From 9 to 12 March at the ITB Berlin NOW travel expo, the local office of tourism joins the rest of the Balearics in a virtual stand to promote Formentera and prepare for arriving tourists under the banner “Economy and Tourism: challenges for a better post-Covid model in the Balearics”.

Marketing chief Carlos Bernús pointed out that rather than interfacing with end users at the Berlin fairgrounds as in years past, the focus at this year’s online trade fair was on professional meet-ups. On Thursday 1 March, Formentera will highlight its appeal as a destination in a 10.00am livecast from Palma’s Palau de Congressos titled “Balearic Islands: Diversifying amid future challenges and opportunities”.

Local reps will playing up the island’s qualities as a destination for families and highlighting sustainbility-forward projects like formentera.eco, the ban on plastic bags and Save Posidonia Project, said Bernús, “not to mention going over safety protocol and detailing features of Formentera, such as outdoor and open-air attractions, that make it the perfect place for a laid-back holiday during such a complicated year”. The marketing team will likewise try to lure low-season visitors by plugging trails for nature lovers, bird watchers and heritage fans, plus cultural programming, sports fixtures and gastronomy.

Boost to German marketing efforts
Formentera has contracted local firm KPRN in a bid to increase its marketing impact with German travellers from March to October. According to Bernús, campaigns are in the works with local tour operators in the hope that, public health permitting, Formentera will be welcoming back its German visitors by April or May.

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Communications Department
Consell de Formentera