









## THE US

Mickey Mouse and co can take at least some of the credit for this strong showing from the States: they continue to entice little ones - and by pester power, their parents - to make the journey across the pond to experience the magic of Orlando. While the theme park capital reigns supreme with agents, new routes and increasingly competitive airfares are also encouraging families to spread their wings and explore the likes of California, Texas and the Grand Canyon

## GREECE

Despite doomsday headlines about the banking crisis and exit from the euro, agents prove that when it comes to finding a family holiday, Greece's popularity remains steady. And with some high-profile family-orientated openings in the past few years - Ikos Olivia and Ikos Oceania, both in Halkidiki, and The Westin Resort, Costa Navarino, to name but a few - there's no shortage of high-quality family product here.

## PORTUGAL

Dad fancies a few rounds of golf, mum wants to chill in the spa, and the kids are happy splashing about in the sun? The ever-popular Algarve ticks all the usual boxes for agents, with popular properties such as the Conrad Algarve or Pine Cliffs Resort. Yet Portugal's other regions are very much on the rise, so more adventurous families can make the most of those Atlantic waves with west-coast surfing, go whale-watching off the Azores, or try a city-plus-beach break to Porto.

## **CYPRUS**

The one thing families can count on in Cyprus is a warm welcome, which is a key selling point for agents. Whether new parents on their first holiday with baby, or old hands with teenagers in tow, they'll find hotels and restaurants well set-up to cater for kids of any age. Recent openings such as Olympic Lagoon Resort Paphos, King Evelthon Beach Hotel and the King Jason Protaras are helping to strengthen the family product here, but it's the widely-spoken English, cultural familiarity and guaranteed sunshine from April to October that really sell Cyprus.