



FAMILY



IBIZA FAMILY EXPERIENCE



IBIZA
Family Experience

PROJECT PRESENTATION

Millions of families have chosen Ibiza for their holidays in the last 30 years. Families that, in many cases, have returned year after year and have recommended us to their friends and relatives.

The studies carried out by the Consell de Ibiza (local government) show us the virtues of Ibiza as a family destination:

- An open and carefree atmosphere, where people feel free and everyone is welcome.
- An unequalled offer, with many options to enjoy the whole family.
- An incredible natural environment, with excellent beaches, countryside and forests that invite, sometimes to disconnect and sometimes to full action.
- A friendly island, of small dimensions, that facilitates the relaxed movement to enjoy it in all its fullness.
- A wide range of catering that satisfies all tastes and expectations
- A renewed offer of family accommodation, from hotels with entertainment or tourist apartments on the seafront to quiet rural hotels and villas in the countryside. All types and sizes of families are welcome.

But it is also true that Ibiza needs to reinforce its position as a family tourist destination, which, for various reasons, has been weakened in recent years.

For this reason, and based on the knowledge of the needs and expectations of European families who visit us, the local government has launched the Ibiza Family Experience project, which develops three main lines of action:

- On one hand, it highlights the tourist offer specialized in families, through a website, in three languages, which will include all the family offer of the island: www.ibiza-family-experience.com
- On the other hand, working to improve the specialization of many companies in family tourism, through the definition of standards that will lead them to join the Ibiza Family Experience club. Companies in the accommodation and catering sectors and others that offer leisure activities.
- Lastly, working with island's town halls to develop tourist areas fully identified with family tourism in which the services provided to families are developed or improved.

In this way, the island's government wants to inform all European families that Ibiza is an ideal destination for their family holidays.

There will be soon many new developments in the project, including the presentation of two mascots, Polpy and Savinia, who will be with the youngest of the family on their holidays