



Mermaiding in the Med

Mermaiding surfaced as the trend of summer 2023 as the magic of The Little Mermaid movie took the world by storm. A water activity using a single flipper, Mermaiding allows you to feel like a mermaid or a merman and encourages you to improve your water skills.

Where better to try your hand at this trend than at one of The Little Mermaid's filming locations in Sardinia, the breath-taking Cala Moresca.

Hotel Abi d'Oru, located at the gateway of Costa Smeralda, is set on Marinella Beach, one bay over from Cala Moresca. This season they are offering the opportunity to immerse oneself into the world of The Little Mermaid, with a Mermaiding package taking guests to the film's locations. Once there, guests are invited to don gleaming swimmable mermaid tails and feel the metamorphosis as they step into character. The trend of Mermaiding brings fantasy to life and offers an exciting escape from the ordinary.

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