

# ttg

TRAVEL TRADE GAZETTE

MAY 2021 | [ttgmedia.com](http://ttgmedia.com)

Best as Media Brand of the Year 2020

FOR SHARPER, BETTER, FAIRER TRAVEL

**ANALYSIS**

How will testing shape travel's success?

**BUSINESS ADVICE**

The reciprocal benefits of mentorship

**TTG LUXURY**

Preparing for the wellbeing boom

ttg+

JOIN TTG+ FOR EXCLUSIVE MEMBER  
BENEFITS AT [TTGMEDIA.COM/MEMBERSHIP](http://TTGMEDIA.COM/MEMBERSHIP)

**DIVE BACK IN**

As travel awaits the green light, we explore the Mediterranean breaks waiting to welcome families this summer and beyond

---

## FUN IN THE SUN

---

Madeleine Barber rounds up the Mediterranean's best family breaks, from the region's most popular destinations to brand-new hotels with entertainment for all ages

**T**he Mediterranean has always been a popular choice for families and with short flight times and a selection of countries that are likely to make it onto the government's "green list", that popularity is likely to return when international travel resumes this year.

"Since the government's announcement of an exit roadmap from lockdown, we have seen an increase in bookings for summer 2021 across the board," says Alan Cross, head of trade sales at Jetzholidays.

"Families are yearning to get away for a much-needed holiday, and with Jetzholidays adding almost 80 new flights in October and November, families have an alternative option to enjoy a getaway during the October half-term."

While the government's green list is yet to be announced, there are a handful of destinations preparing to welcome your clients. Here we take a look at the Mediterranean's newest and most popular hotels that are set to be hot spots for family holidays in 2021 and beyond. ▶



**ABOVE:** Watersports are a key offering at many family-friendly resorts

**BELOW:** The creche at Almyra hotel in Paphos, Cyprus



#### **FOR FAMILIES WITH UNDER-5s**

**Almyra** Hotel, a contemporary coastal hideaway extensively renovated last year and located just south of Cyprus' Paphos, has a Baby Go Lightly service featuring essential baby items for hire and English-speaking babysitters. Four age-specific kids' clubs take children ranging from four months to their teens, while activities include pottery lessons, baking and treasure hunts, plus excursions to Paphos castle and harbour for older guests. Almyra also offers a spa, yoga sessions, watersports and five pools – including one especially for infants – plus creative children's menus for fussy eaters in the family, and the hotel even has a dog park and grooming service for furry family members.

"Cyprus has always been a family favourite for our customers and so it's really encouraging that we're seeing a surge in demand for this destination this summer," says Simon Garrido, head of trade partnerships at Sovereign Luxury Travel.

**BOOK IT:** Sovereign offers a seven-night stay at Almyra Hotel from £1,750pp, including daily breakfasts, flights, airport lounge access and private transfers, based on a 22 October 2021 departure.

• [agents.sovereign.com](http://agents.sovereign.com)

#### **FOR FAMILIES WITH CHILDREN AGED 5-9**

New to Jetzholidays, Princess Sun Hotel on the Greek island of Rhodes is a countryside retreat less than a mile from the beach with plenty to entertain both children and adults. It has a

children's pool with water slides, playground, kids' club for guests aged 4-12, special buffet for little diners and organised games. Meanwhile, parents can take advantage of the pools, sports activities, spa or two on-site bars.

"Rhodes attracts many families every year thanks to its beautiful scenery, white sandy beaches and watersports facilities," says Alan Cross, head of trade sales at Jetzholidays. "In response to demand from customers and independent travel agents, we recently added more flights and holidays to the island."

**BOOK IT:** A seven-night, all-inclusive stay at Princess Sun Hotel costs from £619pp with Jetzholidays, based on two adults and two children sharing and including flights from Birmingham, 22kg baggage allowance per person and transfers. Departing 21 October 2021.

• [trade.jetzholidays.com](http://trade.jetzholidays.com)

#### **FOR FAMILIES WITH TWEENS**

Set to open its doors to visitors for the first time any day now, MarBella Elix has been designed with a special focus on tweens and teenagers. Tucked into a clifftop on the west coast of mainland Greece, the chic hotel has an Adventureful activity club providing everything from hiking, cycling and kayaking to bushcraft, archery and treasure hunts based on Greek mythology. There's a creche for little ones, while adults can relax on the beach, listen to live music in the laid-back bar, venture out on foot, by bike or on a private cruise to discover the surrounding area, or sip a sundowner beside the Ionian sea.

"Families will find an array of digi-detox activities at MarBella Elix," adds Periklis Gompakis, sales and marketing director for the MarBella Collection. "The hotel stands out either as a destination for a relaxing beach holiday or a base for inquisitive minds to take excursions."

**BOOK IT:** Room rates at MarBella Elix start from £121 per night on a half-board basis.

• [marbella.gr/marbella-elix](http://marbella.gr/marbella-elix)

#### **FOR FAMILIES WITH TEENAGERS**

With the Unesco World Heritage-listed Ibiza Town nearby and a golden stretch of sandy beach on its doorstep, the ultra-luxe Nobu Hotel Ibiza Bay is perfectly placed to explore this Balearic island. A polished kids' club takes care of younger guests while teenagers can take photography lessons, learn about marine biology on a snorkelling trip or hone sushi-making skills during a cookery class. Nobu Hotel Ibiza Bay also recommends venturing out to browse the ▶



**ABOVE:** Eftalia Aqua Resort in Antalya, Turkey, offers a huge range of water slides and swimming pools

**BELOW:** The kids' club at Nobu Hotel Ibiza Bay

island's bohemian street markets, trying stand-up paddleboarding or going on a Jeep safari.

Edwin Kramer, general manager at Nobu Hotel Ibiza Bay, reported a 250% week-on-week spike in room and suite bookings following the announcement of the roadmap out of lockdown, "demonstrating how confidence in travelling to Ibiza this summer is certainly there".

The hotel has also recently announced a new VIP Suite Ambassador programme to offer visitors a villa-like stay with more privacy.

**BOOK IT:** Room rates at Nobu Ibiza Bay start from £550 per night.

• [nobuhotelibizabay.com/en](http://nobuhotelibizabay.com/en)

#### FOR MULTIGENERATIONAL FAMILIES

An enormous complex of water slides, swimming pools and rides for everyone from toddlers to teenagers and even bigger kids is the standout feature at Eftalia Aqua Resort on Turkey's south coast, but the property truly does have something for everyone. Adults can indulge in a Turkish bath at the spa or take on high-adrenaline watersports, while pool games and a kids' club offer even more entertainment. There's also live music, shows in the evening and a diverse culinary scene catering to all the family.

"Eftalia Aqua Resort is one of our most popular hotels in Antalya and within the top 10 bestsellers across our whole portfolio," says Brad Bennetts, head of distribution at easyJet Holidays. "Our customers love that the hotel offers access to

Eftalia Island, an entertainment area with even more pools, splash parks, bars and restaurants."

**BOOK IT:** EasyJet Holidays offers seven nights at Eftalia Aqua Resort on an all-inclusive basis for £518pp, including flights, 23kg of luggage per person and transfers. Departing 27 July 2021.

• [holidaystrade.easyjet.com](http://holidaystrade.easyjet.com)

#### FOR LARGER FAMILIES

Large families celebrating special occasions can benefit from the kids' party packages at db Seabank Resort and Spa. The resort, in Malta's Mellieha Bay, offers themed parties with buffet and soft drinks, entertainers and birthday cake. Other activities include face painting, competitions, painting, tournaments and a kids' disco; plus a spa, child-free pool and after-hours parties for adults.

Tolene van der Merwe, director UK and Ireland for the Malta Tourism Authority, says: "Malta is bursting with family activities such as Popeye Village, hiking trails, snorkelling and diving, and is a great location to learn about Roman ruins, medieval castles and knights in armour." ●

**BOOK IT:** A seven-night, all-inclusive stay at db Seabank Resort and Spa costs £669pp with Tui. Price is based on two adults and two children sharing and includes flights and transfers. Departing 12 August 2021.

• [retailagents.tui.co.uk](http://retailagents.tui.co.uk)

