

Destination

Costa Calida ahead of the game for “safe” tourism

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As the Spanish tourism sector gears up to re-open in the aftermath of the Covid-19 pandemic, the Spanish region of Murcia could justifiably claim to be one of the prime regions of the country to welcome back British tourists this summer.

Murcia’s south-eastern Mediterranean coastline has long been a favourite destination with visitors from across Europe, and with its 252km of beaches, wide variety of hotels, resorts, golf courses and water-sports, the tourism industry is working hard to ensure it can demonstrate a broad range of safety measures to give tourists the confidence to return.

Murcia was one of the last regions of Spain to record cases of Covid-19, while also reporting a comparatively low number of deaths (149 – 0.5% of Spain’s total). Unsurprisingly, the region was one of the first in the country to move back to phase 1 (from phase 0), and is now at phase 2. Government officials are confident that the final phase (3), is only a few weeks away, and that Murcia will be ready to receive international tourists in July.

The hotel sector can also feel confident that it can offer tourists a safe experience owing to the distribution of properties along its coastline. With just 89 hotels shared across the popular tourist areas of La Manga, Mar Menor, Mazarron and Aguilas, there is only one hotel per 2.84km of coastline, and it's therefore no surprise that hotels such as the Hotel Puerto Juan Montiel are already open and ready to welcome guests.

And with beaches being such an important part of the destination's appeal, a 10 point charter for how to stay safe on the beach has been produced. This includes a range of protective measures to further ensure the well-being of beachgoers.

Furthermore, Murcia's Ministry of Tourism has made €10m of government loans available to tourism-related businesses requiring investment, to ensure they meet enhanced safety and hygiene standards, as directed by the ICTE (Institute for Spanish Tourism Quality). Officials estimate that more than 90% of the region's hotels and tourism sector will be able to operate to these high standards in June.

The good news for British fans of Murcia doesn't end there. Ryanair this week confirmed its scheduled flights to Murcia's Corvera airport will recommence in July, connecting the region to several UK & Irish airports including London Stansted, Manchester, Birmingham, Bournemouth, Glasgow and Dublin, while Jet2 will also serve Corvera from Leeds Bradford and Manchester from June 17.

Juan Francisco Martinez, General Manager of the Region of **Murcia Tourist Board**, commented: "We know how important our destination is for British tourists and we are working as hard as ever, to ensure we can offer them a safe and enjoyable holiday to Murcia in 2020. We look forward to welcoming you back!"