



Family Travel Forum Consulting

Leisure travelers vacationing with family or attending family events is the single largest category of travel. According to the TIA's *Travel Poll*, an estimated 93.2 million American adults took a family vacation in 2003 (up 8% from 2002) and 83% of all travelers with children under 18 took them along on at least one trip. It's more than a post 9/11 phenomenon; time-starved families need to travel together and create lasting family memories.

Industry leaders recognize that making travel services genuinely welcoming to families is the key to growth and the best investment in this challenging climate. As the American Society of Travel Agents says, selling family travel is "the mantra of today."

Succeeding in the lucrative, continually growing family travel market is difficult because family travel is *not* travel simply dressed in "family-friendly" bunting. Drawing upon years of experience — talking directly to families about their needs and to the trade about operations — **Family Travel Forum Consulting (FTFc)** offers the travel and tourism industry the market intelligence and strategy consulting to create successful family-friendly programs.

Facts:

- ◆ 33% of leisure travelers polled by Insight Express say "children's activities" drive their vacation decisions.
- ◆ 68% of parents tell YPB&R survey that their children are "very influential" in vacation decision-making.

FTFc Objective:

To help clients increase market share in this travel segment by enabling them to develop quality family products and services that assure strong appeal, satisfaction and a high rate of return from generations of traveling families.

- ◆ The **FTFc** team's unparalleled knowledge of the family travel industry, from the consumer and the industry's points of view, will help clients develop and implement profitable family programs.
- ◆ **FTFc** assists travel and leisure organizations gain competitive advantage through marketing projects ranging from existing product assessments and broad-based strategy consulting to market research and program development.
- ◆ **FTFc** provides practical solutions and easy-to-implement strategies tailored to each client's unique geography, customer universe, budget and objectives, based on a thorough evaluation of each client's existing programs.

FTFc knows that destinations and travel products that attract traveling families appeal to a market that is characteristically affluent and loyal. **FTFc** helps its clients turn this market into customers that keep coming back.

Contact us. We will be happy to discuss how the FTFc team can enrich your family travel marketing strategies. For more information, please visit our web site at www.familytravelconsulting.com.



FTFc SERVICES

Every client approaches **FTFc** with a different situation, so each project is handled as a sole assignment with solutions and strategies customized to each client's unique business. The following are some of the specific services **FTFc** offers to help clients build successful family programs:

Clients Serving the Family Travel Market	Clients New to the Family Travel Market
<ul style="list-style-type: none"> ◆ Evaluation of Family Activities Programs <ul style="list-style-type: none"> ◆ Site inspection of children's facilities / Assessment of: Childcare providers and staff training / Program content and presentation / Family together activities and seasonal programs / Age appropriateness and educational components / Safety issues and child security / Cost vs. complimentary activities ◆ Assessment of current "Sales Package" <ul style="list-style-type: none"> ◆ Review included and value-added elements / Competitive pricing analysis / Evaluate children's menus: format and cuisine / Evaluate other family amenities and facilities ◆ Assessment of Marketing Collaterals <ul style="list-style-type: none"> ◆ Review sales material and brochures / Evaluate press releases and family message / Assess Web site content and ease of use by customers / Assess marketing, public relations and advertising campaigns and strategies / Evaluate effectiveness of advertising investments ◆ Growing Old with the Family Market <ul style="list-style-type: none"> ◆ Recommend long term strategies for the family market / Develop and market family loyalty programs and seasonal activities / Assess resources and recommend partner programs with local, regional and national suppliers and vendors 	<ul style="list-style-type: none"> ◆ Develop viable, competitive "Sales Package" <ul style="list-style-type: none"> ◆ Analyze current market and clientele / Develop cost-effective approach to the family market / Design elements and value added benefits / Appropriate pricing for fly, drive or local markets / Designing children's facilities, soft goods and menus ◆ Reposition Existing Product to Attract and Satisfy Family Customers <ul style="list-style-type: none"> ◆ Current product evaluations / Review reception and check-in procedures / Check guest room set-up for appeal and safety / Enhance child and parent amenities / Convert existing assets into family facilities / Examine staff training and child care provisions / Develop local tourism info kits ◆ Develop Family Marketing Collaterals <ul style="list-style-type: none"> ◆ Design approach to family market / Create sales materials, brochures, media releases / Create family marketing message consistent with clients' existing brand and image ◆ Develop Family Activities Programs <ul style="list-style-type: none"> ◆ Determine needs, seasonality, viable commitment / ROI cost analysis / Assess staff requirements and training / Design or designate children's facilities / Design program content and presentation / Identify safety and security issues/ Develop family together activities / Follow through on implementation and evaluation of all family-related initiatives and programs
<ul style="list-style-type: none"> ◆ Market Research <ul style="list-style-type: none"> ◆ FTFc's experienced team has a keen understanding of the special challenges that face today's tourism industry. FTFc also offers a complete range of research services, including in-depth interviews, focus groups, and online quantitative surveys with consumers. FTFc will design research projects specific to each client's needs. From start to finish, FTFc delivers reports on: <ul style="list-style-type: none"> ◆ Market segmentation and product positioning ◆ Market trends assessment ◆ Competitive assessment ◆ Marketing collateral and advertising concept development and testing ◆ Evaluation of marketing programs 	



FTFc EXPERTISE

Family Travel Forum, Inc., recognized with the National Parenting Center Seal of Approval, has served a global network of travelers with children since 1996, by providing print and online publications, trip-planning consultation, discounts from preferred vendors, and a vast library of destination research. The company's FamilyTravelForum.com, the Internet's leading subscription site dedicated to travel with kids has been honored by 'Best of the Web' awards from both *Forbes* and *Condé Nast Traveler* magazines. Other publications include TinyTravelers.net, supporting travel with children under age 3; KidTravels.com, the travel site for kids, by kids; FamilyTravelBoards.com, the premier bulletin board for destinations, safety and parenting issues related to travel; FamilyTravelConsulting.com, the source for market intelligence on the family sector; and *e-FTF*, the monthly news-zine devoted to seasonal events, destination reports and family travel topics.

FTFc makes the company's widely recognized expertise available to the trade. Heading the **FTFc** team are:

Kyle McCarthy chronicled her journeys throughout Europe and Asia in a dozen travel guides for the 'Frommer' series before moving online with FTF. She has contributed to such varied publications as Child, Condé Nast Traveler, Departures, Wired, Backpacker and Cosmopolitan and has done interviews for CNN, ABC, NPR, KGO-TV's "Travel Now", USA Network's "Travel News" among others, as well as satellite media tours. In addition to speaking to the travel industry, tour operators, media forums and consumer groups on the topic of family travel, Ms. McCarthy has served as a Family Travel Expert at Discovery Channel Online, and as the Family Travel Editor for Netscape's Open Directory Project. Residing in New York City, she takes every opportunity to travel with her husband, 13-year-old son and, when possible, their dog.

Felicity Long is a travel analyst whose areas of expertise include ski, luxury travel, hotels and cruise, as well as the family market. She has commented on travel trends on Bloomberg Radio and New England Cable News, and moderated industry panels with travel agents and hoteliers. Ms. Long is a senior contributor to Travel Weekly's annual series of "TW Focus" analyses and writes regularly for TIA's PowWow and the ASTANetwork magazine. Her consumer journalism has appeared in publications as diverse as Child, Family Circle, Boston Herald, and Bloomberg. A member of the New England Writers and the North American Ski Journalists Associations, she has been honored with the Cacique Award and the Yo Leonardo International Travel Writer's Awards. Ms. Long, her husband, and three teens travel frequently from their Boston home.

FTFc RATES

FTFc services are priced according to clients' specific needs. **FTFc** team consultations range from and/or include:

- ◆ Conference calls; Site inspections
- ◆ Quantitative and qualitative research programs
- ◆ Design and implementation of a Family Travel Sales Package
- ◆ Design, implementation and launch of a Family Activities Program
- ◆ Annual contract to maintain and monitor
 - Family travel sales packages and activities programs
 - Seasonal or market shift adjustments
- ◆ Ongoing maintenance of our clients' best of breed position.