



The Family Adventure Project

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

Case Study – Adventure Islands 2012



We collaborated with Visit Iceland, Visit Faroes, DFDS Seaways, Smyril Line Ferries, Berghaus and Thule to deliver a six week long season of posts and social media coverage focusing on two extraordinary family destinations – Iceland and The Faroe Islands.

In this season we set out to show what an ‘ordinary family’ can get up, travelling independently and sampling the wide range of adventure activities on offer in Iceland and The Faroes. Adventure tourism is big business and family adventure a growing niche and the DMOs and tourism operators were keen to promote to active independently minded family travelers.

We also had support for individual posts from numerous smaller adventure tour operators and attractions keen to promote their attractions to our readership and beyond.

Though blog posts on our own site, use of social media, a guest posting relationship with Berghaus and the innovative use of video on a Punkt map, we helped raise awareness of the possibilities for families and provided positive brand associations for sponsors with our readership, both on our own sites and social media spaces and, where sponsors wished, on their own channels and spaces.

Coverage generated



The season ran for six weeks from 16th July until 2nd September. Post season coverage continues on our blog and through strategic guest posting.

We generated 49 feature style blog stories that sponsors could use and share through their social media and promoted these using our own channels.

Family Adventure Project coverage:

- [Family Adventure Project Blog: Adventure Islands Season – 41 posts](#)
- [Facebook: Daily photos and updates on fanpage to 1700+ fans](#)
- [Twitter: 5+ Daily tweets on Twitter to 9000+ followers](#)

Guest Blogging with Berghaus as “Everyday Adventurers”

- [8 feature style guest posts on Berghaus Community Blog](#)
- [Berghaus/Family Adventure Project Punkt Video Map – 169 clips uploaded](#)
- [30 hours of brand exposure via Punkt Video Map](#)

Testimonial

“We definitely made the right choice in the Family Adventure Project. They regularly delivered content that was consistently engaging, insightful and informative, which helped deliver results well beyond what we expected.” David Coombes, Senior Digital Marketing Executive, Berghaus

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