



The Office of Tourism of the Consell de Formentera is pleased to report that Formentera is participating at two promotional fairs which started today in Barcelona. The island has its own stand at both: B-Travel, a travel expo for the end public at the Montjuïc exhibition centre of Barcelona, and the Mediterranean Diving Show, for professional and amateur divers, at the exhibition centre in Cornellà. The fairs end this Sunday, 26 March.

Today at B-Travel, Carlos Bernús, head of marketing, presented "Formentera, sustainable by nature" to representatives of specialist press outlets. Alejandra Ferrer, vice president and tourism councillor, said the island would display "promotional material highlighting low-season activities on Formentera – from our sports and cultural, heritage and culinary offering, to activities in nature, bird-watching routes and chances to learn about our history and deeply-rooted traditions."

### Diving fair

Also this week in Barcelona, the Mediterranean Diving Show is a benchmark for the diving world and the oldest diving fair in the country. The fair is a meeting point for professionals, amateurs and travel agencies specialised in this sector. The Formentera Divers company will also attend and promote the wonderful diving possibilities that Formentera offers as agreed in the island's strategic tourist segments. Councillor Ferrer additionally touted virtual reality glasses and a 360º video that visitors can use to discover the Formentera seabed [ <https://www.youtube.com/watch?v=gRmPeCdKguc> ].

According to data from the Formentera Data Observatory, Spanish travellers constituted 39% of visiting tourists and Formentera's leading market in summer 2022. Travellers from Catalonia made up 33% of that total, followed by Valencia (17%) and Madrid (16%).

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