Consell de Formentera president and tourism councillor Alejandra Ferrer, marketing director Carlos Bernús, department liaison Catalina Ramis and staffer Luz Márquez gathered before islanders and representatives of the local tourism industry to offer a presentation of the Barometer of Tourist Satisfaction.

2020 is the first year that the Formentera Data Observatory gauges tourist satisfaction in the form of a barometer. The endeavour entailed administering 2,438 surveys — more than three times the number performed in years past. The pandemic meant a distinctly unique backdrop for President Ferrer's analysis of the data. In that regard, Ferrer drew attention to the fact that, during a summer as difficult as this one, overall tourist satisfaction —99.6%— was higher than any other year on record. Satisfaction was recorded at 96.2% in 2019.

Sagging visitor numbers positively impacted the satisfaction of those who came, said President Ferrer, who pointed to the sudden absence of historic complaints like noise, crowds, commercial activity and vehicles in the respondents' comments. Visitors found prices on the island high, but said they were justified in light of the quality of service received. "This changing perspective shows us we're on the right track", added the president.

Tourists choose Formentera for a variety of reasons, highest among them are beaches, sensation of tranquility and natural spaces. Visitors' average length of stay was shorter this year than last, and people preferred overnighting in private apartments than hotels. The profile of visiting tourists changed as well, no doubt a factor of the Covid crisis. Seventy-five per cent came from Spain: Catalunya first, then Madrid, the Balearics, Valencia and Andalusia. Increases were likewise seen in the number of travellers from Portugal, Switzerland, Netherlands and Belgium, with numbers from the island's historic markets holding steady. Eighty-six per cent of visitors gave a positive evaluation concerning public health measures.

Lastly, President Ferrer made assurances that "after having studied the survey results and analysed the weaknesses, threats, strengths and opportunities of our destination, we've come to the conclusion that we must continue working with our model of sustainability: restricting in-bound vehicle traffic with formentera.eco, caring for the environment, focusing on cleanliless and waste management and building visibility for cultural and heritage activities and other

tourist-oriented products that give our destination added value".

The document presented today can be viewed here .

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Communications Department
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