From today to Wednesday 13 November, the office of tourism of the Consell de Formentera will take part in the city of Sevilla’s “Emotions Travel Community” expo. The industry gathering is geared towards tour operators, small-scale travel agencies and other firms whose clientele, as promotions chief Carlos Bernús pointed out from the event, “have substantial purchasing power”.

2019 marks the first year Formentera will participate in this particular trade show, which distinguishes itself from other, more middle-of-the-road equivalents. “The ETC is known for more intimately-scaled encounters”, said Bernús, pointing out that a swell of niche US companies at the event might mean a fingerhold in one of Formentera’s sought-after emerging markets. Others held out by Bernús include India, Switzerland, Brazil and Asia. People in these places don’t know about Formentera yet, Bernús conceded, “but for vast numbers of high-earning travellers in search of new destinations, Formentera could be just the ticket”.

11 November 2019
Department of Communication
Consell de Formentera