



Santa Eulària, Ibiza, Announces New 'Family Moments' Initiative

Santa Eulària des Riu, one of Ibiza's five regions, has announced a new initiative focusing on the family market. As well as an overall focus by the region guaranteeing visitors a family-friendly experience, the new 'Family Moments' trademark identifies participating businesses and service-providers in the region as family-friendly. It is the first municipality in the Balearic Islands to implement such an initiative.

'Family Moments' is supported both by Santa Eulària's public institutions as well as its private sector, including hotels, restaurants and recreational facilities. It represents an official guarantee to families who visit the region that they will find everything they need there to have a perfect family holiday, especially in regard to the region's beaches (there are more than 20 in the vicinity), cultural heritage, and gastronomic offering.

Those establishments and institutions displaying the 'Family Moments' trademark must fulfill a range of requirements including:

- Accommodation providers must provide children's entertainment and information about children's activities in the area as well as implement a range of additional safety features such as child-proof wall sockets in rooms and common areas; elimination of support rails measuring less than 50 cm on balconies; children's menus in dining rooms and buffets; cots; baby baths; stools; bottle warmers; high chairs; bibs; play areas with specific furniture and features which must be firmly fixed to the floor, ground and/or columns; child-proof corners on high-risk spots; doors that do not catch fingers; games and toys for different ages, books and stories in different languages.
- Restaurants must guarantee accessibility for pushchairs and have nappy-changing facilities, as well as children's menus, highchairs, bibs and microwave ovens.

- Recreation providers must offer a special programme of activities for children as well as special rates for children; pushchair accessibility; first-aid kits; childproof electrical outlets located in the vicinity of youngsters and shaded rest areas.

Additionally, at tourist information offices throughout Santa Eulària, specific information will be available regarding activities aimed at children. Identity wristbands will also be available so parents can write down the name of their child, accommodation and a telephone contact and provide for each child.

The 'Family Moments' initiative is the natural culmination of the region's longstanding focus on the family market. This is in addition to an overall family-focus already provided by Santa Eulària's public spaces, including the largest children's park on the island, Es Fameliar Park in Santa Eulària town, plus numerous picnic areas and museums. There is also the River Route, a leisurely walkway that runs for approximately three km along the banks of the river. Easy to navigate, it is appropriate for all ages and allows locals and visitors alike to stroll through Santa Eulària's main enclaves.

Each year there are a wide range of cultural and sports events ideal for families. One of the most popular of these celebrations is the Barruguet Festival of Children's Theatre, an annual fixture held during the last weekend in May. Its aim is to bring performing arts to the whole family. Many of the plays are non-scripted so that audiences of all nationalities can enjoy them. www.festivalbarruguet.com/en/

In 2012, UNICEF designated Santa Eulària as a 'child-friendly city' and its beach is also the first non-smoking one in the Balearic Islands.

Some of the establishments that are already signed up with the 'Family Moments' initiative include:

- Hotel Aguas de Ibiza 5*, Santa Eulària des Riu
- Hotel Me Ibiza 5*, Santa Eulària des Riu
- Hotel Azuline Atlantic 4*, Es Canar
- Hotel Azuline Coral Beach 4*, Es Canar
- Hotel Azuline Cala Martina 2*, Es Canar
- Grand Hotel Palladium 4*, Siesta
- Hotel Tres Torres 3*, Santa Eulària des Riu
- Invisa Hotel Cala Blanca 3*, Platja Es Figueral
- Invisa Hotel Cala Verde 3*, Platja Es Figueral
- Invisa Hotel Ereso 3*, Es Canar
- Hotel Ànfora 4*, Es Canar
- Hotel Caribe 3*, Es Canar
- Hotel Riomar 2*, Santa Eulària des Riu
- Aparthotel Duquesa Playa, Santa Eulària des Riu
- MagicLife Cala Pada 4*, Ctra. Es Canar
- Cala Llenya Resort, Platja Cala Llenya

- Hostal Santa Eulalia, Santa Eulària des Riu
- Agroturismo Ca NaJoaneta, Interior
- Agroturismo Can Guillem, Interior
- Apartamentos Parot Quality, Santa Eulària des Riu
- Apartamentos Playa Es Canar, Es Canar
- Restaurante Casa Colonial, Ctra. Ibiza – Santa Eulària
- Restaurante Es Caliu, Ctra. Ibiza – Sant Joan
- Restaurante Skuma, Santa Eulària des Riu
- Restaurante El Naranjo, Santa Eulària des Riu
- Restaurante SOS, Platja Cala Llonga
- Restaurante Playa Niu Blau, Platja Es Niu Blau
- Restaurante Brisamar, Es Canar
- Acrobosc
- Mini tren turístic
- Finca Ecològica Can Musson

For more information on Santa Eulària and what it offers families, including a calendar of events and activities please visit: www.visitsantaeulalia.com

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Note to editors: Santa Eulària des Riu comprises the townships of Jesús, Es Puig d'en Valls, Santa Gertrudis de Fruitera, Santa Eulària des Riu and Sant Carles de Peralta. It also includes an impressive stretch of coastline with more than 20 beaches as well as rural farmland.

It was the cradle of the hippie movement on the island and home to numerous artists from all over the world. In the year 1912, the well-known painter Laureà Barrau remarked that, *“Everything here is more beautiful than I could have imagined. A painter’s entire life can be found here.”*