The Region of Murcia Sets Sights on New Family Award

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The Region of Murcia is well-known for providing great value family holidays and is in line for new recognition after being shortlisted for a new family award.

The Spanish area is one of the leading nominations to be named as 'Best Short Haul Destination' at the 2015 Family Traveller Awards, which will take place for the first time in September.

With an annual 320 days' sunshine a year and average summer temperatures of 29?, the Region of Murcia, featuring the Costa Cálida', is an ideal location for a family holiday. The region has experienced a rise in tourist numbers of more than 30 per cent – more than any other Spanish region – in the last 12 months and was named as the country's best tourist destination for offering excellent, diverse attractions at last month's 'La Razon Awards'.

The awards, in association with Family and Friends Railcard, are the first of their kind and have been devised by Family Traveller magazine and www.familytraveller.com to recognise the best companies and brands in family travel.

Andrew Dent, publisher of Family Traveller magazine, said: "We are delighted with the travel industry's response to our first ever Family Traveller Awards, and congratulate the Region of Murcia on being shortlisted.

"More than 2,200 family travel companies and brands were nominated in June and the panel had a very tough decision in whittling it down to the current list. We look forward to seeing if the region is a winner at our awards ceremony in September."

Located in the south-east of Spain and just a two-hour flight from the UK, the region sits in a privileged setting within the Mediterranean basin and includes an amazing 252km of coastline, known as the 'Costa Cálida' or warm coast.

Families can take their pick from numerous sandy beaches or enjoy a variety of watersports in the Region of Murcia's famous Mar Menor – Europe's largest salt-water lagoon – including diving in the marine reserve of Islas Hormigas in Cabo de Palos, which has been recognised as one of the best places to dive in the Mediterranean.

Golf fans have the choice of 22 top-quality golf courses, all within easy reach of each other, while there is a wide array of culinary delights, relaxing spas and beautiful countryside and regional parks to experience and explore.

Culture lovers will also be spoilt for choice with the ancient region boasting a rich heritage including the historic cities of Cartagena and Murcia, while there is a host of big events and festivals to be enjoyed throughout the year including 'La Mar de Músicas' in Cartagena or the International Jazz Festival in San Javier, both this month, and August's 'El Cante de Las Minas Flamenco Festival' in La Unión.

To vote for the Region of Murcia in the 2015 Family Traveller Awards, go to www.familytravellerawards.com and to promote via social media, use the dedicated awards hashtag #FTAwards2015.

For more information about the Region of Murcia, visit www.murciaturistica.es.

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INFORMATION FOR JOURNALISTS

The Costa Cálida, Region of Murcia is an ideal leisure and sport destination for UK travelers. The area offers year-round sunshine with an average temperature of 19.4ºC and 315 days sun a year. The picturesque region is just two hours from the UK by plane.

Located in the south-east of Spain, the Region of Murcia is in a privileged setting within the Mediterranean basin and includes 252km of coastline, known as the 'Costa Cálida' or warm coast. Visitors can take their pick from numerous sandy beaches; a variety of water sports and diving locations; 22 top-quality golf courses, all within easy reach of each other; delicious culinary delights; relaxing spas; and the opportunity to explore the beautiful countryside and regional parks.

The Mar Menor is a saltwater lagoon with warm shallow waters, gentle wind, sheltered coastline and many hotel facilities and sports infrastructures which make it the ideal setting for water sports at any time of year, for all tastes and ages. Here visitors can enjoy kite surfing, canoeing, sailing, windsurfing, water skiing and much more. You can also enjoy diving in the marine reserve of Islas Hormigas, settled in Cabo de Palos, which has been recognised as one of the best places for diving anywhere along the Mediterranean and where you can explore everything from historical wrecks to amazing underwater landscapes.

There is always something going on in the region with a host of big events and festivals taking place throughout the year including the international music festival 'SOS 4.8' in Murcia at the beginning of May, or the varied summer festivals including 'La Mar de Músicas' in Cartagena or the International Jazz Festival in San Javier, both in July. Visitors can also enjoy August's 'El Cante de Las Minas Flamenco Festival' in La Unión.
The Region of Murcia is the perfect holiday destination at any time of the year, whatever your passion.

www.murciaturistica.es

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