



Today through Sunday 7 May, the Office of Tourism of the Consell de Formentera will promote the island at the Expovacaciones travel expo in Bilbao. "Easy, direct connections and the hankering of travellers in northern Spain for beach destinations that contrast with their local offer" were behind what Carlos Bernús, the island's marketing chief, described as the "enormous amount of interest received by Formentera at the expo".

Visitors to Formentera's stand see the best of local gastronomy and can even take part in wine tastings. Nature trails and birdwatching routes are promoted too, not to mention all the activities that can be carried out on the island outside the high season, which can be consulted on the May activities poster on the Office of Tourism website. Media outlets like Onda Vasca, a radio station, and local television in Bilbao will also broadcast the island's offer.

Additional marketing operations are being carried out this week on Formentera. A team of journalists from the magazine Telva and the Destinos supplement in El Periódico de Catalunya, "who want to see in situ the opportunities that Formentera offers visitors in the low season", added Bernús. On Sunday, the "Gente Viajera" programme will be broadcast live to the listeners of national broadcaster Onda Cero.

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*Office of Communication*

*Consell de Formentera*