

The Travel Industry Essential / April 2017

# ABTA magazine

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The Travel Association

# Endless sunshine in Región de Murcia

The Costa Cálida coastline is one of Murcia's most treasured gems — the ideal leisure and cultural destination for UK travellers



Situated on Spain's southeast coast, this picturesque region offers 315 days of sunshine a year — with an average temperature of 19.4C — and is only a two-hour flight from the UK. With a 156-mile coastline, visitors can take their pick from numerous sandy beaches as well as activities such as water sports and diving, with two marine reserves and 22 high-quality golf courses all within easy reach. There's a world of culinary delights in Murcia, dubbed 'Europe's Orchard', and visitors can also while away sunny days, visit relaxing spas and enjoy sports and natural parks.

The Mar Menor is a saltwater lagoon with warm shallow waters, gentle winds and many hotel facilities, which make it the ideal setting for watersports year-round.

Further south are Mazarrón and Águilas. Mazarrón Bay is a great place to spot dolphins, pilot and sperm whales. Must-sees are the Roman fish salting factory and the scenic port city of Águilas, which takes visitors back to its 19th-century mining days with architecture such as the iron Hornillo jetty.

Águilas Railway Museum highlights the connection between Águilas and the UK, through the British-incorporated Great Southern Spain Railway Company, and is worth a visit for anyone interested in rail or the port city itself.

In Murcia, Cartagena and Lorca, there's always something going on with a host of big events and summer festivals, especially the Jubilee Year celebrations in 2017 in Caravaca de la Cruz.





Bullas, Jumilla and Yecla wine routes.  
From left: Cartagena; Windsurfing in Mar Menor



## Costa Cálida

Región de Murcia - Spain

For more information, please visit:

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