

Family Travel Consulting by the Family Travel Mom

Are Family Travelers one of your target audiences?

Do you want a bigger piece of the Family Pie using materials you already have - just "Staging" them differently?

Attract more visitors easily with the help of a professional travel consultant. When your budget is tight but your goal is growth - the task may seem impossible. We have some solutions by offering our Simple Improvement Plan consulting services.

Who needs Family Travel Consulting?

You probably know that your visitor spaces need to be as clean, colorful and in as good repair as possible (i.e. the buttons on exhibits work, the website is functioning properly, etc.). But you can further distinguish your site from the competition by having your city or attraction staged for more FAMILY visitation.

OUR COMMITMENT

The Family Travel Mom is committed to supporting your Growing Family Patronage on a regional level and is dedicated to advancing the education of your administration and marketing team to prepare your museum or city space for greater visibility and patronage by:

- Enhancing "Staging" excellence for more kid-engaging appeal
- Increasing specific "kid-friendly" identity to visitors
- Fostering the sense of community loyalty



WHO WE ARE?



For over a decade, best-selling authors George & Michele Zavatsky have visited thousands of places (with their kids) to find the best sites that kids love to visit! They've been to about 5,000 attractions, nearly 1,000 different cities, 500 different hotels and resorts, easily 2,500 eateries and driven 300,000 miles around the country - and survived! This adventure of writing and publishing 14 family travel guidebooks has taken their family on a journey of experiences they never could have imagined. The Zavatskys have been called

the "family that vacations for a living" by over 400 radio and television programs. Michele has spoken to hundreds of groups and schools throughout the country encouraging "family-friendly," close-to-home travel. Over the years, George and Michele have developed a solid reputation for being Family Travel Experts.

WHAT WE DO?

What is Family Travel Consulting? Basically, a service provided to enhance your attraction or city appeal to family visitors – using simple tools and resources you may already have in house. You can trust the

advice of the best-selling "Family Travel Parents" who have been there, done that wrote oodles of travel books. We don't just do internet research, we actually kid-test, parent approve every site on assignment, weeding out the bad and highlighting favorites. We also share clues on how to make each visitor more valuable...even on a budget. This wealth of knowledge from personal site visits to thousands of attractions allows us an



opportunity to compare like museums and cities against each other. We did the scouting work so you don't have to...

HOW THIS WORKS?

The Family Travel Mom knows what parents want and need when they go on vacation with their kids. Want to make your travel-related business more family friendly? Call us for a consultation visit. We'll evaluate your family appeal and come up with cost-effective strategies that will resonate with parents and their children. Our company can:

- * develop ways to encourage guest loyalty and word-of-mouth recommendations
- * create a marketing plan that conveys a family-friendly message
- * evaluate guest rooms and amenities
- * evaluate attractions, restaurants, menus, and services
- * critique web sites
- * develop online content strategy

PERSONAL SERVICE

1. We set up a personal site visit.
2. After our visit, we prepare a Consultant Overview Sheet that gives you simple things you can do to attract more family visitors including:
 - The Top 5 Things To Do in Your City or Attraction (so you know what are your best features to focus on)
 - The Top 5 Ways your site can best Stage things differently for more Family appeal (we compare your spaces to our favorite comparable places around the country)
 - The Top 5 Press Release Headlines we would use to attract Families (getting the best word out to the media)

Personal Visit Service FEES:

The site visit fee is \$750.00 (plus travel expenses) for a combination of a *morning personal site visit (9am-11am)* to explore the site AND an *afternoon meeting with the directors or site managers (1pm-3pm)* to determine what resources the attraction/city has available already or in the budget. This is my consulting fee for **one business day**. The travel expenses fee is added and usually runs \$500-\$750.00 (airfare, meals, lodging).

Generally, within a week, the consultant will prepare the Simple Improvement Plan suggestions and send it by email to the coordinator in charge.

The Fee for the S.I.P. sheet is another \$750.00.

Note: Because this is our opening year of this new service, *we are waiving the Overview Sheet of the Simple Improvement Plan fee for first time customers.* That **saves you \$750.00** to try our service the first time!

OR

WRITTEN SERVICES

Perspective: Family Travel Mom (families) and/or the Travel Wife (couples)

Goal: Making your job easier by getting insights from an expert looking in from outside the organization.

1. ***On-Demand Articles*** about your destination or product. 950 words or less - commercial one-year use.
2. ***Copywriting*** - press release quips and content.
3. ***Consulting Overview*** - emailed evaluation of how your destination compares to others and what simple suggestions we offer to take what you have and improve upon it.

Written Services FEES:

\$100.00 per request if no personal appearance or site visit necessary to complete the task. Otherwise, our Personal Visit Service fees apply.

Please contact me by email (michele@kidslovetravel.com) to discuss further details.

I travel about 100 days each year - contact me soon to secure the date you want or just begin to explore ways we can help.

Sincerely,

Michele Z

Michele Zavatsky, Family Travel Mom & Author