



Formentera is currently coordinating promotional activity for the XXXIIIth annual World Travel Market industry trade show in London. A critical point on the British tourism industry calendar, the trade show will take place from 3 – 6 November.

Having chosen to remain separate from the rest of the Balearics, Formentera will attend the 2014 London fair as one-half of the delegation representing the Pitiüsa Islands. Eivissa and Formentera have paid for their own space at this year's show; the cost – 34,000 euros – will be covered in part by Eivissa (70%) and in part by Formentera (30%). In its allotted promotional space, Formentera will focus on images of the island's natural beauty and cultural heritage sites.

On the first day, Formentera's delegates at the WTM – councillor of tourism Alejandra Ferrer, councillor of the economy Bartomeu Escandell and chief of tourism Carles Bernús – held meetings with representatives of Iberia, Lonely Planet and the online portal Minube. The delegation also attended a press conference held by the Spanish Minister of Industry, Energy and Tourism, José Manuel Soria.

The minister spoke about the growing number of tour operators who demand increased public funding for tourism. At the most recent meeting of the island's tourism advisory board, Formentera rejected a proposal from Palma regarding the Govern's planned transfer of authority on matters of tourism to the local councils. The move had the support of Formentera's economic and political forces, who called the proposed funding insufficient.