



**Costa
Cálida**

Región
de Murcia

**AGENCIA PR
REINO UNIDO E
IRLANDA**

**COMUNICACIÓN
2022**

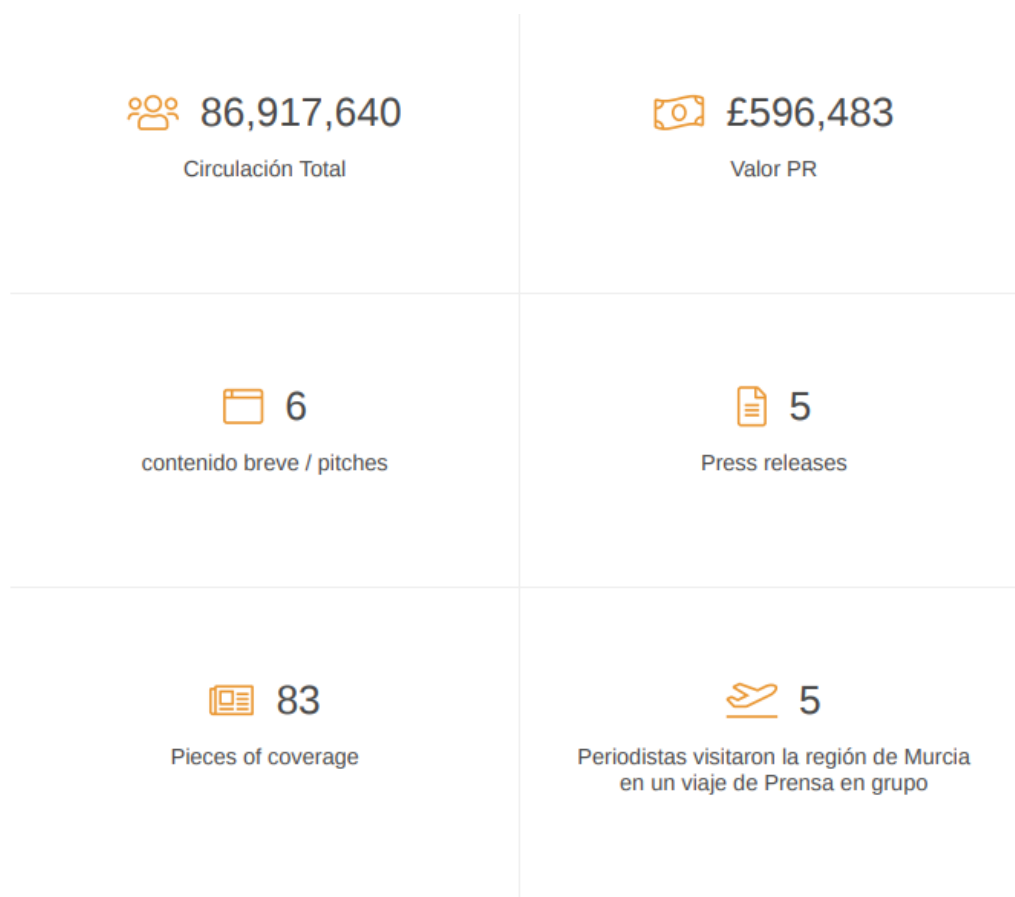
OBJETIVO

Servicio consistente en una agencia de relaciones públicas en Reino Unido e Irlanda, para promocionar el destino Costa-Cálida Región de Murcia.

-**Actuaciones:** redacción y envío de notas de prensa y pitches a los medios de comunicación británicos e irlandeses, sobre nuestra oferta y productos turísticos así como noticias de especial relevancia.

También se llevó a cabo la organización de un **presstrip** con medios top tier, al cual vinieron 5 periodistas de primer nivel de The Times, National Geographic Kids, The Scottish Mial, Dose Magazine y City AM. Productos press trip: naturaleza, sostenibilidad, gastronomía, sol y playa, turismo náutico, turismo activo y experiencial, turismo cultural, fiestas de interés turístico. Fechas press trip: septiembre de 2022.

RESULTADOS DE LA ACCIÓN



ENLACES PUBLICACIONES

The Guardian	https://www.theguardian.com/travel/2022/feb/01/a-quick-getaway-half-term-breaks-with-no-need-to-take-a-covid-test
MSN News UK	https://www.msn.com/en-gb/travel/news/a-quick-getaway-half-term-breaks-with-no-need-to-take-a-covid-test/ar-AATIJXb
Luxury Adviser	https://luxuryadviser.com/why-murcia-spain-is-a-top-destination-for-holiday-homes/
Family Traveller	https://familytraveller.com/usa/vacation-destinations/europe/spain/wonders-of-spain/
Express (eClips Web)	http://www.nla-eclipsweb.com/service/redirector/article/80925106.html
Hertfordshire Mercury	https://www.hertfordshiremercury.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-6771007
Leicester Mercury	https://www.leicestermercury.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-6771007
Burton Mail	https://www.staffordshire-live.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-6771007
Hull Daily Mail - Hull Live	https://www.hulldailymail.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-6771007
DevonLive.com	https://www.devonlive.com/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-6771007
Gloucestershire Live	https://www.gloucestershirelive.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-6771007
Lincolnshire Live	https://www.lincolnshirelive.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-6771007
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AGENCIA RELACIONES PÚBLICAS EN REINO UNIDO E IRLANDA 2022

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Derby Telegraph	https://www.derbytelegraph.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-6771007
Gazette Live	https://www.gazettelive.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-23323024
Glasgow Live	https://www.glasgowlive.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-23323024
Get Reading	https://www.getreading.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-23323024
Belfast Live	https://www.belfastlive.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-23323024
Ellesmere Port Pioneer	https://www.cheshire-live.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-23323024
Coventry Telegraph	https://www.coventrytelegraph.net/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-23323024
WalesOnline	https://www.walesonline.co.uk/whats-on/travel/spanish-holiday-region-rebounds-pandemic-23323024
Daily Post	https://www.dailypost.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-23323024
Get Surrey - Surrey Herald	https://www.getsurrey.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-23323024
Cambridge Weekly News Series	https://www.cambridge-news.co.uk/whats-on/whats-on-news/spanish-holiday-region-rebounds-pandemic-23323024
Macclesfield Express (eClips Web)	http://www.nla-eclipsweb.com/service/redirector/article/80962060.html

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Cheshire Life (eClips Web)	http://www.nla-eclipsweb.com/service/redirector/article/80962042.html
Chester Chronicle (eClips Web)	http://www.nla-eclipsweb.com/service/redirector/article/80962047.html
Gazette Live (eClips Web)	http://www.nla-eclipsweb.com/service/redirector/article/80961600.html
Leicester Mercury (eClips Web)	http://www.nla-eclipsweb.com/service/redirector/article/80961236.html
Lancashire Times - A Voice of the North	https://www.lancashiretimes.co.uk/article/Murcia-Wine-Bus-Back-On-The-Road
MSN News UK	https://www.msn.com/en-gb/travel/news/10-teen-friendly-breaks-in-spain/ar-AATL6eX
Yahoo Style UK	https://uk.style.yahoo.com/10-teen-friendly-breaks-spain-164842521.html
The Telegraph (eClips Web)	http://www.nla-eclipsweb.com/service/redirector/article/80235879.html
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Daily Express	https://www.express.co.uk/travel/articles/1570023/where-is-hot-European-cities-Alicante-evg
DevonLive.com	https://www.devonlive.com/whats-on/whats-on-news/holiday-destinations-enjoy-culinary-adventure-6995876
WalesOnline	https://www.walesonline.co.uk/whats-on/travel/holiday-destinations-enjoy-culinary-adventure-23778458
Get Surrey - Surrey Herald	https://www.getsurrey.co.uk/whats-on/whats-on-news/holiday-destinations-enjoy-culinary-adventure-23778458
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MSN News UK	https://www.msn.com/en-gb/travel/tripideas/the-world-s-strangest-festivals-you-won-t-believe-are-real/ss-AA11FZpz
Boujee Magazine	https://boujeemag.co.uk/2022/09/11/back-to-school-back-to-the-sun/
Love Exploring	https://www.loveexploring.com/galleries/149992/the-worlds-strangest-festivals-from-mermaids-to-frozen-hair?page=1
Travel Weekly	https://travelweekly.co.uk/news/tour-operators/spanish-tourist-office-showcases-sustainability-initiatives-on-new-hub
TTG	https://www.ttgmedia.com/news/spain-boosts-sustainable-tourism-credentials-with-new-hub-launch-36447

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The Times Online	https://www.thetimes.co.uk/article/murcia-the-spanish-region-thats-pioneering-green-travel-tvqgh383z
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Travel Bulletin	https://www.travelbulletin.co.uk/news-mainmenu/spain-showcases-sustainability-in-new-information-hub
NI Travel News	https://nitravelnews.com/trade-news/spanish-tourist-office-launches-sustainability-hub/

Cobertura en print

14 TRAVEL

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This magical Spanish region loves to celebrate its ancient past

COLD COMFORT Snow well in Sierra Espuña natural park

SHORE LOOKS NICE View from Explanadas de Las Banderas in Cartagena

Roman around Murcia

As festivals go, the Carthaginians and Romans Fiesta must be one of the most colourful, happy-go-lucky, all-inclusive, yet dramatic, in the world.

Held every mid-September in Cartagena in the Murcia region of Spain, it is a marvellous spectacle that runs for 10 days and sees massive parades through the city streets.

Roman soldiers will march in convoy one night. Carthaginians the next, marking the events that led to the capture of the city by the Romans in 209BC.

On a group trip to the region of Murcia – a relatively undiscussed delight that sits between Alicante and Almería – we were lucky enough to witness some of the street parades. They involve 6000 of the citizens of Cartagena, ranging from toddlers and teenagers to grown-ups and grandparents, all dressed in costume, while the battle that led to the Roman victory sees 2700 Cartagena residents re-enact the fight.

The locals' outfit can cost between 250 and 1000 euros, a uniformed soldier told us as we sipped Roman Blood (a mix of rum, vodka, water

melon, lime and sugar) and heard how he'd "died" three times that day in the battle.

But there's more to Cartagena than festivals, although its 3000-year history features prominently and Roman remains are constantly being dug up as excavations continue.

Wander around the city and you'll find the 7000-capacity Roman Theatre, a site that took 11 years to excavate, and, above it, the Explanada de Las Banderas, where you can look out over the city and harbour for one of the best views of Cartagena.

A short drive away, La Manga is a popular spot for well-known international sports people and Mar Menor – a coastal lake and base for sports including windsurfing, scuba diving, and fishing. It's an ideal spot for cruising the lagoon and hearing the tale of Baron Island and the baron's unfaithful wife who is said to haunt the island.

Also close to Cartagena, the beaches, salt marshes and dunes of Calblanque Regional Park have appeal for beach-lovers, walkers and environmentalists alike.

We'd started our trip in the city of Murcia, the capital of the region, and located

around 25 miles from the Med. A lively, vibrant city, it was founded in 831AD by Abd-Al-Rahman and on a wander around town, you can still see parts of the city wall built when it was under Moorish rule.

The Cathedral of Murcia has 23 chapels and, following renovation after a fire in the 19th century, the biggest church organ in Spain.

Close by, the Real Casino de Murcia, one of the most historic buildings in the city, is no gambling den but, originally, a meeting place for the high society of Murcia and formerly the house of the Count of Campo Hermoso. It's now a club, open to members and visitors alike.

A tour there reveals a dazzling array of rooms and halls, with the glass and marble dome in the Central Gallery, 20,000 books in the English Library, a lavish ballroom, and a magnificent painting on the Ladies Room ceiling.

From Murcia, we headed up twisting mountain roads into the Sierra Espuña Regional Park, the area's

prime ecotourism destination, before arriving at the village of El Berro for a night at Beto el Cejo hotel.

Built on the site of eight 200-year-old properties that were renovated, it has 12 rooms, wifi but no TV, glorious views of the surrounding valleys and countryside, and superb food, mostly home-grown.

Moving deeper into the park, we heard how pioneer and passionate tree lover Ricardo Codrera was stumped when, in 1899, he clambered to the top of 556-ft-high Mojon de Espuña to view a landscape almost bereft of trees.

For almost 20 years, the Tree Apostle – as he became known – worked on repopulating

the slopes of the mountain and supervised the building of tracks, paths, bridges and nurseries in the park.

Now there are 405km of walking trails, 63km of which have official signs and route guidance, as well as 146kms of biking trails.

The Pisos de la Nieve (snow caves) – where snow was stored to preserve food and drinks in the 17th/18th centuries – were our next stop before visiting the Las Alquerías Nature Classroom.

There, we tried our hand at pottery. I crafted what I thought was a reasonable candlestick holder.

How'd the experience and might even book a pottery class in the New Year!

THEATRE OF DREAMS
Roman venue took 11 years to excavate

NEIL MURRAY

FACTBOX

- Ryanair (ryanair.com) will fly from Prestwick to Murcia throughout the summer of 2023 until October. EasyJet (easyjet.com) flies up to seven times a week year round from Glasgow to nearby Alicante from £28.99.
- One night B&B at the adults only Beto el Cejo hotel (betohotel.com) costs from €92.
- One night B&B at the NH Cartagena Hotel (nh-hotels.com) ranges from £37 to £107.

More info: murcia.es; spain.info/en/destination/cartagena; sierraespuña.com/experiencias

Travel Europe



Think eco is a new trend? Murcia was replanting trees in the 1890s. Even the lagoons are protected, finds Xenia Taliotis

I stood in a boat of autumn sunlight that had worked its way through the thick green of Aleppo pines and elms. I closed my eyes while I listened to the melodious voice of my guide, Carlos – he was talking about golden eagles and eagle owls, wild cats and wilder boar, 100 species of butterfly. And yet not so long ago, he said, this was all desert. Looking around all I saw was forest – dense, ancient forest, surely? “No,” said Carlos. “It is new – all planted after 1890. This part of the Sierra Espuña had been stripped bare by mining, logging and farming; and then, in 1893, a flood swept everything away. There was nothing left, until Ricardo Codorniu replanted it.”

Here, in what is now the Sierra Espuña Regional Park, in the Murcia region of southeast Spain, Codorniu reforested more than 17,000 hectares. With his associates, José Museo and Juan Ángel de Madariaga, the tree-loving forest engineer shot seeds into the ground, planted seedlings and laid out structured trails, cycling routes and viewing points.

When Codorniu inspected the area in 1894, he saw “neither a single pine tree nor a single oak”; now there are 11 million.

It may seem surprising in a region that actively courts golf tourists – Murcia has 22 courses – but it seems that sustainability is an enterprise that is at least 130 years old here. A lot of work goes on behind the scenes – in December the region won a prestigious award for its sustainable energy plan – but for visitors like me it seems as a reassuring background buzz to the straightforward business of having a good time.

A lot of these good times can be had in the regional park. It’s an area that spans seven municipalities, so there’s a lot to explore. In one spot Carlos and I followed winding paths to the Pinar de la Nueva, a remarkable cluster of ice houses that were used from the 16th century until the arrival of electricity in the early 1900s. We climbed a steep hill for a view that made my heart miss a beat. Way beyond, across an expanse of wilderness – across



all time, it seemed – I could see the lunar landscapes of the hulking Barrancos de Górfas. Even from a distance these ravines and canyons – the badlands – transmitted an otherworldly mystery.

You can go climbing and paragliding, or pick up a map from the information centre to walk, run or cycle along 65km of official paths. The routes aren’t quite Ordnance Survey standard, but they will get you to the starting into-space viewing points. My favourite was Collado Berrojo, a short drive from the information centre and 1,200m (3,900ft) up.

Sustainability is a “bread and butter”, says Juan Francisco Martínez Carrasco of



Sierra Espuña Regional Park, above and below, has 65km of trails for cycling and hiking. Right, the Mar Menor lagoon



Murcia’s Institute of Tourism. “It protects our local traditions and foods, our architecture and history, and our landscape and environment. It covers everything we want to retain.”

I wasn’t so keen to retain the results of my visit to Las Alquerías, in the heart of the park, half an hour’s drive west of the information centre. A so-called nature school, it runs forest workshops and camps for children, as well as classes in pottery, an important handicraft in the region since at least the Middle Ages.

Turana, one of the park’s municipalities, is also one of Spain’s most important ancient pottery – the Moors made kilns there more than a thousand years ago. I would have needed longer than that to loose my crab, as the wheel spun I cupped my clay in my hands and watched it morph into... a warty pot – I began to feel it in the earth when I left.

It was much easier to celebrate all things local when it came to the food. The region’s fertile soils make it the vegetable garden of Europe – to the extent that many of the restaurants here can offer menus that clock up zero food miles. At Lincoln del Cerro, a few minutes’ walk from Las Alquerías, I had homegrown asparagus, mushrooms and peas in croquettes, salads and a washhand-basting dish of wood-fired Calagarría rice and vegetables – it’s not just Jamie Oliver who would get into trouble for calling this

paella, though with paella making Valencia the neighbouring region it’s not a very distant cousin. I squashed it in a fig chuscolcar and a creamy coffee laced with Licor 43; luckily there were no wafers this time (three courses still).

At Bajo el Cejo, my exquisite hotel, almost everything is homegrown. It’s in the park, in the little town of El Berrío, where happy cats snuggled just painted houses or curled up among the potted geraniums. Fig and pomegranate trees were heavy with fruit, and warm September evenings on the terrace came with a jazz soundtrack.

From the Sierra Espuña, in the centre of the region, I drove an hour south to the coast. The Costa Cálida isn’t as busy as the Costa del Sol or Costa de la Luz in Andalucía, but as its warm embrace stretches for 250km, it’s quite possible to find your own private bay, or to pick between salt marshes and orange sands; or to wade out for mussels while remaining in the shadows, or to plunge deep within a few steps.

After a swim at Calhuanque I spent the day on a boat, sailing around the peninsular called Mar Menor. You read that correctly – after an impassioned campaign by thousands of residents, Europe’s largest saltwater lagoon was granted personhood status on September 21, which means that it has greater rights to protection than a plain old lagoon – its rights to “exist as an ecosystem and to evolve naturally” can now be defended in court.

The lagoon and the islands within it are unique – the waters calm and serene and, crucially, 3C warmer than the nearby Med.

Besides the scenery, another beautiful aspect of this place was how few other tourists I noticed. Most visitors to the Murcia region are Spanish; only a handful of Brits make it here each year.

That in itself is a boon to Martínez Carrasco – fewer people makes sustainability much easier to manage – but he’d better enjoy it now, as word spreads about Murcia’s modest charms, that could only too easily change.

Xenia Taliotis was a guest of Murcia Region Tourist Board (www.turismomurcia.es) and the hotel Bajo el Cejo, which has B&B doubles from £95 (bajoelcejo.com). Fly to Murcia or travel by rail via Paris, Lyons, Barcelona and Alicante.

“We climbed a steep hill for a view that made my heart miss a beat”