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Benidorm reaffirms its commitment to family travels

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Visit Benidorm Foundation continues to work on the promotion of the city's family offer with the intention of remaining a national reference destination for this public.

Therefore, yesterday it was present in a professional workshop organized by the Tour & Kids product club and held in a central hotel in Zaragoza

More than 40 travel agencies and various media outlets participated in the event. During several hours Visit Benidorm held meetings with the participants, in order to show them the wide possibilities that the capital of the Costa Blanca offers for families at any time of the year.

In addition to Benidorm, other family destinations in the Valencian Community such as Vinarós, Peñíscola, Oropesa del Mar and Elche, among others, participated in the workshop.

Tour & Kids, is the Family Tourism product club of the Valencian Community (Spain) created by the Family Tourism Association of the Valencian Community, which works with the purpose of promoting family tourism by making a quality and competitive offer which benefits the users, companies and associated destinations.

The tourist destinations (municipalities) and tourist companies that have obtained the Tour & Kids seal, have passed a certification process that accredits a specialized and adapted tourist offer for families that guarantees compliance with different quality standards to meet the needs of travel and leisure moments with children.

It is of great importance that the Benidorm destination is present in this type of events that contribute to continue positioning the destination as a reference enclave that has ideal conditions for family travels.

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