# ASKTHE Three tour operators tell Sasha Wood about the best

theme parks for young kids, tweens and teenagers



## DESTINATIONS

### HOW TO SELL | THEME PARKS & ATTRACTIONS

# Young kids

#### WHAT'S THE BRIEF?

A family of four with two young children wants to go on a sunny short-haul holiday with choice of rides and water park adventures to keep everyone entertained.



Zoe Towers, head of product, Jet2holidays

After missing out for the best part of two years, families are looking to make up for lost time by booking that extra special holiday. Jet2holidays' Experience More collection is perfect for these families as it offers hotels with water parks, theme parks and attractions included as part of the holiday. Experience More is proving to be enormously popular this summer, as families look to really treat themselves.

A particular favourite is Hotel PortAventura, which gives families direct unlimited access to Spain's largest theme park, PortAventura World, as well as a one-day pass to Ferrari Land and discounted entry to Caribe Aquatic Park. This means customers can soak up an authentic Mediterranean experience at their hotel, while choosing from three outdoor swimming pools and a choice of restaurants and bars too.

What really sets Hotel PortAventura apart are the thrills and spills you can experience every day of the holiday. Children and big kids alike rave about what a fantastic time they have there. Our packages cover all elements of the holiday, making Hotel PortAventura the perfect choice for independent travel agents wanting to sell a fun-filled holiday for all of the family.

## Tweens

#### WHAT'S THE BRIEF?

A family with tweens wants to book a week's holiday in Europe this summer with beaches and theme parks right on their doorstep.



Paul Bixby, commercial director, easyJet holidays

We know families have really missed their holidays over the past couple of years, and that now, more than ever, people realise a break in the sunshine is the best way to make memories with those you love.

There's no doubt that with the recent removal of travel restrictions, families are feeling even more confident in booking a getaway. That's why we're offering a range of holidays for families to enjoy brilliant experiences, including fun-packed breaks to hotels with theme parks.

One of our favourite resorts is The Land of Legends Kingdom Hotel in the Turkish coastal resort of Belek, which has its very own theme park with plenty of rides, including a 43-metre-high Hyper Coaster. It also features activities for teens and adults, as well as magical-themed deluxe rooms and suites, so it is perfect for all members of the family.

We have no doubt that families will love these unforgettable holidays and we can't wait to help them get away on a long-awaited adventure.



#### WHAT'S THE BRIEF?

A family with teenagers is looking for a fun-filled family holiday in Europe with plenty of opportunities for sightseeing, plus car hire and theme park tickets included.



Simon Chambers, general manager, Fred Holidays

Fred Holidays recommends families with teenagers consider a holiday incorporating the brilliant Europa-Park in Germany and exploring the wider region around Baden-Baden, which includes the beautiful Black Forest. Europa-Park is perfect for families with older children as it offers a variety of rides for all ages and has a more grown-up feel than other theme parks in the region.

Families can easily spend a few days exploring its themed areas with more than 100 attractions including looping rollercoasters and thrilling water rides that only open in the summer months. It also has the indoor Rulantica water world, which offers a vast complex of 27 water slides as well as a mythical island, rivers and caves.

Fred Holidays aims to make family theme park holidays hassle-free by offering packages with tickets included in the price, plus appropriate family-friendly hotels close to some of Europe's best attractions.

For itineraries visiting multiple locations, car hire is also offered as part of the package to make it easy for families to get around.