



The Family Adventure Project

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

Case Study – Twin Theme Parks Tour 2012



Legoland UK and Warner Bros Studio Tours

Theme Parks are big business and of great interest to families. As part of our 2012 editorial calendar we organised visits 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.

Though 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.

Blog coverage

Our own coverage from this short season included four posts.

- [A Twin Theme Park Adventure – Preview Post](#)
- [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](#)

To extend reach we also wrote and placed a series of three different Guest Posts on three selected websites chosen to reach a wider family audience.

- [Have Sippy Will Travel: A Hotel Made of Lego?](#)
- [Vacation Gals: Legoland Resort Hotel Windsor](#)
- [Albany Kid: Magic for Muggles, opening of New Harry Potter Studio Tour](#)

To further extend reach we also Guest posted on the following sites as part of regular contributing blogger relationships.

- [Wandering Educators – Magic for Muggles](#)
- [Late Rooms – A magical British attraction](#)

Social Media

- Facebook: No of Posts = 13. Facebook reported total reach (our network) = 5073
- Twitter: No of Tweets = 52