



Family Travel Forum Consulting

Today, leisure travelers vacationing with family or attending family events is the single largest category of travel. Even during uncertain times, when business travel plummets and general travel declines, time-starved families are expressing a compelling need to travel together and create lasting family memories.

Industry leaders recognize that making travel services genuinely welcoming to families is the key to growth and the best investment in this challenging climate. As the American Society of Travel Agents says, selling family travel is “the mantra of today.”

Succeeding in the lucrative, continually growing family travel market is difficult because family travel is *not* travel simply dressed in “family-friendly” bunting. Drawing upon years of experience — talking directly to families about their needs and to the trade about operations — **Family Travel Forum Consulting (FTFc)** offers the travel and tourism industry the market intelligence and strategy consulting to create successful family-friendly programs.

Fact:

33% of leisure travelers polled by Insight Express say “children’s activities” drive their vacation decisions.

FTFc Objective:

To help clients increase market share in this travel segment by enabling them to develop quality family products and services that assure strong appeal, satisfaction and a high rate of return from generations of traveling families.

- ◆ The **FTFc** team’s unparalleled knowledge of the family travel industry, from the consumer and the industry’s points of view, will help clients develop and implement profitable family programs.
- ◆ **FTFc** assists travel and leisure organizations gain competitive advantage through marketing projects ranging from existing product assessments and broad-based strategy consulting to market research and program development.
- ◆ **FTFc** provides practical solutions and easy-to-implement strategies tailored to each client’s unique geography, customer universe, budget and objectives, based on a thorough evaluation of each client’s existing programs.

FTFc knows that destinations and travel products that attract traveling families appeal to a market that is characteristically affluent and loyal. **FTFc** helps its clients turn this market into customers that keep coming back.

Contact us! We will be happy to discuss how the FTFc team can enrich your family travel marketing strategies. For more information, please visit our web site at www.familytravelconsulting.com.



FTFc SERVICES

Every client approaches **FTFc** with a different situation, so each project is handled as a sole assignment with solutions and strategies customized to help each client's unique business. The following are some of the specific services **FTFc** offers to help clients build successful family programs:

<i>Clients Serving the Family Travel Market</i>	<i>Clients New to the Family Travel Market</i>
<ul style="list-style-type: none"> ◆ Evaluation of Family Activities Programs <ul style="list-style-type: none"> ◆ Site inspection of children's facilities / Assessment of: Childcare providers and staff training / Program content and presentation / Family together activities and seasonal programs / Age appropriateness and educational components / Safety issues and child security / Cost vs. complimentary activities ◆ Assessment of current "Sales Package" <ul style="list-style-type: none"> ◆ Review included and value-added elements / Competitive pricing analysis / Evaluate children's menus: format and cuisine / Evaluate other family amenities and facilities ◆ Assessment of Marketing Collaterals <ul style="list-style-type: none"> ◆ Review sales material and brochures / Evaluate press releases and family message / Assess Web site content and ease of use by customers / Assess marketing, public relations and advertising campaigns and strategies / Evaluate effectiveness of advertising investments ◆ Growing Old with the Family Market <ul style="list-style-type: none"> ◆ Recommend long term strategies for the family market / Develop and market family loyalty programs and seasonal activities / Assess resources and recommend partner programs with local, regional and national suppliers and vendors 	<ul style="list-style-type: none"> ◆ Develop viable, competitive "Sales Package" <ul style="list-style-type: none"> ◆ Analyze current market and clientele / Develop cost-effective approach to the family market / Design elements and value added benefits / Appropriate pricing for fly, drive or local markets / Designing children's facilities, soft goods and menus ◆ Reposition Existing Product to Attract and Satisfy Family Customers <ul style="list-style-type: none"> ◆ Current product evaluations / Review reception and check-in procedures / Check guest room set-up for appeal and safety / Enhance child and parent amenities / Convert existing assets into family facilities / Examine staff training and child care provisions / Develop local tourism info kits ◆ Develop Family Marketing Collaterals <ul style="list-style-type: none"> ◆ Design approach to family market / Create sales materials, brochures, media releases / Create family marketing message consistent with clients' existing brand and image ◆ Develop Family Activities Programs <ul style="list-style-type: none"> ◆ Determine needs, seasonality, viable commitment / ROI cost analysis / Assess staff requirements and training / Design or designate children's facilities / Design program content and presentation / Identify safety and security issues/ Develop family together activities / Follow through on implementation and evaluation of all family-related initiatives and programs
<ul style="list-style-type: none"> ◆ Market Research <ul style="list-style-type: none"> ◆ FTFc's experienced team has a keen understanding of the special challenges that face today's tourism industry. FTFc also offers a complete range of research services, including in-depth interviews, focus groups, and online quantitative surveys with consumers. FTFc will design research projects specific to each client's needs. From start to finish, FTFc delivers reports on: <ul style="list-style-type: none"> ◆ Market segmentation and product positioning ◆ Market trends assessment ◆ Competitive assessment ◆ Marketing collateral and advertising concept development and testing ◆ Evaluation of marketing programs 	



FTFc EXPERTISE

Family Travel Forum, Inc. has served a global network of travelers with children since 1996, by providing print and online publications, trip-planning consultation, discounts from preferred vendors, and a vast library of destination research. For its understanding of the family travel market and its unique needs, FTF has been recognized with the National Parenting Seal of Approval and 'Best of the Web' awards from both *Forbes* and *Condé Nast Traveler* magazines, as well as by CNN, ABC, The Travel Channel, *American Baby*, *Child*, *Diversions*, *Family Life*, *Kiplinger's*, *Ladies Home Journal*, *Redbook*, *Frequent Flyer*, *Time*, *Travel Weekly*, *Travel Age*, *USA Today*, *Wall St. Journal*, *Yahoo! Internet Life* and other media.

With **FTFc**, this widely recognized expertise is made available to the trade. Heading up the **FTFc** team are Kyle McCarthy, CEO of Family Travel Forum Inc. and Kaleel Sakakeeny, award-winning family travel specialist and marketing consultant to Family Travel Forum Inc.



Before founding Family Travel Forum, Inc, Kyle McCarthy chronicled her extensive journeys throughout Europe and Asia in a dozen travel guidebooks for the 'Frommer' series. In addition, she has contributed to publications such as *Child*, *Condé Nast Traveler*, *Departures*, *Wired*, *Backpacker* and *Cosmopolitan* and has been a frequent voice on the airwaves for travel shows such as Air Canada's "Travel

Update," USA Network's "Travel News," NPR and 1010 WINS All-News Radio. In addition to speaking to the travel industry, tour operators, media forums and consumer groups on the topic of family travel, Ms. McCarthy has also done TV and radio interviews for CNN, ABC, KGO-TV's "Travel Now", the Travel News Network as well as satellite media tours. She has served as a Family Travel Expert at Discovery Channel Online, and as the Family Travel Editor for Netscape's Open Directory Project. Residing in New York City, she takes every opportunity to travel with her husband, 11-year-old son and, when possible, their dog.



Kaleel Sakakeeny has provided family travel insights to the travel industry and consumers for many years as the family travel editor at *Travel Weekly* and senior travel writer for the award-winning *Boston Parents Paper* and *Metro/Boston*. He shares family travel tips and tales as on-air correspondent for Business Radio 1060, and with viewers of "American Baby" at WCVB Boston; WBZ-TV, Boston and WFX-TV, New England. Mr.

Sakakeeny was a writer/producer for the Travel Channel's award-winning "Designs on Travel" and received national awards from both the Society of American Travel Writers (SATW) and the Public Broadcasting System. As Director of Marketing & Sales for PowerProse.com, he helped international clients define, promote and brand their organizations through on and off-line strategies. As PR consultant to Ketchum Associates, he conducts worldwide presentations for the travel industry in identifying market trends and consumer travel preferences. He and his wife travel frequently from their Boston home, often with their two grown daughters.

Between them, Sakakeeny and McCarthy bring many years of experience and a global outlook to the family travel marketplace, as well as their invaluable contacts, insights and proven track records.

FTFc RATES

FTFc services are priced according to clients' specific needs. **FTFc** team consultations range from and/or include:

- ◆ Conference calls; Site inspections
- ◆ Quantitative and qualitative research programs
- ◆ Design and implementation of a Family Travel Sales Package
- ◆ Design, implementation and launch of a Family Activities Program
- ◆ Annual contract to maintain and monitor
 - Family travel sales packages and activities programs
 - Seasonal or market shift adjustments
- ◆ Ongoing maintenance of our clients' best of breed position.