



FAMILY TRAVEL ASSOCIATION

Changing Lives Through Travel

Tour Operator Guide



Photo courtesy Intrepid Travel Group

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INTRODUCTION

For many travelers, the idea of a guided or escorted tour conjures up images from the 1970s of senior citizens crammed in motor coaches, visiting seven European countries in seven days. While this notion has mostly faded, travel advisors may need to re-educate themselves and their clients on the endless options and special interest group tours available today to inspire families to book a tour.

Today, tours help families explore the icy waterfalls of Gullfoss, on the Golden Circle in Iceland, or learn to cook authentic Indonesian meals in private homes.

At its fundamental definition, a tour operator is a company that integrates multiple vacation elements into a single “all-inclusive” packaged holiday. Most of these package vacations include accommodations, a certain number of meals, sightseeing (with or without a guide) and admission tickets, ground transportation and perhaps airfare.

Because of their purchasing volume and relationships with various suppliers, tour operators can provide additional benefits hard to obtain elsewhere, like:

- a deep discount on a flight or hotel component
- extra value, like an after-hours or behind the scenes tour

Additionally, packaged tours provide the client peace of mind and convenience – two important factors for families planning a vacation. Prepayment covers all major expenses, so parents don’t have to worry about large, unexpected additional costs arising during their vacation that could blow their budget. Also, tour operators:

- conduct extensive in-destination visits
- validate tour element quality for components like lodging, dining venues, experiences, and local guides.

With the diversity of destinations, experiences and value, tour companies operate, there is bound to be an operator that can meet your clients’ needs.

The Family Travel Association Tour Operator Guide is designed to help educate advisors on the fundamental aspects of the tour vacation experience, search for and market to prospective family clients, qualify families for a tour vacation versus other types of trips, and handle common objections.

A complex and evolving universe

Over time, as the travel industry has evolved, and traveler needs and tastes have changed, the tour operator category has evolved as well – so much so that today the term “tour operator” can be confusing, and often is used to describe a variety of companies that operate differently.

Some operators primarily focus on scheduled group tours, with fixed departure dates and itineraries. Others primarily offer clients the ability to pick and choose tour elements a la carte-style, including dates of departure and trip length, accommodations, tours, local guides, airlines, and other suppliers (an “FIT” operator). Other tour operators offer a blend of fixed itineraries with FIT options.



Additional distinctions include where the operator is located. Many popular brand name tour companies that operate in the U.S. develop local supplier partner relationships in multiple countries and/or regions. Others may only specialize in hosting clients inbound to their home country market or region.

Each type of company has its own benefits for your family clients. We’ll attempt to list most of them here and describe those benefits.

Tour Operator:

Companies that package any of the following elements (and others):

- air transportation
- meals
- lodging/accommodations
- entertainment
- motor coach, rail or private vehicles
- car rental
- airport transfers
- sightseeing

“I think families are sometimes concerned that children won’t do well with a set itinerary and others in the group. We have found with the right type of itinerary (comfort, flexibility, alternate projects), tours are a great choice for families who like variety.” – Andrew Motiwalla, Founder, Discover Corps

Itineraries may include one or more destinations, and optional elements can be added. These trips are typically guided or escorted. FTA Tour Operator members include companies like Abercrombie & Kent, Excite Holidays, G Adventures, Intrepid Travel, Trafalgar and Tauck Tours.

Within this category are niche operators that offer special interest vacation packages and guided tours. Examples of these specialty tour companies would be Kids Sea Camp for escorted family diving vacations, Animal Experience International for wildlife vacations or Biketours.com. Companies that are destination specific include Cuba Candela and Motherland Travel. Discover Corps focuses on immersive experiences.

Some larger outbound tour operators vet and sub-contract with independent local DMCs. Tauck Tours and Adventures by Disney offer vacation packages and port excursions, but sub-contract things like river cruise ships with companies like AmaWaterways. Major cruise lines contract with companies like Tapsy Tours for customized family European land excursions, including fun educational materials.

Destination Management Company (DMC):

Generally, these are local companies with headquarter offices “in destination,” offering either vacation packages, guided tours with specific departure dates, or both. By working with DMCs, agents can offer their family clients the local relationships, “authentic” experiences and in-market expertise they might miss traveling independently.

Foreign DMCs may have business or marketing representatives in the U.S. or Canada to assist in doing business in local time zones and currency.

Some examples are Il Viaggio for Costa Rica, Atlas Ambassador for Croatia, Hidden Iceland, The Pure! Travel group for South American destinations, Vilasa Luxury Travel India and Ntaba African Safaris.

“We’re available 24/7 by Whatsapp, phone or email. If a client feels tired and wants to move the time of a tour, they just call. That is a very big difference from online DIY bookings. We are REAL people showing families our beautiful country.” – Stephanie Sheehy, General Manager, Il Viaggio

Travel wholesaler:

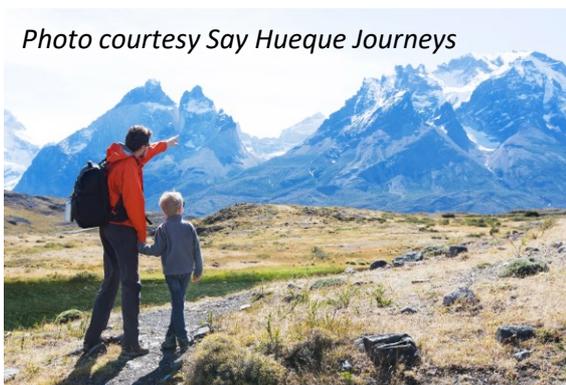
While travel wholesalers and tour operators can look and feel the same from a marketing perspective, they can operate very differently.

Travel wholesalers create tour packages but never sell them to the public directly. (In many cases, they don't even create the tour.)

Tours accommodate budgets of all sizes

Larger guided tours can divide the cost of certain components, like guides and transportation, among more passengers, so they tend to be less expensive than smaller guided tours, or independent FIT packages. In addition, high-volume tour operators obtain discounts and preferential treatment for activities, like attractions and museums. If clients want to see iconic city sights and enjoy popular, social media-friendly tourist experiences, at lower prices, larger guided tours may offer the best option.

Conversely, smaller private groups are more expensive because the cost of components like guides and transportation are divided among fewer guests. Of course, guests with smaller groups and FITs likely will receive more personalized attention and more immersive experiences.



“Our average group size of 10 allows us to hop aboard local boats, buses or trains, eat at friendly, family-run restaurants and kick back in traditional accommodation and homestays.” – Dyan McKie, Brand and Product Manager, Intrepid Travel Family Product

Family-focused tour operators

While many tour operators picture families in their marketing and advertising, not every tour operator has tailored their itineraries and experiences for children. And even when they do, not every operator is ideal for different families and age groups.

In fact, most guided tours discourage families with pre-school children, toddlers and infants. In other situations, like adventure tours, there may be minimum age levels to ensure guest safety, or to meet insurance requirements. It is important for agents to get to know age requirement details for the operators they wish to work with, and include this knowledge in the qualifying process.

Another factor to consider is the level of discount different operators offer for children. For example, children under 17 on Intrepid trips qualify for child rates, equal to 10% off.

Once you are certain an operator permits your clients' children, often the next biggest challenge for family travel advisors is finding vacation packages and guided tours that are truly "Family Friendly."

"The average age of children who come on our trips is between 8-14 years old. These are formative years when parents want to promote positive habits., and international travel is an excellent way to broaden their scope and expose their kids to different perspectives." — Andrew Motiwalla, Discover Corps



"From our experience, U.S. originating travelers are used to family city tours that are either just cultural, or just fun. Our goal is to help them discover that with us, they will have the chance to explore the highlights of a city, while having fun together with their kids." — Paola De Paolis, CEO, Tapsy Tours

FTA Member Il Viaggio has age specific itineraries with unique amenities and suppliers like:

- "First Encounter," for families with small babies
- The Treasure Hunt Experience for kids 6-12
- Adventure packages for teens.
- Experiences and services for families with a member who has a disability.

"Parents find that when a child is too young, they won't appreciate the science behind the beauty that they see. It also limits the activities they can do, like long hikes and glacier walks. However, each trip can be amended to an age range, and passionate guides always illuminate every experience regardless of age." — Ryan Connolly, Co-Owner, Hidden Iceland

In contrast, FIT packages offer far more flexibility for departure dates, inclusions, experiences and pricing. For example, when an agent uses the services of a specialty tour operator or DMC, lodging can vary. For example, with a tour operator like Excite Holidays, a travel advisor can offer clients a reasonably priced city hotel in Edinburgh while sightseeing, a self-catering stay apartment in an old monastery in the Highlands, and then splurge on a luxury castle for their final two nights.

Other things to consider

Accommodations – Most guided tours price their accommodations based on double adult occupancy. This means single parents or grandparents may end up paying single supplements or double adult rates. Rooms sleeping more than two adults may be available on request at an additional rate, but typically cannot be guaranteed. Additionally, in some countries, different rooming configurations may not be available. For this reason, guided tours sometimes can be challenging for larger families and family groups.

“Nearly all of our hotels feature pools, and each day has a great mix of action-packed adventure and flexible free time. Your local leader can also suggest activities based on your child’s hobbies or school curriculum.” – Dyan McKie, Intrepid Travel

“Determine up front if your client is looking for elements like luxury, comfort and high-end restaurants. This will allow us to create a bespoke private trip for the family. If they have a smaller budget and all the kids are over 10 then joining our scheduled departures can be a great alternative.” – Ryan Connolly, Hidden Iceland

Ages of other tour guests – Some parents are concerned with the children from other families on their tour not matching up in age with their children.

Unless a family is booked on a specific “teen” departure, they could find themselves traveling alongside families with children under, say, the age of ten.

Departure dates – Schedules and departure dates are usually published one year to nine months in advance. Thus, client marketing campaigns should promote guided tours at least one year to nine months prior to school vacations so that clients can have the most options and best availability.

Guaranteed departures – A guaranteed departure means your client’s guided tour will depart no matter what. However, many guided tour companies require a certain number of guests confirmed in each group, or the tour will be cancelled. Guests can either opt for a refund or change their tour to another departure date. If a family has booked non-refundable flights, this could cause them to lose that investment if they haven’t purchased the appropriate travel protection.

“In Galapagos we have set up dates for our cruises with different itineraries, so passengers have to choose the itinerary according to departure dates. In some cases, it is hard to find the perfect combination.” – Marcel Perkins, General Manager, Latin Trails



Photo courtesy Latin Trails

Other things to consider (cont'd)

Pre- and post-tour inclusions – For families traveling far afield, there is an increased potential for missed connections and jetlag if they arrive too close to the tour's first day. For these reasons – and more – advisors may want to consider recommending families arrive in their departure destination at least one day early. Similarly, it may be advisable for families to include a post-tour stay.

Not only will pre- and post-tour stays offer guests more enjoyment and less stress, they provide agents with a chance to add on experiences that reflect highly on your personal brand and expertise, and earn you increased commissions.

As you can see, packaged tours may be a rewarding option for your family clients and a lucrative opportunity for you to increase your sales and profits. The variety of companies you can work with, as well as the itineraries and different products they offer, open up endless horizons for your family travel agency business.

“A local destination expert can serve as both information hub and guide through the sales process. Good ones help you understand the itinerary experience in a way that motivates clients to purchase, helping develop trust and rapport, and highlighting in depth product knowledge. Our best agency partners respond to clients quickly, and ask great questions that distill from clients their true travel personality.”
– Rob Harper, Co-Owner and Director of Business Development, Namu Travel



Photo courtesy Tauck Tours

Levels of Service – While some tour operators may cater to a specific market segment, many tour operators or DMCs can offer guided tours and/or FIT package options from budget friendly to lavish luxury.



Photo courtesy Namu Travel

“In India we learned the Dalai Lama was speaking last minute and we managed to get our travelers in for a once in a lifetime experience. In Tanzania, the Regional Commissioner of the Kilimanjaro region (similar to a U.S. Governor) is a personal friend of our guide and joined a family for dinner during a trip. That’s a major advantage!”– Andrew Motiwalla, Discover Corps

This first draft of the “FTA Tour Operator Guide” includes contributions from a number of knowledgeable experts. We look forward to receiving your feedback and to continuously updating this guide to enhance our FTA Advisors’ sales. Feel free to share your input at [the FTA Links – Agents Only](#) closed Facebook group, or email us at info@familytravel.org

INSPIRING YOUR CLIENTS

Research shows that most families choose their vacation destination first, followed closely by the kind of experience they are looking to have. Some families are ticking off bucket list destinations. Others want to discover new places. Still others want to experience great family entertainment, or simply relax. Most travel advisors can find one or more tour operators who can meet any and all of their clients' needs.

Perfect for parents who struggle with planning:

One particular tour package attribute that appeals to nearly every parent is simplifying the planning process. Parents seek ease and convenience planning and taking vacations.

For five years, parents have told the FTA through its annual Family Travel Survey that planning a vacation is one of the greatest challenges to taking one. By recommending a tour to your clients, you can deliver on the promise of simplicity and convenience, because:

- Parents don't have to research and compare all of the options and details.
- Families receive a complete package price so parents can budget accordingly.
- FIT packages can solve for a busy family's booked up calendar.
- Tours can provide "skip the line" admissions or behind the scenes guided tours.
- Tour guides take care of logistics (e.g. airport/train station transfers).

"We often see parents panicked a few weeks from departure, unable to filter every online opinion, to understand contradictory info out there. It makes sense to outsource planning to us and a professional travel advisor." – Andrew Gilchrist, Owner, Lost World

Photo courtesy Latin Trails



Photo courtesy Tauck Tours

"Guests traveling to Peru with Inkaterra have a chance to experience Peruvian culture, engrained in each property - from design aspects and cuisine to the experiences offered. Each property leaves a lasting mark on the guest." – Jose Koechlin, Founder and Chairman, Inkaterra

What do they want to experience?

Clients looking for immersive, local experiences will appreciate guides who enhance and enrich their family's trip because the guides are experts in the neighborhoods, history, cuisine, and culture of the destination. In fact, inspiring prospects and clients to book a family on a tour will touch on many aspects of how a local guide can fulfill a family's hopes and wishes.

According to the FTA 2018 Family Travel Survey:

- 52 percent of those who took their families on a tour strongly agreed with the statement that travel is an important part of their child's education.
- 51 percent strongly agreed with the statement that travel has changed their relationship with their child for the better, versus the 31 percent of parents who have not taken their children on a package tour vacation.
- 59 percent of adults who have taken their children on a tour, strongly agree with the statement that they often discuss memories of their family vacations, versus 47 percent of those adults who haven't taken their families on a tour.



Promote destinations and trip "styles" you and your preferred tour operators and DMCs specialize in.

Initiate conversations about the "why" for a possible tour, and demonstrate how your preferred partners match up.

Promote the unique experiences and overall trip value you and your preferred tour operators can provide.

With scheduled departures and tight windows for scheduled tours, promote how space may fill up.

Obtain testimonials with clients talking about their vacation experience, and promoting how you found the perfect match.

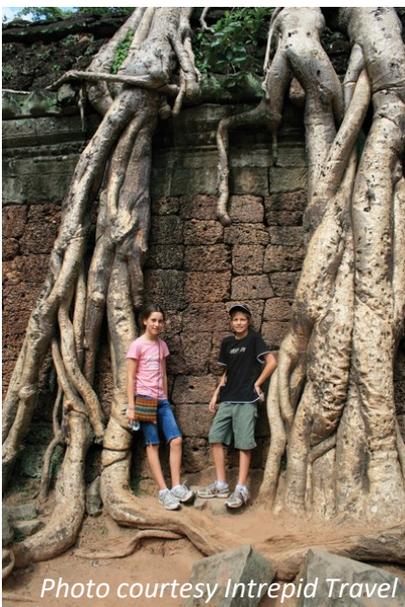


Photo courtesy Intrepid Travel

"Our clients are people who want to learn from a new culture, are ready to discover and be amazed. They like to be on the move, and then at the end of the day, feel at home and relaxed." – Marcel Perkins, General Manager, Latin Trails



Photo courtesy Lost World Adventures

A tour for every family:

Since 2015, the FTA Family Travel Survey has found there are three principle family travel profiles, impacting how you can sell tour operator experiences. They are summarized here in this diagram:



For cautious or hassle-free family travelers, the expertise of an experienced guide or multiple guides escorting families throughout their entire trip might open these families up to itineraries like multi-destination tours or adventure tours.

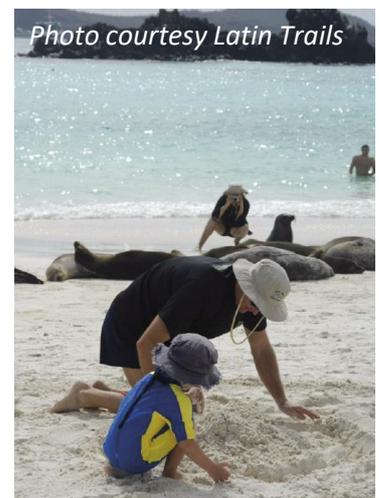
Intrepid travelers who are experienced foreign travelers may be better suited to FIT tour packages. They may not need a guide to hold their hands every step of the way. Instead, an agent can suggest guides be hired for day trip sightseeing or for specific experiences.

Other families may simply prefer the idea of independent travel or FIT vacation packages because infants and toddlers are too young for specific fixed departure tours. As you think about building your tour operator marketing, keep in mind these core wants and needs of different families and their travel styles, both at your website and what you publish in social media.

Cautious Travelers very likely will be interested in images, testimonials and vacation descriptions that meet their needs for:

- the long history of tour companies/DMCs in their market
- the idea that every trip component has been vetted for them
- local guides who know everything about the market
- the safety of traveling in groups

"There are four common elements: safety, convenience, comfort, and uniqueness of a trip. Anyone can throw together a trip on their own, but having a set itinerary with a local guide informing you along the way really puts our travelers at ease." – Andrew Motiwalla, Discover Corps



A tour for every family (cont'd):

Hassle-Free Travelers will respond positively to marketing that talks about the all-inclusive nature of tours, and how parents can put away their credit cards for major expenses during their trip. Play up the fact that the tour was designed to cover all of their logistics, so there are no worries about making a train connection on time, or traveling between two foreign cities on a multi-destination trip. Point out how the tour operator can speed them past the lines at certain venues based on their experience and connections.

“We have an 18-person sales department that works solely with tour companies and travel agents who specialize in South America or Adventure Travel. We pride ourselves on building long-term relationships, getting to know our partners, and understanding their clients’ needs. Many of our clients have been partners with us for more than 15 years.”
— Rafa Mayer, Director and Founder, Say Hueque Tours



Photo courtesy Say Hueque Tours



Photo courtesy Lost World Adventures

Intrepid Travelers. You may have to work harder to convince these families that today’s tour operator isn’t the one in their grandparents’ vacation photo albums.

- Talk about how today, tour operators are taking clients to exotic locales like Marrakech and Reykjavik.
- Market customizable itineraries.
- Promote inclusions and add-ons that speak to that family’s desire for more immersive experiences away from traditional tourist sites, like culinary lessons with local families.
- For complete independence, introduce them to FITs.

VISUALLY INSPIRING CLIENTS

Whether you're tapping into User Generated Content (UGC) your clients share with you, or social media and blog content you have produced yourself, the key to inspiring clients to book with a tour company rests on telling stories about how a prospect or client will feel stepping out on the new adventures you package with your preferred suppliers.

"The best story we've posted was about how traveling enriches your child's life, which is becoming a growing trend," advises Andrew Motiwalla, at Discover Corps. "Sustainability, responsible travel, they're all excellent phrases to hashtag. But when you put this in the context of why it's important for children to be exposed to these experiences, it always resonates. Also, typically videos and images do better than articles -- with a compelling headline. They illustrate how powerful connection and relatability can be to one's life."

*Photo courtesy Hidden Iceland,
Photographer, Tom Archer*



*"Families like to hear word of mouth, real stories. Use experiences like how a family makes a sand castle together, or how a child with disabilities enjoys flying in the trees like a monkey... those out of the ordinary special occasions are the best."
– Stephanie Sheehy, Il Viaggio*

"Standing in awe in front of crystal-clear blue icebergs with seals lazily snoozing on the black sand beach, while waiting for the northern lights to appear is as visceral an image as you'll ever promote. Pictures of puffins, northern lights and ice caves tend to carry a very high 'like rate' for us on Instagram." – Ryan Connolly, Hidden Iceland.

Photo courtesy Lost World Adventures



Understand your ideal client:

Whether on Instagram, Facebook, or your travel agency's website, the content you post must focus on the wants and needs of your ideal family clients. What questions do those clients have that your content shows you have the expertise and experience to answer? What family vacation problems do they have that you and your preferred tour operators can solve?

Tapsy Tours seeks to solve the dilemma of parents both educating and entertaining their children at the same time, so their content frequently draws parents in that way. Say Hueque Journeys helps their ideal client dream of beautiful vistas, and tries to demonstrate how those families can feel safe, secure, and guaranteed to be amazed on an adventure. Inkaterra relies in some part on UGC. Test different concepts on your social media platforms and see how your followers react.

“Our target families particularly appreciate hidden tips (Twitter, Left) and practical, targeted information (Facebook, Right).”

-- Paola De Paolis, CEO, [Tapsy Tours](#)



Develop creative marketing and messaging with a call to action to guide potential clients to where you want them to be in your sales funnel. Utilize a variety of imagery, from inspirational photographs to short video clips, to help your clients visualize and identify with a potential location on a much more emotive level.



“This Instagram post is about El Chaltén, the Argentine hiking capital, which has captured the interest of hikers around the world.

We believe this post's popularity is related to the increasing tendency for active travelers to seek out hiking trips and adventure-centered excursions.”

-- Rafa Mayer, Founder, [Say Hueque Journeys](#)

Tap into your travel and tourism partners:

“One reason why these Twitter photos did so well was that several Ireland tourism groups (Tourism Ireland, Wild Atlantic Way, etc.) amplified the posts along with our host, Vagabond Tours of Ireland. We got great engagement and a number of locals in Ireland picked them up, too.”

– Nancy Schretter, Founder and Managing Editor, [Family Travel Network](#).



Let your clients tell the story:

“Throughout the last year, we have seen that UGC images frequently result in the highest organic engagement across Facebook, Instagram and Twitter. Guests and potential guests can easily relate to them. They encourage followers to engage. We also find that a lot of the external and destination images perform well as we try to share images that are different from the typical ones published by other hotels. We are extremely lucky to have such picturesque surroundings to be the background of all of our images.”

– Jose Koechlin, Inkaterra



QUALIFYING YOUR CLIENTS

Because there are so many tour operators to choose from, with widely varying options like fixed departure dates and FIT tours, and a global breadth of product and destinations, finding the right holiday package requires that travel advisors develop exceptional qualifying skills.

“Consider or even reconsider who your target market is. Family travel can be so much more than just mom, dad and the kids. It could be grandparents taking their grandchildren away, it could be an uncle who takes his nephews or nieces away. Some families may not even know what is on offer to them in the family space.” – Dyan McKie, Intrepid Travel

Travel advisors need to dig a bit deeper when qualifying their clients for tours versus other vacation categories. Questions to ask include:

- What are your preferred destinations?
- What’s your “why”?...Why this destination? Why now?
 - Visiting iconic landmarks in major world cities; educational and historical heritage; adventure travel; immersive experiences.
- How many travelers are in the group -- by adults and children?
- What are the children’s ages at time of departure?
- How much shopping/research have you done already?
- What is the travel experience level of all of your guests?
- If traveling internationally, what’s been their experience abroad?



“Great vacation planners connect with clients on an emotional level. The breakthrough comes when you uncover a client's travel persona. Are they a romantic, an adventurer, a culturalist or a sightseer? What languages do they love, what foods do they crave? If they could take home just one single photo, what would it be?” – Rob Harper, Namu Travel

Qualifying questions (cont'd):

- What is the vacation pace you're looking for? – active, laid back, a combination?
- What are your preferred travel dates? Do you have any flexibility?
- Describe your family's hobbies/activities/special interests. What do you enjoy doing together?
- Are there any dietary concerns or local cuisine that family members can't or won't eat? (e.g. peanut-free foods in Asia)
- Does everyone have proper ID and documents for international travel?
- Are there specific sleeping arrangements required?
- Do any family members have special needs?
- Describe some past vacation successes and failures.
- Any deal breakers (e.g. long or connecting flights)?
- What budget/level of service are you expecting?

"Often with entire destinations, the client will already have that one big draw in mind. That could be spotting a wild animal like a puffin, northern lights, ice caves or volcanoes. If you can find that out early on then it helps us plan the best itinerary. The first question to the client should be; What is your biggest motivation for travelling to this country with your family? – Ryan Connolly, Hidden Iceland



Photo courtesy Intrepid Travel



Photo courtesy Trafalgar Tours

OVERCOMING OBJECTIONS

Inevitably, some clients will raise objections. Our experts told us the categories of some of the biggest issues that might be raised, and offered some suggestions on how to talk about them.

I don't like the idea of traveling with a group of strangers?

- Invite friends and family to join you
- Tour guides are hired in part for their skills in helping groups bond during the trip

This sounds so structured. We usually like to do our own thing

- Suggest FIT
- Offer a private guided tour add-on with extra time built into the itinerary
- Combine an FIT with a shorter guided tour
- Suggest a pre or post hotel stay giving clients more time to do their "own thing"

Why does this sound so expensive?

- Explain benefits of a guide – being a guest on your own vacation, enhanced experiences, bringing the destination to life from a local point of view
- Discuss the amount of "hand-holding" your clients need for a worry-free experience
- See if there is a larger tour option with lower cost available
- Price compare FIT inclusions to a guided tour experience

Our children are too young for the operators we like.

- Minimum child age requirements usually do not apply to typical private tours unless there are some safety age requirements involved like whitewater rafting excursions.

Our family doesn't reach the minimum number of private tour guests:

- Is there anyone else who might want to go on this trip, like grandparents, relatives or close friends?

I've already been to that region of the world.

- Did you travel with local experts who can take you to lesser known sites?
- With an experienced, expert tour company, you're guaranteed to experience this region anew

Agent Resources

Here, we have attempted to list links to FTA tour operator members who reached out to participate in this guide, and other resources that you can use to increase your tour operator sales.

FTA Member Portals:

[Discover Corps](#)

[Il Viaggio](#)

[Excite Holidays](#)

[GAdventures](#)

[Hidden Iceland](#)

[Iceland Travel](#)

[Inkaterra](#)

[InsideEurope](#)

[Intrepid Travel](#)

[Latin Trails](#)

[Lost World Adventures](#)

[Namu Travel](#)

[Say Hueque](#)

FTA Member Portals:

[Tapsy Tours](#)

[Tauck Tours](#)

[Trafalagar Tours](#)

Other resources:

[FTA Research](#)

[USTOA FAQ Page](#)

[USTOA Travel Advisor Resources](#)

This guide was developed with the assistance of leading experts in the field. The FTA would like to thank the following for their contributions:

- Ryan Connolly, Hidden Iceland
- Paola De Paolis, Tapsy Tours
- Andrew Gilchrist, Owner, Lost World
- Rob Harper, Namu Travel
- Jose Koechlin, Inkaterra
- Rafa Mayer, Say Hueque
- Dyan McKie, Intrepid Travel
- Andrew Motiwalla, Discover Corps
- Marcel Perkins, Latin Trails
- Stephanie Sheehy, Il Viaggio
- Sandra Weinacht, Inside Europe

Additional contributors include:

- Richard D'Ambrosio, FTA Communications Director

The Family Travel Association is:

a coalition of leading family travel suppliers, destinations, media, professional travel advisors and experts coming together to create a single, collective voice on behalf of the travel industry and those companies serving traveling families.

OUR MISSION

To inspire families to travel – and to travel more – while advocating for travel as an essential part of every child’s education.

Visit us at: www.familytravel.org