with agencies and niche press outlets to highlight the success stories of women from the islands. Martina Cacheiro, chef at Casbah, participated on Formentera's behalf in a round table to talk about her culinary creations incorporating local products inspired by Formentera nature.

Next week two sales missions will take shape in the USA, where new air connections with the islands have made for a growing presence of travellers from the east coast in surveys. "With these marketing actions, a collaborating American communications company will talk to travellers in New York and New Jersey about possible activities and experiences related to fine dining, culture, heritage and sports on Formentera", said Bernús.

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