

ASK THE OPERATOR

Laura French asks where to send families for an active summer holiday



1 SPORTY

WHAT'S THE BRIEF?

A family is looking for a luxury, five-star summer holiday with plenty of sports and activities on hand, as well as space for parents in search of some downtime. They want a large resort with flexibility on where to eat, good childcare facilities, kids' clubs and quality accommodation.



Simply Luxury by Travel 2
Lauren Ross, product and commercial manager for Europe

WE SUGGEST

Send active families to Sani Resort in Halkidiki. It's set right on the beachfront and around a marina, and there are so many activities on offer – from water sports to beach volleyball and yoga – as well as the Rafa Nadal Tennis Centre, Chelsea FC Foundation football academy (for four to 16-year-olds), a scuba diving academy and a biking academy with the KTM Bike Club. This year, they've also introduced an adventure park with ziplines, suitable for children aged six and up.

Accommodation-wise there's something to suit families of all sizes and ages, plus a babysitting service, a creche for children aged four months to four years, a kids' club and a teens' club.

It's easy to reach, with a flight time of about three and a half hours from London to Thessaloniki, and guests staying half-board can choose from 22 restaurants across the resort.

Families wanting to venture outside the resort will find lots to do too, from boat trips to wine-tasting tours and hiking trails to farm visits.

Book it: Simply Luxury by Travel 2 offers seven nights' half-board at Sani Beach in a Family Seaview Room with interconnecting door from £2,059 per person, including private transfers, UK lounge passes and flights on July 26. travel2.com

2 LONG-HAUL

WHAT'S THE BRIEF?

The parents want to go long-haul with their children but don't want the hassle of a connecting flight. They're after an all-inclusive stay with a full-on, action-packed itinerary, but they also want the option to get out and explore the local area and culture.



Club Med
Claire Brunel, trade marketing project manager

WE SUGGEST

For families wanting to go long-haul, I'd recommend Mexico, where Club Med has its Cancun Yucatán property.

There's plenty to do in and around Cancun, not least snorkelling in the world's second-largest coral reef, wakeboarding through the mangroves at Nichupte Lagoon and visiting ancient Mayan ruins such as Chichen Itza. There are direct flights to Cancun from London, and it's also not too hot, with temperatures averaging 28C in summer.

The resort is situated on three beaches and recently opened the Aguamarina, a new family area featuring children's day beds by an infinity pool, water fountains and a kids' counter at the bar. There are kids' clubs and childcare programmes for everyone from two to 17, alongside a range of activities including windsurfing, waterskiing and sailing.

In terms of selling tips, it's worth highlighting the range of activities available, as well as the value you get with an all-inclusive offering.

Book it: A week's all-inclusive costs from £1,747 per adult and £1,123 per child, based on flights from Manchester on August 24. clubmedagents.co.uk

3 UNDER-FIVES

WHAT'S THE BRIEF?

A family with under-fives is looking for a good-value, active break in Europe with water slides, rides and other entertainment on site, plus baby and toddler provisions. They want family-friendly beaches, shallow waters and restaurants within easy reach, and are keen for any special offers.



Jet2holidays
Craig Davidson, general manager of trade sales

WE SUGGEST

If you've got clients with younger kids, The Land of Legends Kingdom Hotel is an excellent option. It's a brand-new five-star resort set in a picturesque location in Belek, Turkey, and it boasts an abundance of attractions.

These include a 41-slide water park, complete with a baby pool, carousel, lazy river, family rafts and dolphins, as well as an on-site theme park offering rides for all ages.

The rooms were designed with families in mind and are equipped with 3D TVs, PlayStations and cartoon wall art, while the resort's 111 Restaurant is equipped with its own aquarium where you can watch sharks swim past as you dine. Beyond the hotel, there are shops, bars and restaurants nearby, and Belek centre is only four miles away.

My number-one piece of advice for agents would be to highlight deals when selling to families. Jet2holidays has thousands of free child places with pushchair carriage included, plus single-parent offers, family-friendly flight times and a kids-go-free offer for under-twos.

Book it: Jet2holidays offers a week's B&B at The Land of Legends Kingdom Hotel from £759 per person, based on four sharing and flying from Stansted on September 17. jet2holidays.com