

Global media brand *Family Traveller* Launches in Canada and announces VISIT FLORIDA as Official Launch Partner.

Toronto, February 13, 2024 – UK Head Quartered media brand, *Family Traveller*, today announced its expansion into the Canadian market with the launch of its new website: *Family Traveller Canada*. The new site is designed to target families across Canada’s main metro markets as a travel planning resource. *Family Traveller* is delighted to name VISIT FLORIDA as its official launch partner.

Family Traveller is a global voice of authority on family travel, providing over one million families a month with inspiration, practical advice, and travel planning tools. The brand’s foray into Canada comes as it celebrates the 10th anniversary of *Family Traveller* in the UK.

Andrew Dent, founder and CEO of Family Traveller, explains the thinking behind the Canadian launch. “As the travel industry continues to emerge from the most challenging of times we are seeing leisure travel, and especially family-centric travel, leading the way to recovery. It is a hugely exciting time to launch *Family Traveller Canada*.

It’s clear the rules have changed. Families now prioritise a more flexible work-life balance and also want to be able to travel more often, and for longer. There is a sense amongst families that, even in challenging economic times, family holidays are an essential pillar of family life. In fact, the recent USA Family Traveller Association (FTA) Survey showed that 85% of parents plan to travel with their children this year - up 15% on pre covid times - and 49% of respondents are planning a multi-generational trip. At *Family Traveller*, we have always focused on the benefits of family travel, and with 82% of FTA respondents believing that family travel brings them closer together, and 79% thinking that family vacations enhance a child’s education, it seems families share our focus.

We are delighted to be working with Visit Florida on the Canadian launch. Florida is recognised globally as one of the world’s leading family destinations. Naturally it is the home of amazing theme parks and beaches, but it also offers so much more. And it’s that incredible breadth of family experiences right across the state we intend to showcase. Canadians are known around the world for being great travellers, we hope *Family Traveller Canada* will encourage even more Canadian families to travel to Florida and beyond and have even more amazing vacations together.”

Dana Young, President & CEO, VISIT FLORIDA, said, “VISIT FLORIDA is excited to be the official launch partner of *Family Traveller Canada*, further confirming our world leading status as the family vacation destination. Working with *Family Traveller* throughout the last 10 years has shown excellent results so it was a natural choice to partner with them for this launch in Canada, a key market for us. We will be working with *Family Traveller Canada* to showcase the multi-faceted nature of Florida with one-of-a-kind experiences and year-round attractions, beaches, amusement parks, cuisine, accessibility, sustainability, nature and, of course, our family-friendly hospitality.”

In addition, Florida destination marketing organisation Partner Visit Pensacola will participate in the launch by offering a seven-day family vacation prize, including flights from Canada. Entry is via an

interactive digital quiz that builds on the successful Way to Beach™ campaign. Visit Pensacola President and CEO, Darien Schaefer, stated “we are delighted to collaborate with *Family Traveller* and VISIT FLORIDA in this exciting launch. Pensacola is an amazing beach destination for Canadian families and we look forward to welcoming even more to experience all the family-friendly Ways to Beach.”

Family Traveller Canada will target a wide demographic, including families travelling with all ages of children, multi-generational, single parent, blended families and families with divergent needs. As a trusted, one-stop travel-planning resource, Family Traveller Canada is positioned to become a well-recognised name on the Canadian media circuit.

Learn more about Family Traveller Canada on their website here: <https://familytraveller.com/ca>, or follow them on Facebook, TikTok & Instagram: @familytraveller

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