



Press Release

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NEW FAMILY TRAVEL WEBSITE LAUNCHES ACROSS EUROPE

Family Travel Advisor provides advice and inspiration on the best family-friendly holidays around the world

New consumer-facing website '**Family Travel Advisor**' (www.familytraveladvisor.net) has been launched as an innovative platform for tour operators, travel agents and travel brands to promote their family-friendly holidays to Europe-based consumers.

The new online platform went live in October 2019 and the founders Paola De Paolis and Marco Rosa are approaching travel companies who offer the very best experiences for families, including tour operators, hotels, cruise lines, theme parks, museums, tourist boards and agents, to invite them to join.

"We identified a gap in the market to offer a place where families could go to access information, advice and inspiration on holidays that really put families first," said Marco Rosa, co-founder of Family Travel Advisor. "Member brands will need to offer more than a room with extra beds and a token play area – we want our members to prove they offer an outstanding product, service or experience that appeals to multi-generational families and will provide everlasting holiday memories."

"As we launch Family Travel Advisor in the UK and across Europe, the team and I look forward to connecting worldwide brands with real people," said Paola De Paolis, co-founder of Family Travel Advisor. "The aim of the platform is to inspire a passion for travel, adventure, culture, fun and family time in travellers of all ages."

Member brands are accepted to the Family Travel Advisor platform when they prove they sell and offer relevant products for families big or small and that they can offer the expertise to deliver unparalleled family experiences around the globe. Each member has its own landing page introducing the travel business with pictures, description and a summary of facts to provide an overview to consumers.

Family Travel Advisor categorises member brands by theme, for example "nature", "beach", "adventure" "safari" and "cruise", to make searching easy. Members also have the opportunity

to utilize the platform to promote special offers and tailor-made deals to consumer users. A strong emphasis has also been placed on editorial content to inform, inspire and engage holidaymakers.

Members benefit from regular e-newsletters sent to the consumer database with offers, travel inspiration, new products and more. One solus email per year is also offered for each member. Family Travel Advisor's social media channels provide visibility to the online community, featuring daily posts but also running campaigns tailor-made for the specific products and markets. Members are also be provided with insights into consumer usage of the platform, so they can target customers that are particularly relevant to them and react to market trends.

There is a range of pricing categories for members, starting from €300 per annum for Travel Designers (Individual Agents) and going up to €12,000 for large cruise lines (with more than 1,000 cabins). Example annual membership fees include €7,500 for national tourist boards, €4,000 for attractions & experiences, €3,000 for small hotels & resorts (up to 100 rooms) and €5,000 for large tour operators (from 10,000 passengers).

All members have a link from the Family Travel Advisor website to their own website and consumers book directly with the supplier. Family Travel Advisor provides regular statistic updates so that members can track bookings that have been initiated via Family Travel Advisor platform. Family Travel Advisor does not charge a commission on products booked by consumers – the only cost to members is the annual membership fee.

Family Travel Advisor is being actively launched across Europe for families travelling worldwide. The content on the website is currently available in English, and versions will also be launched in other European languages including Spanish, French, German and Italian.

Membership to Family Travel Advisor also includes the opportunity to attend two annual conferences. The first event, the '**Family Travel Advisor Summit 2020**' will take place from 21 - 23 March 2020 onboard Costa Cruises' ship *Costa Pacifica*, sailing from Barcelona to Genoa. The summit will bring all member brands together for networking opportunities, workshops, talks by key speakers and conference sessions with trends and industry insights.

As well as the annual summit, Family Travel Advisor will run smaller local events in various locations across Europe to connect relevant suppliers and buyers at dinners or product presentations.

For more information on Family Travel Advisor and on how to become a member, please go to www.familytraveladvisor.net. To join, please email info@familytraveladvisor.net.

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Press Information

info@familytraveladvisor.net

About Family Travel Advisor

Family Travel Advisor is an innovative online platform exclusively for families searching for worldwide holiday inspiration. Member brands are categorised by destination or theme. Each member has its own landing page introducing the product with pictures, description and a summary of facts to provide an overview. In addition, editorial content is provided, offering inspiration, hot topics and brand updates to readers.

Member brands are only accepted to the Family Travel Advisor platform when they prove they sell and offer relevant products for families big or small and that they can offer the expertise to deliver unparalleled family experiences around the globe.

For more information on Family Travel Advisor, please go to www.familytraveladvisor.net, Facebook ([@familytraveladvisor](https://www.facebook.com/familytraveladvisor)), Instagram ([family travel advisor](https://www.instagram.com/familytraveladvisor)) and LinkedIn ([Family Travel Advisor](https://www.linkedin.com/company/family-travel-advisor)).