

Consell de Formentera president Alejandra Ferrer was joined today by Formentera Tourism Department marketing chief Carlos Bernús, department liaison Catalina Ramis and staffer Luz Márquez for a presentation of the Formentera Data Observatory (Observatori de Dades de Formentera/ODF). “As a source of disaggregated local data, the ODF will help us make better informed decisions as we move toward sustainability”, said the president.

The ODF website offers eight visions of Formentera-related information — Society and Demographics; Tourism; Environment; Transport; Mobility and Accessibility; Economy; Social Welfare and Islander Experience; Culture, Heritage, Education and Sport— which in turn lead visitors to a multitude of increasingly specific resources.

“Until now our data, particularly with regard to tourism and the economy, was aggregated with Eivissa’s. We need that information to be Formentera-specific, not only as they concern these two subjects, but across the board. To be able to enhance the destination we offer tourists and enhance islander satisfaction, the view must be holistic and include islanders’ perspective as well”, said President Ferrer.

Department liaison Catalina Ramis explained how visitors will be able to use the site to access information, graphics and maps and filter search results by keyword. In the days ahead local government will also unveil ODF’s unprecedented “tourist satisfaction barometer”.

Islander satisfaction barometer
Assimilation of new data from the various arms of the Consell de Formentera and other sources into ODF’s dynamic system will be ongoing. And, to assist in development of ODF’s gauge of islander satisfaction, distinct departments of the Consell will highlight areas of future study —the woven baskets Formentera residents have traditionally used to carry their shopping, for instance— that can further enrich understanding of topics like society, the economy and the environment.

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