



The Family Adventure Project

Ideas and inspiration to make your family life active, adventurous and interesting

Some examples of our work

Over the years we've worked with a variety of PRs, businesses and tourist organisations to help feature leading hotels, destinations, museums and attractions, events, music and theatre. Here are some examples of brands and attractions we have worked with so far in 2012. Please contact us for more information or other examples of our work.



Legoland UK and Warner Bros Studio Tours

We organised a themed tour to preview two of the newest and biggest British attractions launching in 2012, the new Legoland Hotel Windsor and the Warner Bros Making of Harry Potter Studio Tour. Through blog posts on our own site, use of social media and guest posting on several other high profile sites in the UK and USA and on LateRooms, we helped promote these attractions to the family market at the time of launch. See these sample posts from this short season.

- [The Magic behind the Magic: Preview of Harry Potter Tour](#)
- [The Building Bricks for A Happy Family Adventure – Legoland Themed Hotel](#)
- [Feeling the Force at Legoland Windsor – the new Star Wars Miniland Preview](#)



GoToBelfast and Titanic Belfast Visitor Attraction

Working with the Belfast and Liverpool Tourist boards and sponsored by Stena Line, this season of posts set out to promote Belfast as a tourist destination with lots to offer the family market. To make the season topical, attract search traffic and tie in with the city's promotional priorities we focused our posts around the Titanic centenary, timing some posts to be published at the anniversary of key moments of the tragedy. See this sample of the seven posts produced.

- [Inside 'The Berg' – Review of the new Titanic Visitor Experience](#)
- ["She was alright leaving here" – a Titanic Boat Tour with the Lagan Boat Company](#)



Visit Reykjavik and Children's Culture Festival

Working with Visit Reykjavik and sponsored by Icelandair and Icelandair Hotels we arranged a visit to Iceland to take part in and cover the 2nd Reykjavik Children's Culture Festival. The aim of this trip was to promote this fairly new festival and the idea of Iceland being a great out of season destination for families. As well as taking part in and promoting the festival happenings we tied in with several other local companies to promote their particular year round attractions and events. See this sample of the eleven posts produced to date.

- [Children, culture and happiness – the Reykjavik Children's Culture Festival](#)
- [One family, many different characters – profiling Icelandair Hotels](#)
- [Letting go of the reins – Icelandic horse riding](#)

Inspirational Family Adventure Stories ♦ Family on a Bike Expeditions ♦ Motivational Talks & Speeches ♦ Family Adventure Lifestyle Blog

www.familyadventureproject.org www.familyonabike.org

www.facebook.com/familyadventureproject [@familyonabike](https://twitter.com/familyonabike)

email: stuart@familyadventureproject.org kirstie@familyadventureproject.org