



Today the Consell de Formentera will conclude a three-day stint at the Tourism Innovation Summit, which began in Seville 2 November. This trade show promotes innovation, technology and sustainability in the tourism sector. Rafael González, councillor of mobility, took part in a talk titled "Sustainability, an obligation" where he presented the project formentera.eco.

After the presentation at a round table moderated by PR agent Tommy Ferragut, Councillor González shared the stage with the tourism councillor for the City of Palma and the general manager of Garden Hotel, Jordi de las Moras, who also shined a light on their own visions of sustainability.

González unpacked the project to regulate vehicles brought and driven on the island, which turned four this summer, noting, "We have already begun to see the expected results". "Traffic has dropped 8.5% since 2017 and sustainable mobility is on the rise", he said, "cycling is up 150% and taxi and bus ridership have climbed 70% and 2%, respectively, marking a return to pre-pandemic figures".

This is the second year that Formentera has been invited to the expo to highlight its example as a sustainable island. Last year we talked about the Save Posidonia Project and other initiatives.

*4 November 2022
Communications Office
Consell de Formentera*