



MEDIA PACK – MAY 2018

The Family Adventure Project

“...a glorious celebration of adventurous life and the ups and downs of family travel. The quality of writing was superb – from fast paced and hard hitting to reflective and lyrical. There was also great use of YouTube video to tell the family story in an equally engaging way.” Judges comment, [Travel Blogger of the Year Award 2016](#), British Guild of Travel Writers

The Family Adventure Project is a multi-award winning, lifestyle blog delivering original, high quality editorial, photography and professionally edited video content to people interested in family travel, outdoor and adventure activities and imaginative parenting. Our magazine style website, YouTube and social channels advocate healthy, active family oriented lifestyles and are a good match for brands with similar values.

Our channels attract loyal followers and regular organic traffic from individuals, families and businesses with an interest in active and adventurous family living. Readers visit for ideas, inspiration and practical advice on adventures in everyday living, adventure holidays and once in a lifetime family adventure travel. The clear focus and emphasis on high quality content means we can offer businesses a unique opportunity to reach, speak to or promote their products and services to a niche audience, through a well established and authoritative site with a strong narrative, personality and a reputation for quality.

Family Adventure blog and social media

www.familyadventureproject.org is our magazine style, lifestyle and family adventure travel blog. It's edited and produced by Kirstie Pelling and Stuart Wickes. It is in part trusted travel guide, journal, opinion column, adventure story and a long term experiment in how to make life fresh, fun, family friendly and a great adventure. It is updated weekly with stories about travel, adventure and adventure parenting focusing on the how's, why's, why not's and personal experience of creating an adventurous family life through everyday and once-in-a-lifetime activities. The humorous and engaging narrative stretches back over 15 years, exploring the demands and rewards of parenting and adventure travel with babies, toddlers and teens. Traffic currently averages 23k pageviews and 15k unique users per month (twelve month average).

Alongside the blog we are active across a wide range of social media platforms. Our award winning [YouTube channel](#) has over 350 videos. We have a regularly updated [Twitter stream](#) with 17k+ followers, an [Instagram feed](#) (16.1k+ followers), a [Facebook page](#) updated daily (4.9k+ fans), a [Punkt geotagged video blogging map](#) and a presence on [Pinterest](#) and [Google +](#) (1.1k+). We are also active on travel and related forums and Pathfinders for Lonely Planet.

Key blog and social statistics

- [Vuelio Top 10 UK Family Travel Blog – August 2017](#)
- [No 3 Trips 100 Index UK Travel Blogs – April 2018 \(Consistently in Top 10\)](#)
- [No 98 The World's Top Travel Blogs based on authority – May 2018-](#)
- Website Traffic: **23K pvs/month** (av 12mths to May 2018, Google Analytics) + RSS/Email distribution (490)
- Website Visitors: Sessions: 17k/month, Users: **15.4k per month** (av 12 mths to May 2018, GA)
- Website Traffic **UK (33%), US (28%), Europe (16%)**, Canada (4%), Australia (4%), India (2%)
- **17178 Twitter** followers (May 2018)
- **4898+ Facebook Fan Page** (May 2018) + 1430 [Personal Page](#)
- **16191 Instagram** (May 2018)
- **YouTube** Channel: 129,447 views, 137,140 mins watched (12 months to May 2018) (1618 subscribers)
- Active on [Pinterest](#) (1037 followers, 22k views p/month) [Google + Page](#) (239), [Google + Profile](#) (1174)

Further information

If you have questions or would like further information, please contact us via email: stuart@familyadventureproject.org or kirstie@familyadventureproject.org or call us on +44 (0)1524 782351 or +44 (0)7943 82844

Why work with us?

If you're interested in reaching active, adventure-minded parents and families in a targeted way then why not work with the The Family Adventure Project as part of your marketing mix? We are unique as a blog focused squarely on family adventure travel and skilled in photography, videography and social media. We are seen as the top UK based family adventure blog with readers across the world and we're on a mission to encourage families to get out, get active and adventure together, both everyday and through once in a lifetime adventures.

As a husband and wife team we offer twenty years of journalistic, editorial, promotional, business management, creative and adventure travel experience. Kirstie is a former Promotions Producer for BBC Radio and TV and as a former management consultant Stuart understands the needs and practices of small, medium and large businesses. We are both committed to working flexibly and in a business like fashion to understand and help meet you or your clients' campaign goals.

While we have our own dynamic website and social media, we are equally happy contributing as part of wider campaigns in social or conventional media and on other channels. We take a wide view and look to leverage promotional benefits beyond our own channels through relationships we have or can develop with other businesses, companies, travel sites, blogs and conventional media. [Check out more on our experience here.](#)

Recognition, affiliations and awards



- 2017 [Finalist Blogger of the Year - TravMedia Awards](#)
- 2017 [Vuelio Top 10 UK Family Travel Blog](#)
- 2017 [Finalist BritMums Brilliance in Blogging Awards: Social Media](#)
- 2017 [Elite Status Blogger – independently rated by ACEMedia](#)
- 2017 [No 5 Top UK Family Travel Blogs 2017 as ranked by Trips100](#) (12 months ranking)
- **2016 WINNER** [Travel Blogger of Year Excellence in Blogging Award, British Guild of Travel Writers](#)
- 2016 Finalist: [BritMums Brilliance in Blogging Awards: Best Writing for Poet in Motion](#)
- 2016 Listed: [Expedia's Best Bloggers of 2015](#)
- 2016 Listed: [First Choice 6 Family Travel Blogs to Read in 2016](#)
- **2015 WINNER:** [BritMums Brilliance in Blogging Awards Video Category](#)
- 2015 Shortlisted: [BritMums Brilliance in Blogging Awards Outstanding Category](#)
- 2015 Ranked No 13 [Top Blogs Travel and Tourism Teads LABSon](#) Oct 2015
- [2015 Flipkey Top 20 Family Travel Blogger](#)
- 2014 Listed No1 Cision/Vuelio [UK Family Travel Blogs Oct 2014](#)
- 2014 Shortlisted: [BritMums Brilliance in Blogging Awards Video Category](#)
- **2013 WINNER** [BritMums Brilliance in Blogging Awards Travel Category](#)
- **2013 WINNER** [MADS Awards Family Travel Category](#)
- 2013 Top 10 Travel Blog, Babble 100 and [Tots 100 Top 15 Family Travel Blog April 2013](#)
- 2012 No 3 Overall Family Travel Blog, No 2 Family Adventure Blog, Babble
- 2011 Voted [No 5 Circle Of Moms Top 25 Travel Blogs by Parents](#)
- [Lonely Planet Featured Pathfinder](#)
- Members of [Captive Digital Media](#), elite group of award winning digital story tellers in travel niche
- Founding Member of [#FamilyTravelPerspective](#) and [Professional Travel Bloggers Association](#)
- Member of British Guild of Travel Writers Members and International Travel Writers Alliance
- Contributor to: Expedia, LateRooms, Lonely Planet, LATAM Airlines

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Some examples of our work

Over the years we've worked on professional content production assignments with a wide variety of PRs, businesses and tourist organisations to help feature leading hotels, destinations, museums and attractions, events, music and theatre. This includes LateRooms, Persil, Ready Camp, Wyndham Hotels, Premier Inn, IHG Hotel Group, Expedia, Visit Wales, Visit Costa Brava, Spirit of Slovenia, GoToBelfast, Visit Liverpool, Visit Faroes, Visit Reykjavik, Visit Iceland, Stena Line, DFDS Seaways, Smyril Line, Icelandair, Icelandair Hotels, Movenpick Hotels, Red Carnation Hotels, Battlebox, Legoland, Warner Bros Studio Tours, Visit Orlando, Visit Costa Brava, German National Tourist Office, Berghaus, Terra Nova, Duracell and many more. To see examples and case studies of our output covering brands and attractions, check out [our advertising page](#) or review the examples below. Contact us for more information or other examples of our work.

#CastleHostels, German Youth Hostel Association



We worked with the German Youth Hostel Association to promote a selection of their #CastleHostels to the European market, devising a two week road-trip to visit five classic hostels generating videos, blog content and ebooks to share highlights of the hostel and attractions in the local environment. A live social campaign generated interest during the road trip and a series of 6 blog posts, 10 videos and 5 ebooks provide long term search and promotional benefit. Some example online posts and media coverage:

- [Castle Hostels Road Trip Itinerary and Links to Feature Posts on Family Adventure Project](#)
- [Ebooks hosted on German Youth Hostels Site](#)
- [German Castle Hostels YouTube Video Playlist](#)

#InEmiliaRomagna



Working with iAmbassador and the tourist board of Emilia Romagna, we spent one week exploring family friendly attractions in the Italian region of Emilia Romagna, promoting this to the UK market. A one week visit to coast, inland, city and theme park attractions produced live social, edited video and blog post content creating social buzz and long term assets. We also placed content subsequently with The Guardian and Lonely Planet Kids.

- [Feature on Family Cookery Class in Emilia Romagna, hosted on Family Adventure Project](#)
- [Road Trip Itinerary for Motor Valley in Emilia Romagna](#)
- [In Emilia Romagna YouTube Video Playlist](#)
- [Guardian Contribution on Motor Valley](#)
- [Lonely Planet Kids Feature on Cooking in Emilia Romagna](#)

Harry Potter Edinburgh



Working with LateRooms we devised an idea for a video to help celebrate the Harry Potter 20th anniversary and promote Edinburgh as a Harry Potter destination. A brief live social campaign took place during shooting and research for the video in Edinburgh before video was shot and edited for distribution on LateRooms sites. Feature style content was produced for both LateRooms and Family Adventure Project blogs.

- [LateRooms Video: Harry Potter Fact or Fiction in Edinburgh on YouTube](#)
- [Harry Potter Tour in Edinburgh Feature on Family Adventure Project](#)
- [Feature Content on LateRooms Blog](#)

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Premier Inn – Active Family Breaks



Working through an advertising agency we were commissioned to produce a series of three videos and feature content for use on the Premier Inn site to promote active family breaks. We devised a mini campaign involving live social, video and feature content production in collaboration with a Scottish Tourist board and environmental charity to highlight opportunities for walking in the UK and to promote a specific accessible trail in Scotland, the John Muir Way. Some example online posts and media coverage:

- [Walking the John Muir Way Video Playlist on YouTube](#)
- [Walking Breaks in the UK Feature Content on Premier Inn Site](#)
- [John Muir Way Feature Content on Family Adventure Project](#)

#PoetinMotion, Cumbria Tourism



Working with Go Lakes Travel, a project promoting sustainable travel in the UK Lake District, we worked as “poet in residence” to produce poetry, video poems, blog content and a high end coffee table book to inspire visitors to consider ways of travel beyond the car. The project attracted much local and regional media coverage providing additional benefit to the project and awareness of their goals. Poetry outputs persist in visitor centres, on local information screens, in books placed in local hotels, on the project blog and on local buses. Some example online posts and media coverage:

- [BBC News features Poet in Motion](#)
- [Example Blog Post Video Poem of e-car on Go Lakes Travel Blog](#)
- [Published Book of Poetry “See More” for sale online](#)
- [Video Poem on YouTube](#)
- [Cycling the Heart of the Lakes – post on our site](#)

Visit Reykjavik, Iceland and Faroe Islands



Working with three tourist boards and with sponsor support from DFDS Seaways, Smyril Line, Icelandair and Icelandair Hotels we arranged to tour Iceland and the Faroes to profile what’s on offer to adventure seeking families. This included covering the 2nd Reykjavik Children’s Culture Festival as well as a broad range of year round attractions, activities and events. During this extended season we [generated over 50 posts](#), social media coverage and a [geotagged video map of adventures in Iceland](#). Some post examples:

- [Children, culture and happiness – the Reykjavik Children’s Culture Festival](#)
- [One family, many different characters – profiling Icelandair Hotels](#)

Avis Road Trip Adventures



Working through an SEO agency we delivered a season of sponsored ‘Adventure Ideas’ posts on European Family Road Trips. These ‘brought to you by Avis’ posts ran fortnightly, focusing on agreed destinations. Each post offers ideas and an itinerary for an interesting road trip and features an Avis branded graphic or video asset relevant to the destination. Each post included mentions and links to relevant Avis content and was promoted across our social media channels over a period of two weeks to extend reach. See for example:

- [Road Trip Adventures 7: Magic Around Malaga](#)
- [Road Trip Adventures 8: Explore Cultural Crete](#)

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Dubai and the UAE for Expedia



Working with Expedia and UK based PR agencies for Abu Dhabi and Dubai, we made a tour of Dubai and Abu Dhabi to help promote the destination, its hotels and activities to the European family market. Using live social media, innovative microvideos on YouTube and Instagram, to be followed up with a series of blog posts for Expedia and a feature style posts on our own site, we are helping create content to help families learn about, engage with and consider Dubai as a destination.

- [United Arab Emirates Dubai and Abu Dhabi You Tube Microvideo Playlist](#)
- [Blog Posts and Photography on Expedia Blog](#)

#InPyrenees with Visit Costa Brava



Working with the Tourist board for Visit Costa Brava we made a 10 day visit to Barcelona and the Pyrenees to visit five Catalonian ski resorts and create some “Stories of Snow.” Using live social media, instavideos and blog posts we created a season of content to inform and inspire families to consider winter sports action and opportunities in Catalonia. See this sample of the seven posts produced.

- [#InPyrenees Video Collection on YouTube](#)
- [#InPyrenees Posts on The Family Adventure Project](#)

IHG Points Millionaires



Working with HK Strategies and IHG Hotels we ran a campaign on our blog to introduce readers to the new IHG Rewards Club and highlight the range of ways the points can be used. Posts, video and social media updates were produced in the UK and also on location in Japan, to show how the scheme can be used to realise travel dreams. Posts were shared by both IHG and our own social media.

- [Posts on Family Adventure Project IHG in Japan](#)
- [A Most Rewarding Summer of Family Adventures on IHG Website](#)
- [YouTube Video showcasing Yo Sushi Reward available through IHG Rewards](#)

Duracell PowerMe



Working with HK Strategies and Duracell we acted as a face for video elements of the PowerMe campaign. A professional crew produced a series of short videos for use within the campaign and we then followed this up by shooting and editing our own videos on location in The Balkans during the summer.

- [Duracell PowerMe Videos produced for campaign](#)
- [YouTube Videos produced by The Family Adventure Project for Duracell sharing](#)

Expedia Travel That Matters



We worked with Expedia to produce content for a Corporate Social Responsibility campaign to encourage tourists to return to The Philippines and support the local economy. We spent two weeks on location researching stories and producing blog posts, photography and video for use on the TravelThatMatters campaign site and on our own channels.

- [Content produced for Expedia on Travel That Matters campaign site](#)
- [YouTube Videos produced by The Family Adventure Project for Travel That Matters](#)