

# BEST PRACTICE EXPERIENCES 'FAMILY ACTIVITIES' From Ireland & Around The Globe

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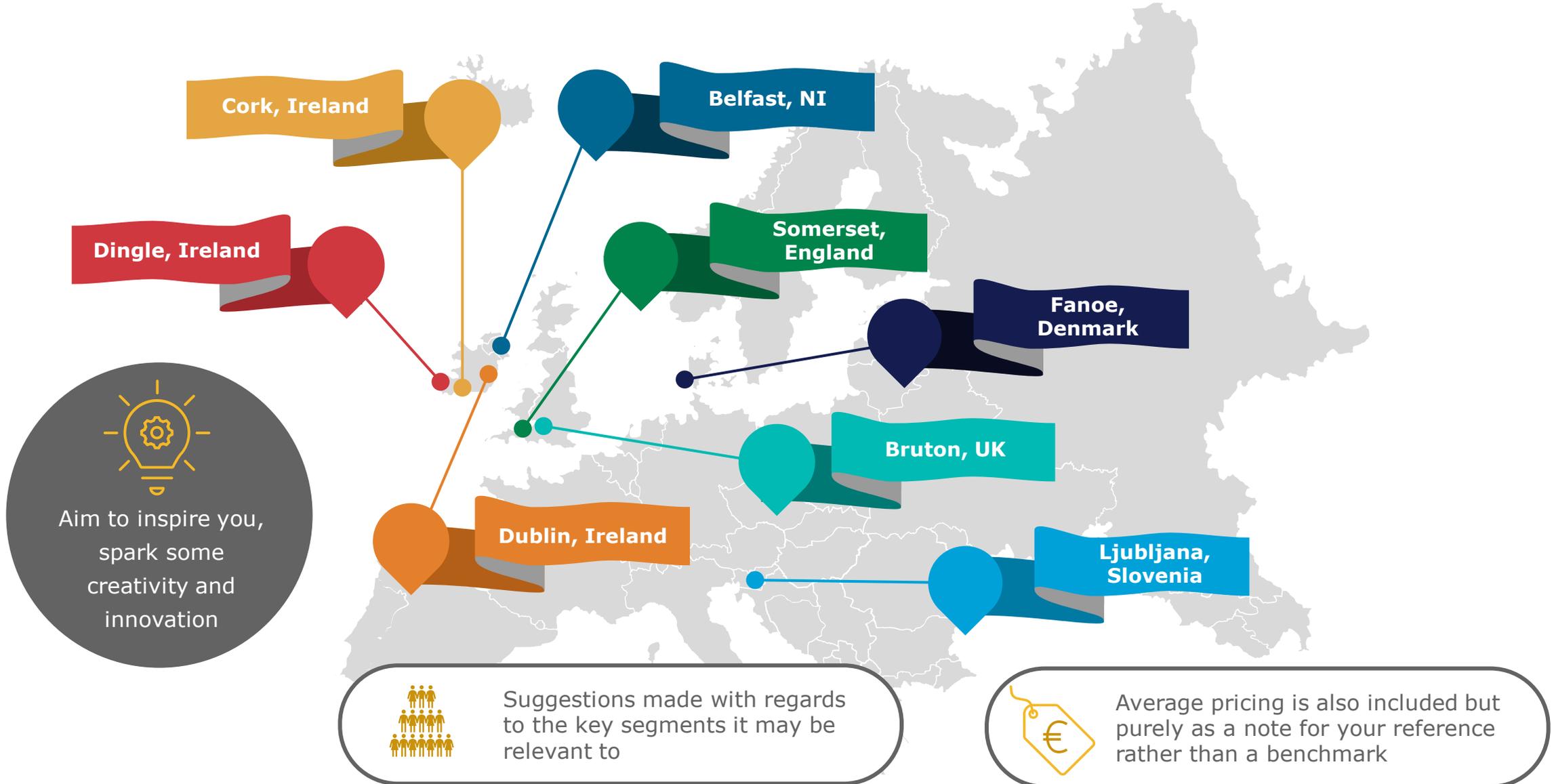


Individual



Collaborate  
with Partners

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Aim to inspire you,  
spark some  
creativity and  
innovation

 Suggestions made with regards  
to the key segments it may be  
relevant to

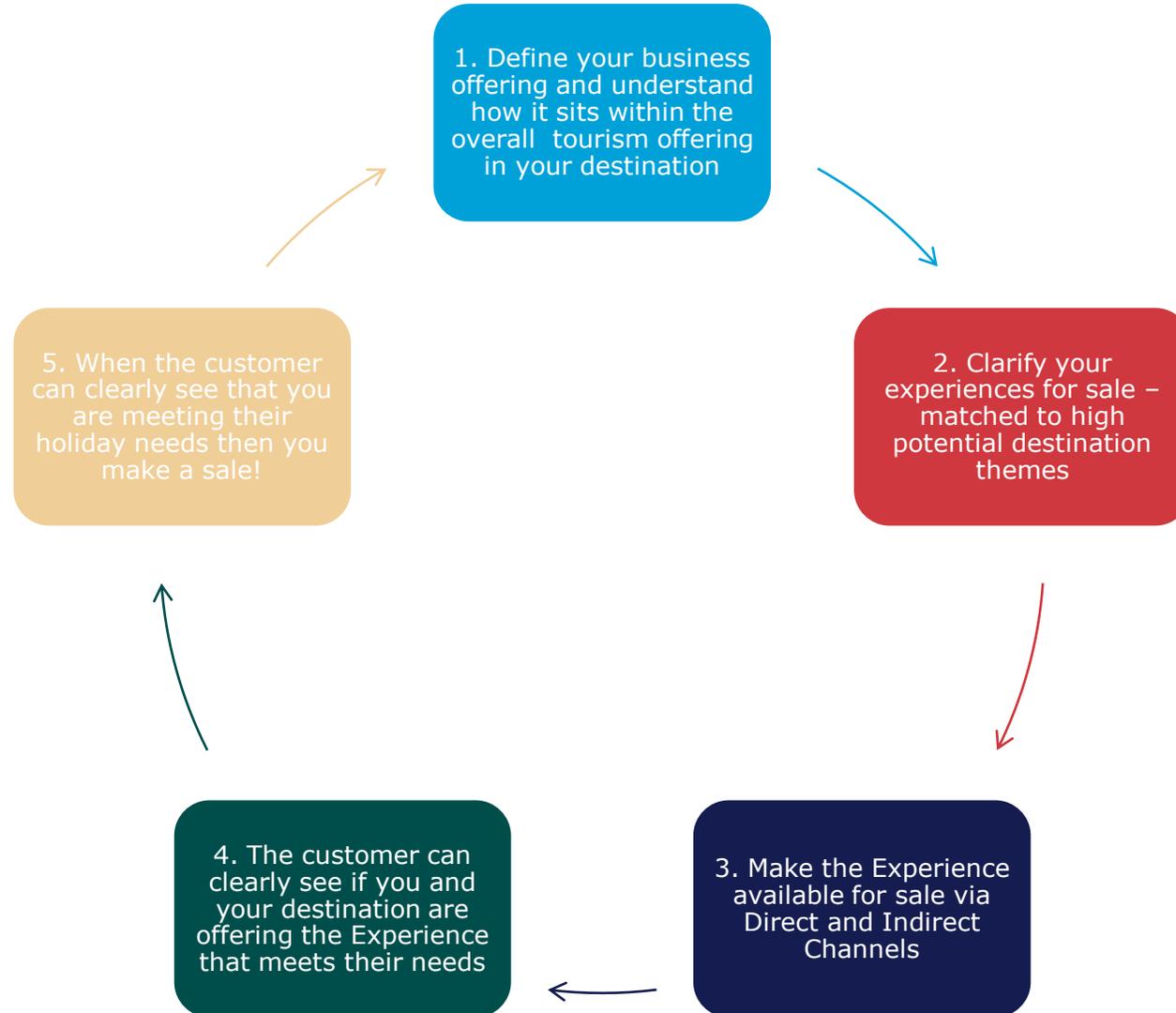
 Average pricing is also included but  
purely as a note for your reference  
rather than a benchmark



## Introduction | Family Activities

- Provide a platform for reconnection & reunions
- Cater to multi-generational families
- Appeal to the teenage market
- Call out innovative food & beverage experiences for children, family dining options
- Be a place that promises fun & laughter
- Offer space and a place to breathe

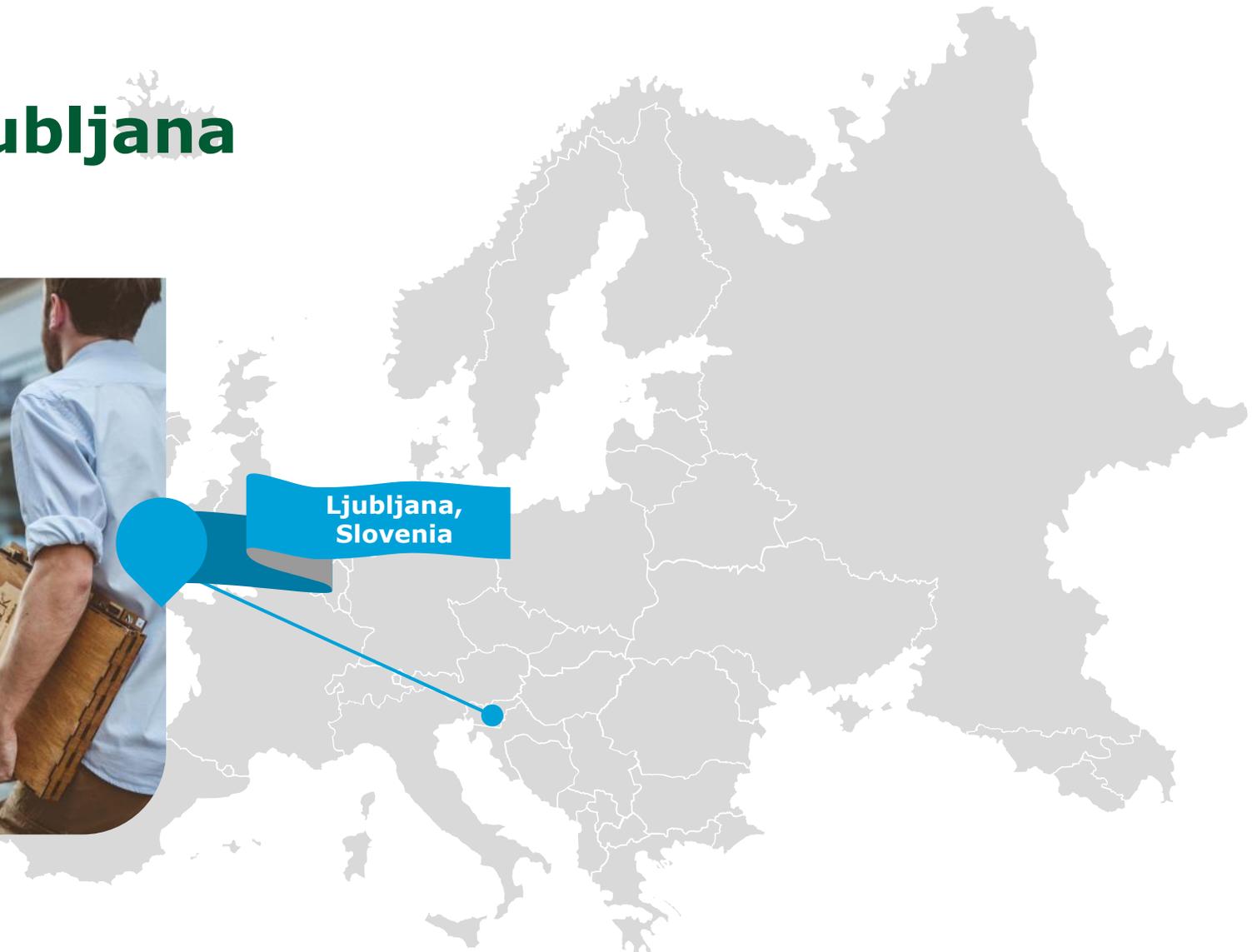
# Saleable Experience Process



# Unlock Ljubljana



Ljubljana,  
Slovenia



# Unlock Ljubljana, City Escape

**Location:** Ljubljana, Slovenia

**Description:** The city is the 'room' from which participants have to 'escape'. The experience takes visitors on an adventurous journey through the old city centre of Ljubljana where they will encounter 7 entertaining tests, through which they unlock the secrets of Ljubljana and discover the unknown

**Timing:** Tailored as per visitor request

**Pricing:** From €60 per game for 2-4 players

**Target Audience:** Families, pre-family couples, unconstrained adults 45+, singles U45

**Storytelling:** The adventures are connected to the history and story of the city

**Partnerships:** The route encourages participants to return to local bars, restaurants and shops

**Linkages to Enhance the Experience:** Interesting and relevant features throughout an attractive historic centre

**Innovation:** It is a new, fresh, and unique concept in tourism, where through the game we also get to know the true history of the city

**Link:** <https://fun-adventure-ljubljana.si/en/>



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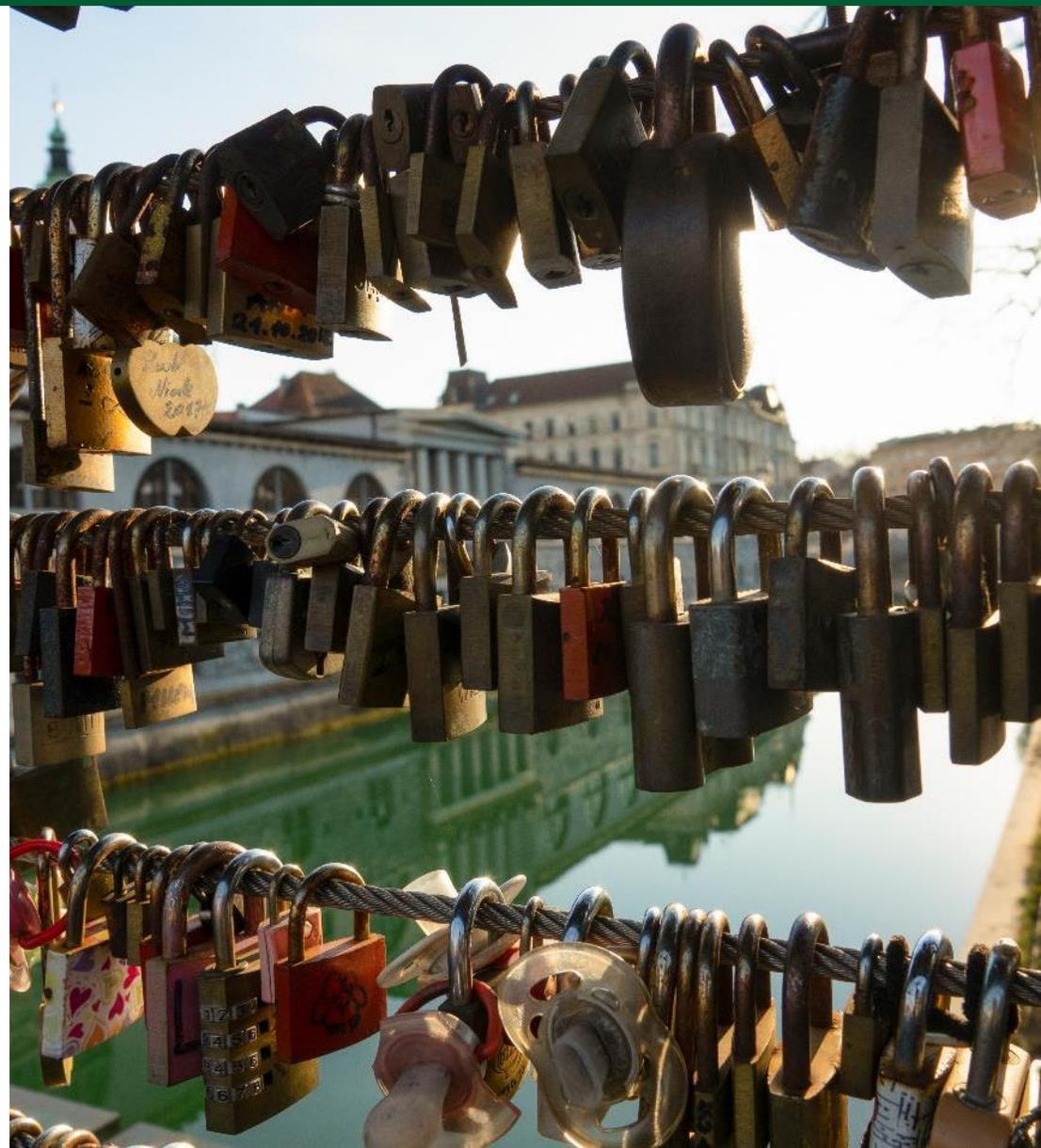
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# Village Traditions

Somerset,  
England





## Village Traditions

**Location:** Haselbury Mill, Haselbury Plucknett, Somerset, England

**Description:** Set on a 12 acre site in rural Somerset, the complex consists of a historic mill converted to a restaurant and replica village pub. Ancillary buildings have been converted to serviced accommodation along with a cluster of self-catering traditional caravans and a shepherd's hut. A replica Tithe Barn has been constructed to host weddings & events

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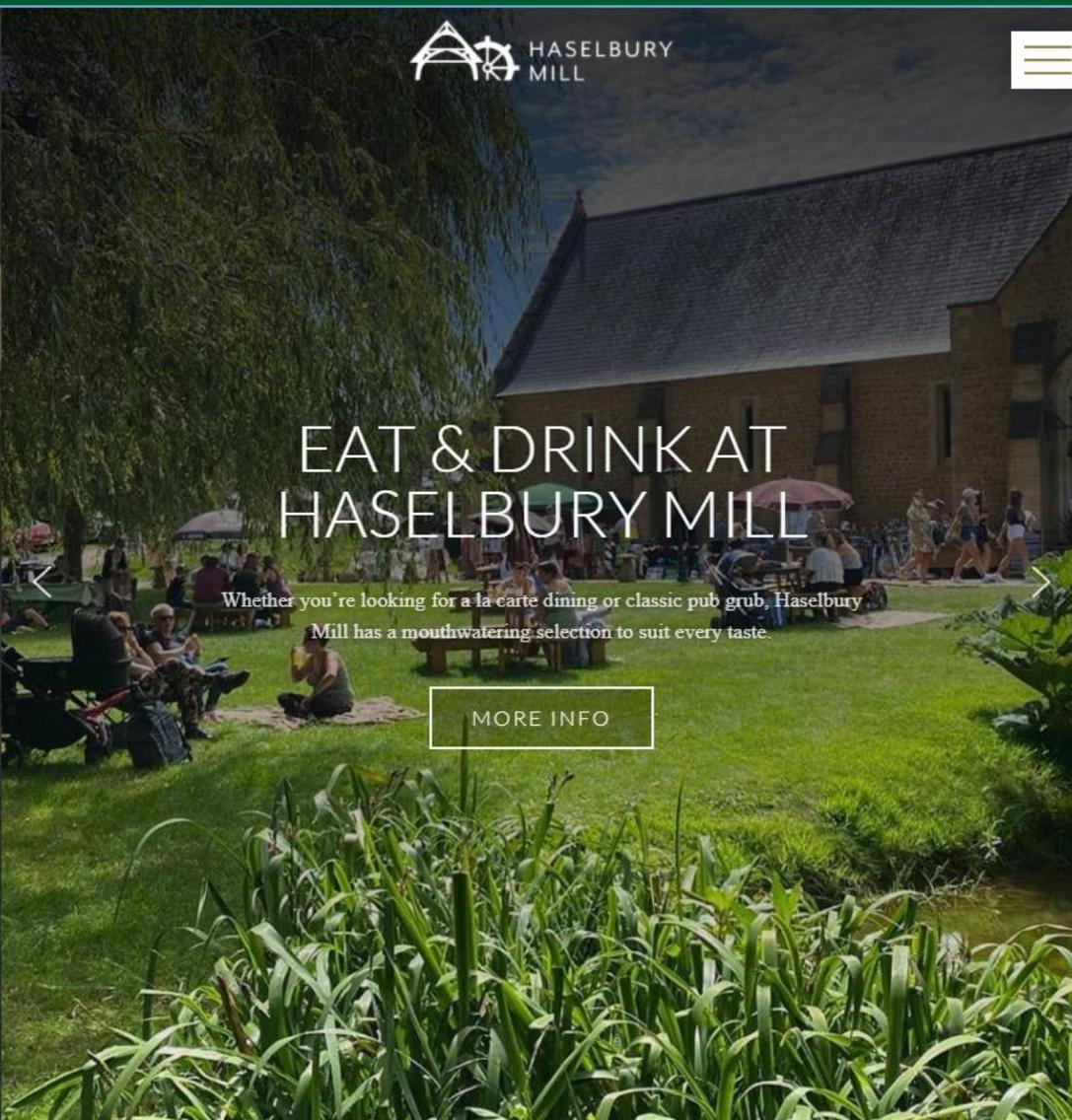
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**Partnerships:** Local suppliers and talent

**Linkages to Enhance the Experience:** authentic 'village life experience', duck races on the river, open days for local charities and community interest groups, Easter Egg hunt and traditional Christmas activities

**Innovation:** Dog friendly, Sunday Market, Swedish Day, Gathering in the Glade glamping with Gypsy Caravans and Showmen's Wagons

**Link:** [www.haselburymill.co.uk](http://www.haselburymill.co.uk)



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# Family Concierge



Cork, Ireland

# Family Concierge

**Location:** Cork International Hotel

**Description:** The property has introduced a dedicated Family Concierge who has devised and tested a variety of family amenities to keep parents at ease and little ones entertained during their stay

**Timing:** Service is provided daily and can be contacted by email to arrange any pre-stay planning

**Pricing:** No charge

**Target Audience:** Families

**Technology:** Visual stories are available to download to communicate with children with autism

**Partnerships:** Local family friendly attractions and activities

**Linkages to Enhance the Experience:** Visual stories, sunflower lanyards, kids dining options

**Innovation:** The Family Concierge has completed training on ASD awareness with the Rainbow Club Centre for Children with Autism and helped the hotel to put a range of initiatives in place inc. sensory boxes & family itineraries

**Link:** <https://www.corkinternationalairporthotel.com/cork-family-concierge/>



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# The Ark

Dublin, Ireland





Screenshot taken from the website - <https://ark.ie>  
All rights reserved.

## The Ark

**Location:** Temple Bar, Dublin

**Description:** The Ark is a cultural centre for children and creates opportunities for little ones along with their families, friends or school, to discover and love art. Due to ongoing restrictions as a result of Covid-19, The Ark is temporarily closed but has remained innovative by delivering virtual events for families online, including the **Tin Men and The Telephone**

**Timing:** Afternoon, 2-3pm

**Pricing:** €10 per family/household

**Target Audience:** Families

**Partnerships:** Improvised Music Company, BIG BANG bubble - a series of interactive online events connecting young audiences to adventurous music from Ireland and abroad, Zonzo Compagnie, Creative Europe Programme of the European Union

**Linkages to Enhance the Experience:** City accommodation providers

**Tech & Innovation:** Multimedia experience - this virtual event uses a custom-made app by the band called Tinmendo

**Link:** <https://ark.ie/events/view/bb21-tin-men/> the full festival programme can be viewed here - <https://ark.ie/season/big-bang-bubble-2021>



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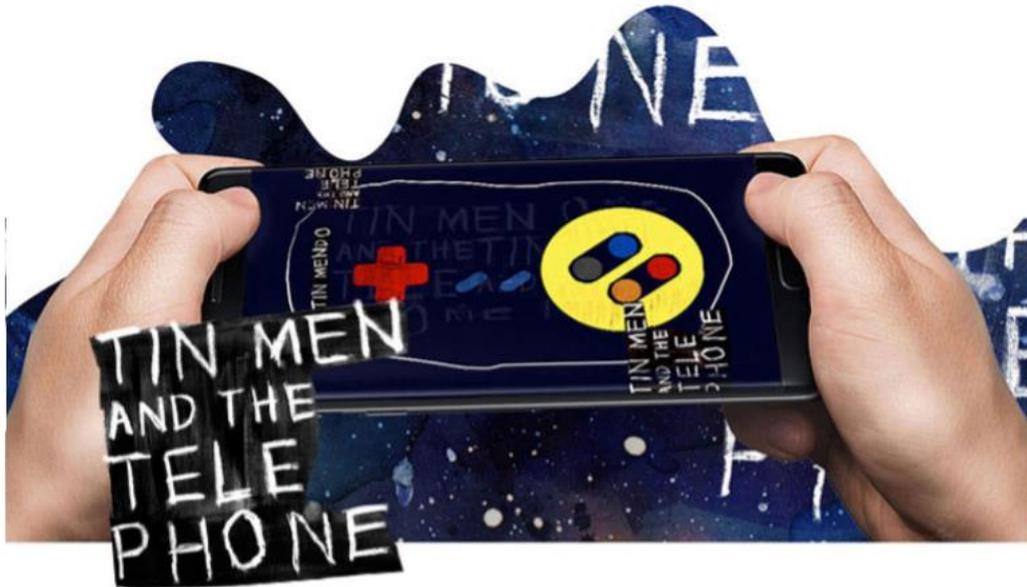
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This is an event from our archive. Visit our Events section for details.

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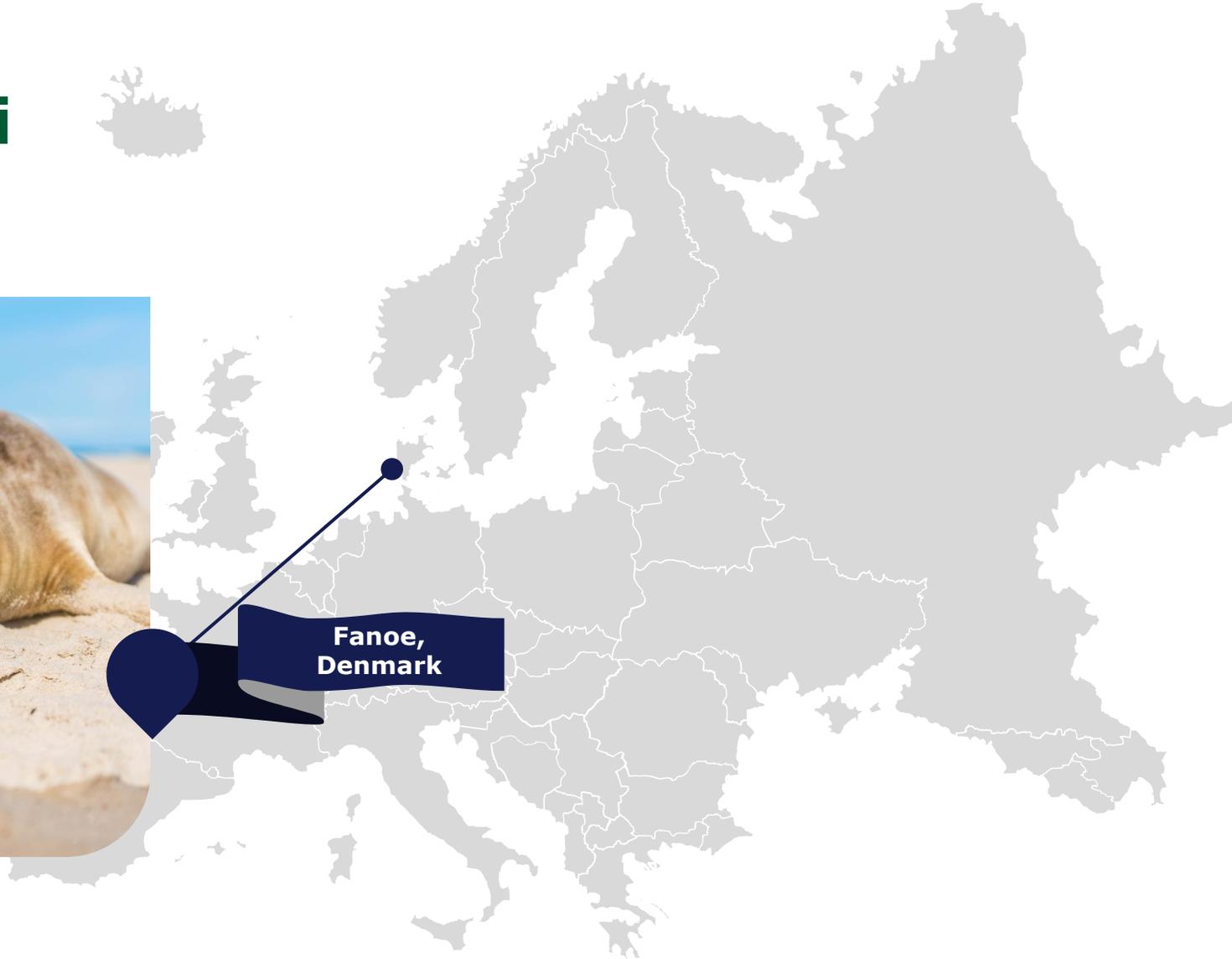
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# Seal Safari



# Seal Safari, Denmark

**Location:** Sønderh, Fanøe, Island, Denmark

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**Timing:** 2-hour day-time experience, varies depending on the weather

**Pricing:** €21 for adults, €8 for children (4-14)

**Target Audience:** Families

**Storytelling:** Expert guides make stops during the hike and to tell visitors about the fascinating story of the seals and the surrounding nature

**Partnerships:** Local accommodation providers, F&B, equipment, retail

**Linkages to Enhance the Experience:** Unique wildlife, coastal setting, expert guides

**Link:**

[http://visitfanoe.dk/en/nature/seals/?alttemplate=gdproduct&gdid=1089205 \](http://visitfanoe.dk/en/nature/seals/?alttemplate=gdproduct&gdid=1089205)



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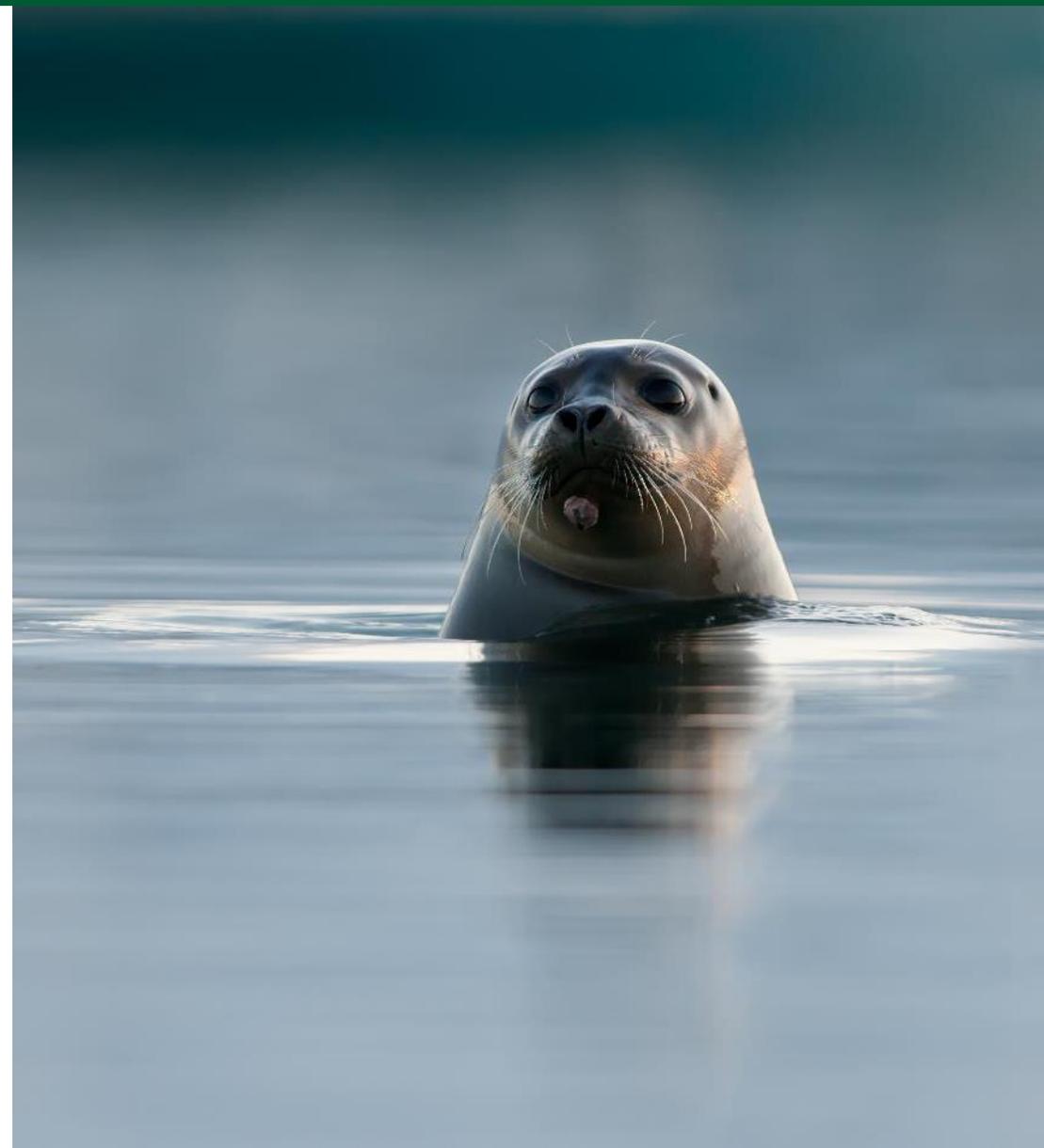
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# Giants, Myths & Legends



Belfast, NI





## Giants, Myths & Legends

**Location:** Causeway Coast and Belfast, NI

**Description:** Wilderness Ireland Family Adventure - explore the myths of Northern Ireland from the Giant of the Causeway to mythical Narnia's Dunluce Castle. Search for puffins on an island retreat, climb steep cliffside paths, hike to the mythic Giant's Causeway and learn about those who built the Titanic

**Timing:** 7-day experience

**Pricing:** From €2,450 per person for 6 nights

**Target Audience:** Families

**Storytelling:** Journey the land that inspired C.S. Lewis' Chronicles of Narnia, the TV series Game of Thrones, countless Irish myths and tales of giants, kings and queens, magical animals and more

**Partnerships:** Accommodation, F&B, attractions, activities

**Linkages to Enhance the Experience:** Mythical storytelling, partners along the way, tour guide

**Innovation:** 'At Your Own Pace' initiative, sustainable travel

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# Giants, Myths & Legends

**Location:** Causeway Coast and Belfast, NI

**Description:** Wilderness Ireland Family Adventure - explore the myths of Northern Ireland from the Giant of the Causeway to mythical Narnia's Dunluce Castle. Search for puffins on an island retreat, climb steep cliffside paths, hike to the mythic Giant's Causeway and learn about those who built the Titanic

**Timing:** 7-day experience

**Pricing:** From €2,450 per person for 6 nights

**Target Audience:** Families

**Storytelling:** Journey the land that inspired C.S. Lewis' Chronicles of Narnia, the TV series Game of Thrones, countless Irish myths and tales of giants, kings and queens, magical animals and more

**Partnerships:** Accommodation, F&B, attractions, activities

**Linkages to Enhance the Experience:** Mythical storytelling, partners along the way, tour guide

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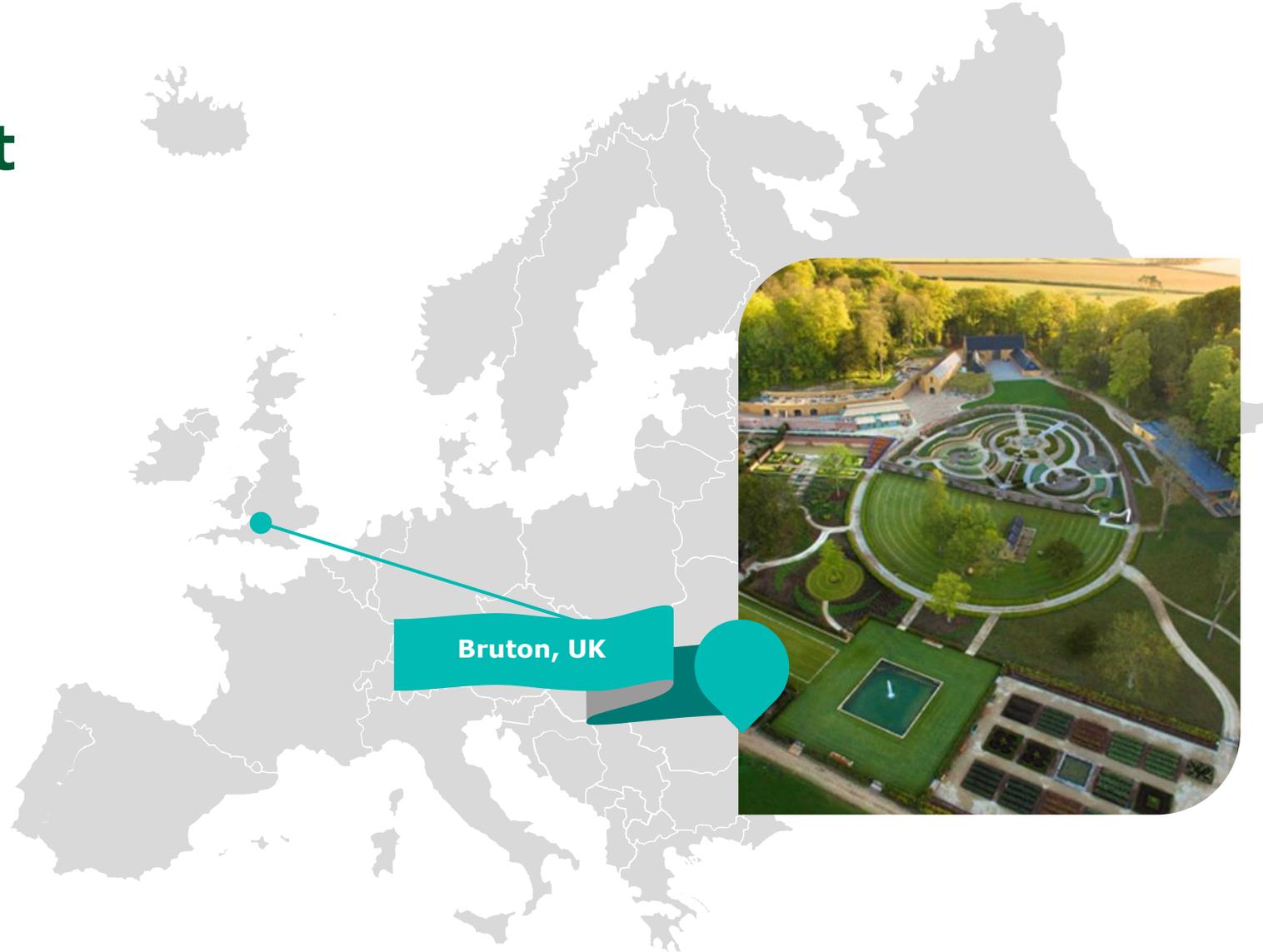
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# The Newt



# The Newt, Somerset

**Location:** Hadspen, Bruton, UK

**Description:** A 23-room hotel managed on sustainable principles. Guests are immersed in good sustainable land management practices and encouraged to explore the gardens, orchards and parts of the farm to learn about the way food is grown and produced

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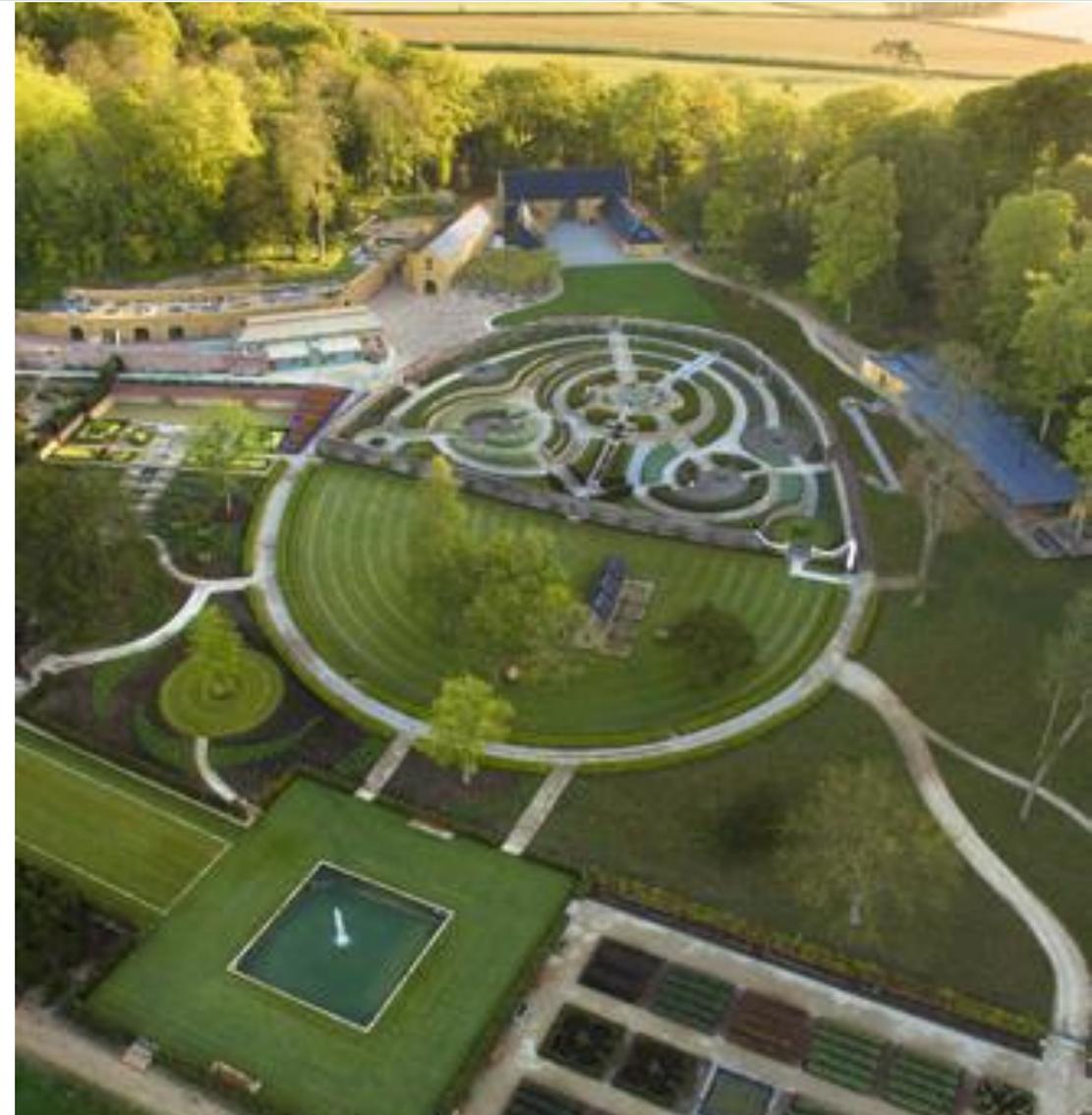
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**The Newt in Somerset**

Hotel

A working country estate with indulgent hotel, abundant gardens, woodland, farmland & cyder orchards 🍎 Gardens & Farm Shop open daily or shop online.

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Guest Pics



Press



Apple Day



Garden Lates



Mobile Newt



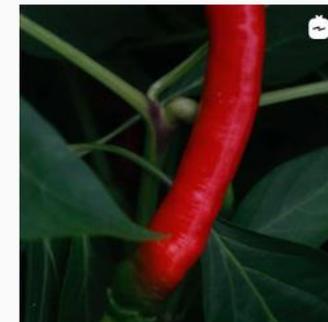
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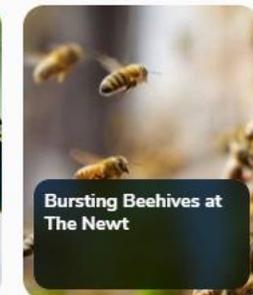
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# Pottery Making & Workshop Tour





# Pottery Making & Workshop Tour

**Location:** Louis Mulcahy, Dingle, Co. Kerry

**Description:** Try your skill on the potter's wheel at Louis Mulcahy's Pottery Workshop. A professional thrower can be seen going through the daily routine of throwing pots, and visitors can try their skill at making the simplest shape. It is great fun for both children and adults

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**Innovation:** Home delivery of pottery making items. A great idea for those travelling onwards with limited baggage space

**Link:** <https://dingle-peninsula.ie/directory/item/louis-mulcahy-pottery-workshop-tours-pottery-making.html>

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## LOUIS MULCAHY POTTERY WORKSHOP TOURS & POTTERY MAKING EXPERIENCE

### DETAILS

#### *Pottery Making Experience:*

Try your skill on the potter's wheel at Louis Mulcahy's Pottery Workshop.

A professional thrower can be seen going through the daily routine of throwing pots, and visitors can try their skill at making the simplest shape. It is great fun for both children and adults. Groups welcome by appointment only.

Make your own pot and bring your raw pot home with you. €9.90

Make your own pot and have your master piece fired and glazed €19.90

(additional charges for delivery)

#### *Workshop Tours:*



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# Pottery Making & Workshop Tour

**Location:** Louis Mulcahy, Dingle, Co. Kerry

**Description:** Try your skill on the potter's wheel at Louis Mulcahy's Pottery Workshop. A professional thrower can be seen going through the daily routine of throwing pots, and visitors can try their skill at making the simplest shape. It is great fun for both children and adults

**Timing:** Day time

**Pricing:** Workshop Tour €7.50 per person. Pottery Making from €9.90-€19.90

**Target Audience:** Families

**Storytelling:** 'The godfather of Irish craft', Louis' work is distinctively Irish and reflects the magnificent scale and wonderful colours of the landscape of Kerry

**Partnerships:** Local producers and designers (candles, retail)

**Linkages to Enhance the Experience:** Savour a taste of West Kerry at Café na Caolóige. The menu features Irish producers while the cakes are freshly baked in the café

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# Fáilte Ireland Tools & Resources

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## Reshaping the experience and presenting your offer

Our 'Reshaping the experience and presenting your offer' video playlist, supporting template and guidance will help you create great experiences for your domestic market segments and highlight some stand-out 'good practice examples' of winning experiences and offers.

### Video Resources



Video 1: Creating experiences for the domestic market (21:02)



Video 2: Reshaping your experience & presenting your offer for the domestic market (21:45)



**THANK YOU**