Had you been in Milan recently, you might have spotted a few familiar faces from Formentera. Earlier this week a delegation from the island's tourism office embarked upon the city on the occasion of a tourism trade fair known in Italian as BIT (*borsa internazionale del turismo*) or in English as the International Tourism Exchange. Tourism councillor Alejandra Ferrer, member of the delegation, and Carles Bernús, head of the local tourism board (
Patronat de Turisme
), talked optimistically about the interest in Formentera being exhibited by this year's crowds.

“The reactions we're getting from visitors are reinforcing the optimism we already had on arrival,” reported Bernús, adding: “According to Eivissa airport arrival statistics released by AENA, Italian travellers increased by 8% between 2013 and 2014.”

“Our new promotional material has been tremendously well-received and a great deal of interest is being shown in the different accommodation options, especially the newer-looking lodgings and those that were granted the recent quality distinctions. Visitors are also taking time to look at the Formentera en Família and bike trail brochures.”

Meetings

Since Wednesday, Alejandra Ferrer has held meetings with tour operators (TUI Itàlia, Eden Viaggi and Alpitours), travel-oriented media outlets and heads of the Italian seat of the Spanish national office of tourism in the interest of coordinating visits by press and members of the blogosphere.

In addition to Milan's BIT, Formentera has had tourism agents at England's trade show for cycling aficionados, an event dubbed the London Bike Show. The representatives will greet English travellers with the new bike trail material as well as information about mountain biking courses being offered in Formentera, hoping in so doing to further increase the tide of visitors with Formentera in their sights.