

# Making a splash

Party paradise Magaluf is seeking to reposition itself as a family destination. **Rebecca Barnes** reports from Calvià

Looking as graceful and light as feathers dancing in the air, acrobats soar over our heads brandishing bottles of cava, glittering in the light from the sparklers. In a flash, a real-life Tinkerbell gently descends and hands a bottle to the waiter, who proceeds to pour the local fizz into our glasses.

We're in the front row of Exhibit at House of Son Amar – voted the best show in Mallorca – witnessing a riot of acrobatic skills, slick choreography and a cutting-edge soundtrack, courtesy of a troupe

of performers, dancers and acrobats. The avant-garde performance hasn't even started yet but we're already blown away, and although we're splashing out on the bubbly and tapas-style nibbles, we've not had to pay for our tickets because entry is free to guests staying at the Fergus Club Mallorca Waterpark (pictured) in Magaluf.

Located inside an elegant, 16th-century finca in the foothills of the Serra de Tramuntana mountains, Son Amar's show is not only a brilliant night out, ➤

PICTURE: Fergus Group

## ASK THE expert



### MARÍA DEL CARMEN PEÑAS DE HARO

director, Calvià  
Tourism Board

#### Why is Calvià repositioning as a family destination?

It's a shift aimed at attracting a different kind of visitor.

Family tourism tends to be more respectful of the environment, contributing to the preservation of cultural heritage and natural surroundings. Families engage in a wide range of activities, which helps distribute the economic gains from tourism more equitably.

#### What are the key attractions for families?

One of the main draws is the area's excellent beaches, many of which are suitable for children. Boat excursions allow families to experience nature in a controlled environment, while Calvià's theme parks and waterparks appeal to children and adults. Hiking and cycling routes, plus educational experiences like the marine park, offer contact with nature.

#### What do you think the future holds for Calvià?

Family tourism will continue to be a priority. Sports tourism is also gaining traction as it attracts visitors throughout the year and reinforces Calvià's image as a healthy, active destination.



LEFT: Fergus Club Mallorca Waterpark; the hotel's waterpark  
BELOW: Magaluf beach  
FACING PAGE: Jungle Parc Mallorca

PICTURES: Fergus Group; Shutterstock/xabi\_ks



it's also easy to get to – just 15 minutes from the hotel and there's even a coach to take you door to door (for an added charge).

#### MALLORCAN MAKEOVER

With 656 rooms and suites, Fergus Club Mallorca Waterpark is the reincarnation of former adult-only hotel BH Mallorca, which has undergone a facelift in a bid to reposition the island's Calvià region as a family-friendly destination. But why does Magaluf need a family resort?

"Calvià is committed to attracting tourists who contribute positively to our region, ensuring sustainable growth," says Bernat Vicens, chief executive of Fergus Group. "Resorts such as those by Fergus Hotels are essential to this vision – the reimagined Fergus Club Mallorca Waterpark is a family-focused entertainment hotel, providing an enjoyable environment for families while enhancing Calvià's reputation as a premier family-friendly destination."

The expansive hotel's renovated accommodation is generously proportioned and all the rooms and suites have sofa beds, balconies and air conditioning, while upgraded Magnus Suites include a PlayStation 5 console, bathrobes, slippers and a Nespresso coffee machine.

Dining revolves around two buffet restaurants offering local and international options – although variety, especially at lunchtimes, was limited during my stay, which could be a challenge for fussy eaters. Shaded dining areas offer plenty of seating and a welcome respite from the intense Balearic sunshine.

Kids can expect round-the-clock fun and will never

“Calvià is committed to attracting tourists who contribute positively to our region, ensuring sustainable tourism growth”

be bored – when not making friends in the kids' clubs or Games Zone, which includes games consoles and a cinema, they'll be itching to get to one of the pools or the star of the show, the hotel waterpark. Said to be the largest in the Balearics, it features seven slides and a splash pool. For the grown-ups, there are plenty of sunloungers – we never struggled to find one – including cabanas and daybeds. The location is also excellent, with the beach a five-minute walk away and waterfront bars and restaurants, including upscale beach clubs and chic lounge bars, within easy reach.

#### REDEVELOPMENT PLANS

Along with a recently extended tourist season – now from March to November – various upgrades are in the pipeline for Magaluf: a new promenade is being built, while a former hotel is being demolished to create a green area. Even the name 'Magaluf' (the resort town) is being phased out in favour of 'Calvià' (the wider region).

"The area is definitely changing and we're part of that change," says Samantha Crawford, guest services manager at Fergus Club Mallorca Waterpark.



**FAMILY ATTRACTIONS IN CALVIA**

**Katmandu Park**

This impressive fairground park offers a huge range of activities for kids of all ages, from a laser challenge and soft play to a splash park and an elaborate mini-golf course. For rare rainy days, there's a 4D cinema, while the zombie virtual rollercoaster features a laser shooting game that will keep the kids happy for hours. From £21 for children, £29 for adults, via Attraction World. [login.attractionworldportal.com](http://login.attractionworldportal.com)

**Jungle Parc**

Kids of all ages (and the rest of the family, as long as they're reasonably fit) are well catered for at this sprawling treetop adventure

park, which features ziplines, rope courses and obstacles in a pine forest. There are three courses, including two circuits for adults and one for children. These will be joined by a new treetop net circuit, the Zen Family Tour, in 2025. [jungleparc.es/en](http://jungleparc.es/en)

**Platja de Santa Ponça**

Set in a bay, the large white-sand beach of Santa Ponça near Calvià village offers sunbed and watersport rentals, backed by a restaurant-lined promenade. A plethora of activities, including beach volleyball and pedalos, should keep everyone busy, and there's even a shady pine forest if it gets too hot.



Several hotel enhancements are also underway and due to be ready by the start of the 2025 season. These include the expansion of the Games Zone, the addition of a themed restaurant and the introduction of food trucks. "Our commitment to continuous improvement ensures that the resort remains a dynamic and attractive destination for all who visit," says Vicens.

Gentrifying a destination famous for attracting drunken revellers is no easy task – and while it's still a work in progress, recent reports of less-raucous

streetlife, higher prices in some venues and a late-night alcohol ban on the infamous Magaluf strip could be signs that Calvià is on the way to achieving its goal. **TW**

**BOOK IT**

**EasyJet holidays** offers a week's all-inclusive at Fergus Club Mallorca Waterpark from £892 per person, based on two adults and two children sharing a Magnus Suite and including flights and transfers, for travel from August 19-26, 2025. [easyjet.com](http://easyjet.com)



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