



about perfect but few can show the numbers to back it up. Hilliside Beach Club, in the coastal pine forests of Fethiye, has all the evidence: the Turkish resort is the subject of a "how to succeed" lesson for students at Harvard Business School, having

garnered 99 per cent guest satisfaction and 68 per cent repeat business - numbers that are the envy of hotel owners everywhere. The resort, established in 1992, has been a firm

The resort, established in 1992, has been a firm favourite with families seeking high-end holidays for more than 25 years. And yet it has also managed to keep adults without children coming back year after year, thanks to great touches such as adultsooly beaches (aptly and enticingly named Silent and Serenity) and a child-free restaurant.

For families, the setting is idyllic, with the warm waters of the Aegean Sea on one side and rolling green mountains the other. The most laid-back of guests will be content to sit and marvel at the scenery, while the more active will be delighted to see how much is on offer.

Kids' clubs offer age appropriate activities from sandpits and playgrounds to Diting and water polo, so it doesn't matter how old your children are, they are going to enjoy themselves. There are also movie nights, sailing lessons, ping-pong tournaments, countless water sports, beach volleyball and even mother-and-daughter yoga.

There are two spas to enjoy: a Ballinese-style Sanda Nature spa tucked in the forest canopy, which is designed to create treatments in tune with the environment, and a traditional Turkish Sanda spa with seven treatment rooms. Between them, they offer a huge array of massages and rejuversating facials plus a hammam, Jacuzzi, sauna and snow fountain.

Naturally there's also a great variety of food on offer, notably the nutritious meals created by the in-house "bby chef", and the Wellness Lovers buffet that offers guests healthy, delicious and trendy alternatives for every meal.

British Airways flies direct to Dalaman, Turkey from Landon Gatwick twics a tweek, from May to October. To find out more and to book, visit ba.com/hillsidebeachclub

ACTIVE AND ADVENTURE

Both land and sea are ripe. Erresplöring in a variety of ways, Hillaide Beach Club offers diving, saling, canoning, watersking and coddleboarding Orke nomething a little different them are boat tripe in a traditional stulet to seduded coves and beaches along the coast. On land, the exploration options are just as varied. with tracking, moluman billing Printing on offer along the historical Lycian pathways.