



# FTA SPOTLIGHT: *Re/Defining Family Travel*

## **What Is It?**

A year-long, multi-pronged editorial initiative designed to define and refine our understanding of the most pressing issues in family travel.

Through deep review of 12 core topics, our objective is to identify the following:

- the best content on each topic;
- noteworthy content creators (writers, photographers, videographers etc.) specializing in the topics;
- industry leaders (individuals, companies, associations, media) with deep understanding of the topics;
- best practices (and best practitioners), policy and law related to the topics.

## **The 12 core topics are:**

- [\*The Changing Faces of Family Travel\*](#)
- [\*How to Use Travel as a Learning Tool\*](#)
- [\*Easing the Challenges of Flying with Children\*](#)
- [\*Keeping Kids Safe and Healthy While Traveling\*](#)
- [\*Technology's Impact on Family Travel\*](#)
- [\*Traveling for Families with Special Needs\*](#)
- [\*Volunteer and Philanthropic Travel Opportunities for Families\*](#)
- [\*Family Travel and Nature's Nurture\*](#)
- [\*Making Family Travel Affordable\*](#)
- [\*The Impact of the Sharing Economy on Family Travel\*](#)
- [\*How Travel Can Change a Family\*](#)
- [\*The Future of Family Travel\*](#)

## **Why Are We Doing It?**

In keeping with our Family Travel Association (FTA) mission to educate about, promote and simplify family travel, our primary objective is to unify our fragmented industry space – creating a coalition that has real clout and influence. Critical to that process is the development of a rounded understanding of the challenges consumers face and how we, the industry, need to address them moving forward. This includes creating a comprehensive and authoritative shared resource about family travel and, as advocates, championing select positions that emerge from what we learn.

## **How Are We Doing It?**

Last year we rolled out a series of 12 introductory essays, one for each core topic, written by strong and influential voices. We then hosted a Summit at which family travel experts, industry leaders, FTA members and media expounded on the core topics through presentations and panels. Now we will dive much deeper into each topic, one per month in 2016. That process involves targeted outreach to our members, industry leaders, associations and the media members to generate a rich and comprehensive resource base of information/content on each topic that is useful to both the industry and consumers. This content will then be aggressively distributed through participating members and partners.

## **Opportunities for Partnership**

There has never been a sweeping family travel resource like the one we are assembling. As such, we're looking for distribution partners and corporate sponsors to join the FTA in developing this "Family Travel Manual" rich in curated and new content. We will work with potential partners in developing customized programs that match their strategic objectives and leverage the collective influence this initiative is harnessing.

For more information on:

- \* content development, contact Ethan Gelber, Director of Editorial: [ethan@FamilyTravel.org](mailto:ethan@FamilyTravel.org)
- \* sponsorship opportunities, contact Chris Chesak, Executive Director: [chez@FamilyTravel.org](mailto:chez@FamilyTravel.org)
- \* distribution partnerships, contact Rainer Jenss, President & Founder: [rainer@FamilyTravel.org](mailto:rainer@FamilyTravel.org)