

LA MANGA DEL MAR

PHYSICAL & HUMAN GEOGRAPHY

Surface area: 558.3 km²
Population: 16,967 (INE, 2016) 70.3% on year 2000
Elevation: 3 meters above sea level
Kilometers of coastline: 21

La Manga del Mar Menor, important tourist town sitting on a coastal destination in the Region of Murcia, was urbanized in the second half of the 20th century.

La Manga belongs to the municipalities of Cartagena (South side) and San Javier (North side), both of which created a consortium to manage it.

The coastline of La Manga is basically a neck of land stretching from *Cabo de Palos* to the boundary of the *Salinas y Arenales* natural park in San Pedro del Pinatar. With a width ranging between 100 and 1200 meters, it separates the Mediterranean Sea and *Mar Menor*.

La Manga has 13 beaches on the *Mar Menor* shores and 17 on the Mediterranean shores, in addition to 5 islands in Mar Menor and 3 in the Med. A total of 11 of these beaches were awarded the blue flag in 2016.

La Manga del Mar Menor, with a diversified hotel portfolio, is considered the main tourist destination in the Region of Murcia. Due to its geophysical and sociocultural characteristics, La Manga has established itself as a favorite choice for large sports and nautical events.

In this area, the Tomas Maestre Marina, in the North side of La Manga (Mar Menor shores), is also worth mentioning. The marina can be accessed via the Mediterranean by a navigable channel, the only one suitable for sea traffic between the Med and Mar Menor.

COMMUNICATIONS

La Manga del Mar Menor can only be accessed by road and sea. By road there is only one option: Gran Vía (Main Avenue), which goes from Cabo de Palos to the very end of the weir area (*Encañizadas*). This road, which connects to multiple developments, including *Veneziola* (the very last one), starts at the end of fast-track RM-12, connecting to Cartagena and Murcia via the A-30 and to Alicante via the AP-7. After that, the *Encañizadas* natural park begins.

FOREIGN OPERATORS WHO CHOOSE MAR MENOR AS A DESTINATION

1. PRIMAVERA AUSTRIACA (Austria)
2. OPERATIVA BULGARIA (Profi Tours & Bohemia)
3. DELFIN TRAVEL (Czech Republic)
4. QUALITY TOUR (Czech Republic)
5. ITAKA (Poland)
6. OPERATIVA PORTUGAL (Operator Consortium)

TOURIST OFFICE Origin of VISITORS*

DATA	TOTAL	FOREIGN	NATIONAL	MURCIA REG.	UNKNOWN
2016	15,931	4,682	11,000	484	147
2015	17,701	4,925	12,171	718	66
DIFFERENCE	-1,770	-243	-1,171	-234	81
%	-10	-4.9	-9.6	-32.6	122.7

TOURIST ACCOMMODATION OFFER. LA MANGA DEL MAR MENOR *

TOURIST ACCOMM. OFFER	HOTELS	PENSIONS	TOURIST APART.	CAMPITES	TOTAL
No. ESTABLISH.	10	0	1,047	0	1,057
No. BEDS	4,486	0	5,027	0	9,513
TOTAL NO. OF BEDS %	47.2	0	52.8	0	100

Source: Registry of Companies and Tourist Activities - Murcia Region Tourist Agency (ITREM)

TOURIST DEMAND, 2015-2016. MAR MENOR *

TRAVELERS & OVERNIGHT STAYS	TRAVELERS			OVERNIGHT STAYS		
	TOTAL	SPAIN RESID.	FOREIGN N RESID.	TOTAL	SPAIN RESID.	FOREIGN N RESID.
2016 (JAN-DEC)	153,350	117,815	35,535	783,093	583,114	199,979
2015 (JAN-DEC)	131,542	100,787	30,755	678,017	505,565	175,451
% VARIATION 2016/2015	16.6	16.9	15.5	15.5	16	14

Source: In-house use of the Hotel Occupancy Survey (INE)



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TEMPERATURE VALUES

JAN	FEB	MAR	APR	MA	JUN	JUL	AUG	SEP	OCT	NOV	DE
12.9°	13.4°	13.8°	16.5°	16.6°	22.8°	25.3°	25.9°	24°	21.2°	15.3°	13.2°

■ Average temperature:

DISTANCES

- Distance to Murcia (city): 74.3 Km (freeway).
- Distance to Cartagena: 36.8 Km (freeway).
- Distance to Alicante: 134 Km (freeway).

BEACHES IN THE MUNICIPALITY



ADDITIONAL INFORMATION

- 1 Health center and 1 local clinic in La Manga - Cartagena.
- 3 pharmacies in La Manga-Cartagena and 1 in La Manga-San Javier.

STRENGTHS OF THE TOURIST INDUSTRY

- Variety of consolidated products: nautical-scuba, golf, health, rural.
- Excellent potential for senior tourism development.
- High coastal demand guaranteed in the summertime.
- Highly ranked in hospitality, safety and value for money.
- Magnificent Mediterranean seabed for scuba and snorkeling tourism.
- Two seas: Mediterranean and *Mar Menor*, the largest seawater lagoon in Europe.
- Port of Cartagena, with an increasing development of cruise ship tourism.