

# FAMILY TRAVELLER

TRAVEL SOUTH USA

CAMPAIGN REPORT 09/03/2025 to 12/09/2025

## ALABAMA DIGITAL CONTENT 09/03/2025

[Why Alabama ticks all the right boxes for amazing family adventure holidays](#)

DATE RANGE: 09/03/2025 to 12/09/2025

TOTAL PAGE VIEWS: 57,321

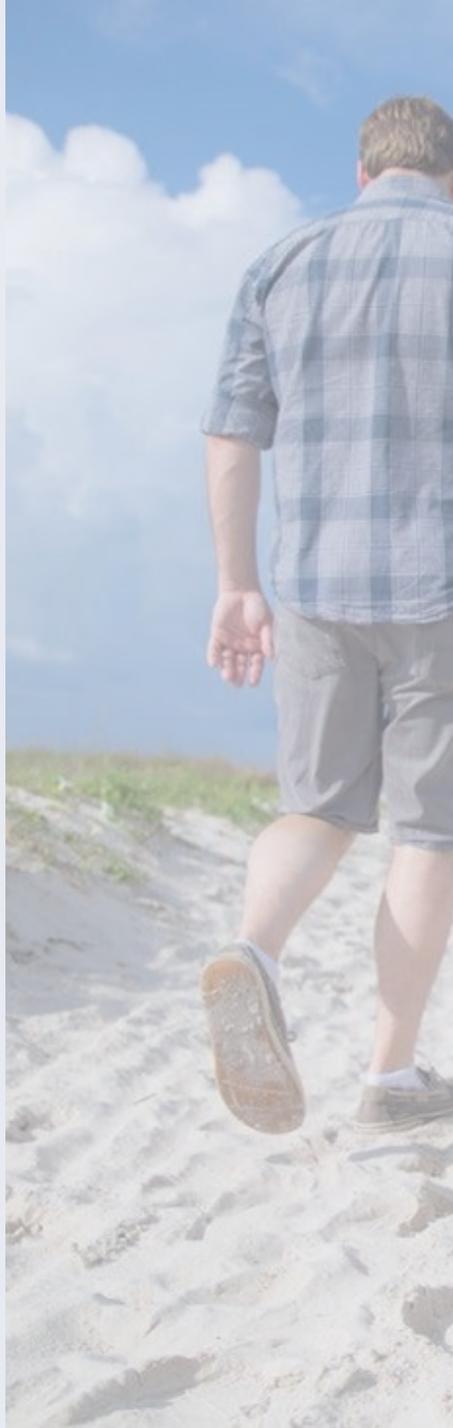
AVERAGE TIME ON PAGE: 2 minutes, 16 seconds



# ALABAMA SOLUS EMAIL 10/28/2025

[The US family holiday with fun guaranteed](#)

<b>DELIVERY DATE:</b> 10/28/2025
<b>SUBJECT:</b> The US family holiday with fun guaranteed
<b>SUBSCRIBERS:</b> 180,000
<b>TOTAL OPENS:</b> 47,962
<b>OPEN RATE:</b> 27%
<b>TOTAL CLICKS:</b> 2,770
<b>CTR:</b> 6%



## FAMILY TRAVELLER



### See why families love an Alabama holiday

At the heart of America's Deep South, Alabama is a family destination with adventures to explore. Discover rich flavours in everything from soul food to modern Southern dining. Step into powerful civil rights history at the Civil Rights Memorial Center in Montgomery. Visit iconic music studios like Muscle Shoals Sound Studio, where legendary hits were recorded. And explore the world's largest motorcycle museum: Barber Vintage Motorsports Museum in Birmingham.

Further south, experience the flair of America's first Mardi Gras with family parades in Mobile, then unwind along white sand beaches offering a warm coastal escape. Whether you're after culture, cuisine or coast, Alabama always serves up Southern hospitality with stories to tell.

[FIND OUT MORE](#)



### Families can complete a Space Mission

In Huntsville, Alabama, "Rocket City USA," the U.S. Space & Rocket Center offers an exciting mission for families to complete. It's also the home of Space Camp, where you can live "in" outer space and experience real space missions, programs, activities, and adventures. The experience will launch your space dreams and create lifelong memories for your family.

[LEARN ABOUT ROCKET CITY](#)



### Families can play on the coast

Discover major white sand beaches, beautiful Gulf beaches, and plenty of Southern charm in Gulf Shores and Orange Beach, Alabama. Enjoy an array of family activities, from local shops to top-notch golfing. Families will enjoy water parks and theme parks, museums, and the historic sites that are also fun for everyone. Plus, the Alabama State Park leads the nation in all-in-one USA, with one-stop shops of local shops and beautiful views. Whether you're looking for adventure or just to relax and enjoy the sun, making memories, Alabama is your coastal dream getaway.

[SEE THE GULF COAST](#)

**Sweet Home  
Alabama**



## See why families love an Alabama holiday

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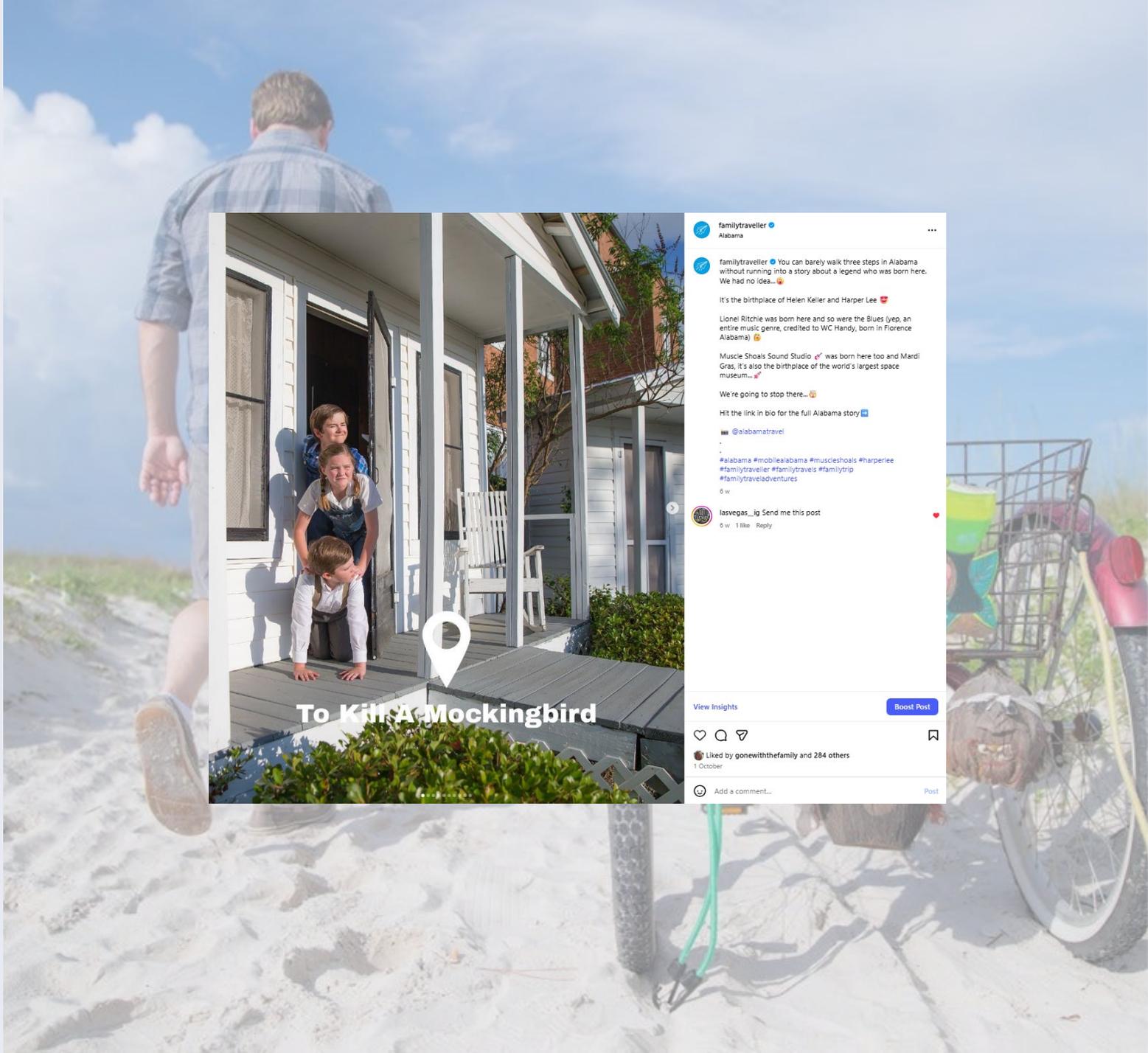
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Whether you're after culture, cuisine or coast, Alabama always serves up Southern hospitality with stories to tell.

[FIND OUT MORE](#)

# ALABAMA INSTAGRAM POST 10/01/2025

DATE: 10/01/2025
IMPRESSIONS: 75,841
REACH: 69,000
ENGAGEMENT: 285 likes



familytraveller  
Alabama

familytraveller You can barely walk three steps in Alabama without running into a story about a legend who was born here. We had no idea... 🤔

It's the birthplace of Helen Keller and Harper Lee 📖

Lionel Ritchie was born here and so were the Blues (yep, an entire music genre, credited to WC Handy, born in Florence Alabama) 🎸

Muscle Shoals Sound Studio 🎵 was born here too and Mardi Gras, it's also the birthplace of the world's largest space museum... 🚀

We're going to stop there... 📍

Hit the link in bio for the full Alabama story 📖

@alabamatravel

#alabama #mobilealabama #muscleshoals #harperlee #familytraveller #familytravels #familytrip #familytraveldadventures

6 w

lasvegas\_ig Send me this post  
6 w 1 like Reply

View Insights Boost Post

Liked by gonewiththefamily and 284 others  
1 October

Add a comment... Post

## ALABAMA FACEBOOK POST 10/03/2025

DATE: 10/03/2025
IMPRESSIONS: 89,723
REACH: 195,000
CLICKS: 1,926
CTR: 2.1%



 **Family Traveller (Default)**  
Published by Seonaid Ford McGill · 3 October · 🌐

An Alabama family holiday ticks all the boxes for older kids and teens, from Gulf Coast beaches and thrilling outdoor adventures to space exploration and fascinating history 📺 #Alabama #familytraveller #familyadventures #familytravel #familytrip

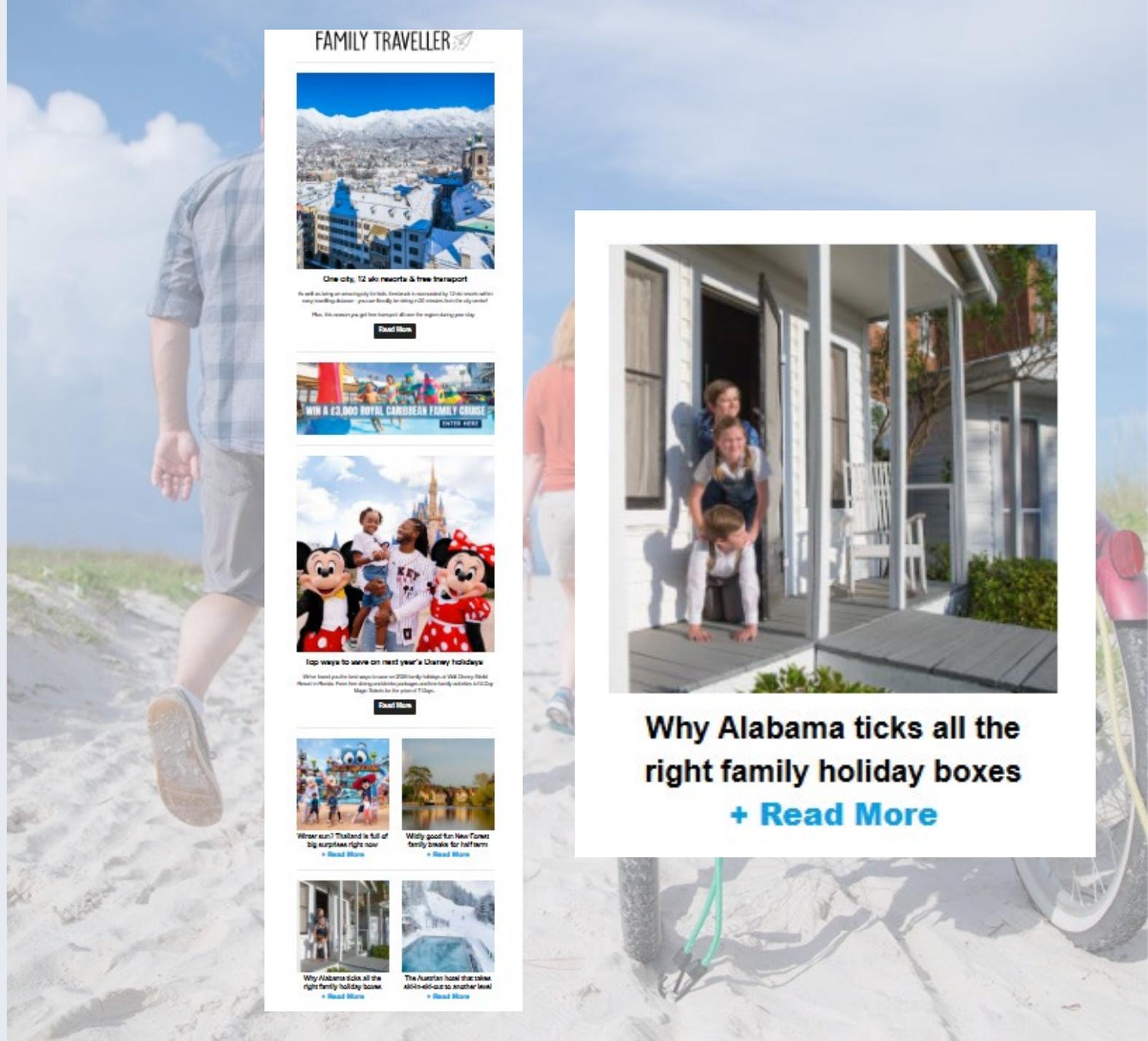


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**Why Alabama ticks all the right boxes for amazing family adventure holidays**

# ALABAMA EDITORIAL EMAIL 10/05/2025

DELIVERY DATE: 10/05/2025
SUBJECT: Ta da! Our pick of dreamiest winter breaks
SUBSCRIBERS: 200,000
TOTAL OPENS: 58,999
OPEN RATE: 29%
TOTAL CLICKS: 10,830
ALABAMA CLICKS: 2,271 (21%)



**FAMILY TRAVELLER**

**One city, 12 ski resorts & free transport**  
As well as being an amazing city for kids, Innsbruck is surrounded by 12 ski resorts within easy travelling distance - perfect family fun for up to 30 weeks from the city centre!  
Plus, this season you get free transport all over the region during peak days.  
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Winter break's your last way to save on 2026 family holidays at V&A Disney World Resort in Florida. From free entry to exclusive packages, we have all the family holiday hacks for 2026.  
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**Why Alabama ticks all the right family holiday boxes**  
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**The Australian hotel that takes A&A to another level**  
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**Why Alabama ticks all the right family holiday boxes**  
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## ALABAMA EDITORIAL EMAIL 10/12/2025

DELIVERY DATE: 10/12/2025
SUBJECT: Win a Royal Caribbean family cruise
SUBSCRIBERS: 200,000
TOTAL OPENS: 65,753
OPEN RATE: 33%
TOTAL CLICKS: 12,523
ALABAMA CLICKS: 1,989 (16%)

### FAMILY TRAVELLER



The perfect ski break with kids this season

Italy's Axos Valley is just 2 hours from the UK and one of the most affordable places to ski with your kids. Find out why families are booking early weekend breaks there this season.

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Where to catch some hot air balloon sun now!

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Why families love this new type of French ski holiday

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An out-of-this-world holiday to inspire your kids

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We think this is Austria's most family friendly ski resort

[Read More](#)



Why Arkansas is such a gem of a destination for families

[Read More](#)



Where to find winter beach holidays without the long haul

[Read More](#)



**An out-of-this-world holiday to inspire your kids**  
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# ALABAMA EDITORIAL EMAIL 11/02/2025

DELIVERY DATE: 11/02/2025
SUBJECT: New! Family Traveller Magazine with free delivery
SUBSCRIBERS: 200,000
TOTAL OPENS: 57,719
OPEN RATE: 29%
TOTAL CLICKS: 8,543
ALABAMA CLICKS: 1,427 (17%)

**FAMILY TRAVELLER**



**Free UK Delivery**

**New! Family Traveller Magazine Winter 2025**

The biggest new Family Traveller Magazine bundle ever. UK copies of winter inspiration travel guide and Traveler to the French Riviera. Plus, you get a copy of the UK's magazine best! Get your new and UK delivery's free too.

Have a special gift in the new Family Traveller Magazine

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**The Deal: UK winners the away this winter**

From our best local news to family advice and Christmas holidays, we've found you the UK family deals with money saving for this winter.

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**Last Chance! Win a £2,000 Royal Caribbean family cruise**

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**All the ways Alabama wins with teens will amaze you**

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**Every day is an adventure for families in Adelaide**

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**Up your old holiday fun with this amazing new childcare!**

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**All the ways Alabama wins with teens will amaze you**

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# TRAVEL SOUTH USA CONTENT HUB UK

[Where to find a warm southern USA welcome on your next family holiday](#)

DATE RANGE: 09/07/2025 to 12/09/2025

TOTAL PAGE VIEWS: 567,761

AVERAGE TIME ON PAGE: 2 minutes, 27 seconds



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NORTH AMERICA  
Why Alabama ticks all the right boxes for amazing family adventure holidays  
3RD SEPTEMBER 2025

[Travel South USA](#)

# TRAVEL SOUTH USA CONTENT HUB CANADA

[Add a warm Southern USA welcome to your next family adventure holiday](#)

DATE RANGE: 09/07/2025 to 12/09/2025
TOTAL PAGE VIEWS: 508,050
AVERAGE TIME ON PAGE: 1 minutes, 43 seconds



# TALES OF THE SOUTH

Pack your sense of adventure for the southern US and bring your kids ready for long, beachy coasts and sunshine, mighty forests, legendary mountain ranges and charming cities. Come hungry, the food is as good as its reputation. As they say round these parts 'Welcome y'all'



Sheltowee Trace Adventure  
Resort, Kentucky

PHOTOGRAPHY: KENTUCKY TOURISM

TravelSouth  
All Y'all Are Welcome USA



### ALABAMA ALL WAYS

Alabama ticks all the boxes for older kids and teens, from Gulf Coast beaches to space exploration and endless adventures

BREATHE DEEP  
From the  
Doughnut Beach,  
Mobile State  
Round Islands



**H**it the beautiful Alabama Gulf Coast for 32 miles of shimmering white sand beaches and clear seas. If you're looking for days doing nothing much but lazing in the sun and dipping a toe in the water occasionally, that's very much one of the vibes here. But it's far from the only one.

Pick up a paddleboard or kayak at Gulf shores Beach or Orange Beach and you'll find ideal conditions for hours of adventuring, and possibly the gentle company of dolphins, manatees and turtles as you paddle.

For more up close encounters with the local marine life, snorkelling is a bit of a passion in Alabama too and conditions are pretty much perfect year round, with water temperatures a balmy 77° in summer, and comfortable at around 13° in what passes for the depths of winter in the Deep South USA: definitely not winter as you know it in the UK.

When you're done admiring boating you'll be pleased to know that Alabama also likes a restaurant with its toes in the sand, so be prepared for a lot of choice on the coast. It goes without saying that the seafood is fresh and amazingly good, although for those times when you just want comfort, this is definitely the coast for Southern home cooking.

Don't miss a day out in Gulf State Park either, it amazes with so fewer than nine different eco-systems, so you can hike all you like or even take advantage of the park's free bike share programme to pedal multi-use trails. And should you decide to sign out your car, the park has family cabs available to rent year-round.

Though you'll always find plenty of places to spend the night or more on the coast, from luxury resorts and easy-on-your-budget hotels to holiday rentals right on the waterfront.

**LAND OF ADVENTURE**  
Adventure isn't limited to the coast in Alabama where a total of 22 state parks, plus several natural preserves are the best excuse to head inland and play outdoors or plan a road trip. Cave kids won't want to miss the world-famous cavern state Park near Birmingham for a tour of the 260-million-year-old

"WINTER IN ALABAMA IS NOT AS YOU KNOW IT IN THE UK"

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ALABAMA



SEE FOREVER

Alabama is home to the world's largest space museum, and earns Huntsville the nickname, 'Rocket City'.



cave that takes you 175-feet underground. And if you walk the fascinating Fossil Mountain Hiking Trail you more than earn a cooling dip in the park's Olympic-size swimming pool which is fed by refreshingly cold cave waters.

Wild about ziplines? Alabama state parks have got you. Intrepid young fliers can take tree canopy tours on Screaming Eagle Ziplines at Lake Guntersville State Park or DeSoto State Park, an hour's drive from Birmingham.

A family-friendly hike to the immense 104-foot tall DeSoto Falls is another reason to visit DeSoto State Park. Or head a few minutes south to its neighbour, Little Silver Canyon National Preserve, for more waterfalls along with stunning canyon views.

Then there's Cheaha Desert State Park which sits at the most southerly end of the Appalachian Mountains, as well as the highest point in Alabama, and is a paradise for mountain bikers. Alternatively, try more trail walks through the trees in one of Alabama's four National Forests.

HISTORIC HOLIDAYS

Nothing is so versatile, Alabama also scores high on family attractions, as well as impressive history.

America's first Mardi Gras took place in Mobile and you can trace its heritage and more on self-guided walking tours. If that puts you in the mood for music, you're in the right place for that too.

Not only is Alabama home to iconic P.A.M.E. studios and Muscle Shoals Sound studio, everyone from Aretha Franklin to the Rolling Stones has recorded music in the state, so a visit to the Alabama Music Hall of Fame in Tusculumbia is a must.

If you want to delve even further back in time, W.C. Handy, known as the 'Father of the Blues', was born in Florence, Alabama in 1873. Not that Florence considers this 'old news', as it still hosts the W.C. Handy Music Festival every summer.

The state's music credentials might seem stary, but they're nothing compared to the galaxy of greats at the U.S. Space & Rocket Center in Huntsville. It's the world's largest space museum, and earns Huntsville the nickname, 'Rocket City'.

Back down to earth Alabama also played a pivotal role in the American Civil Rights Movement of the 1950s and 60s, and Birmingham Civil Rights District marks the 1960s battleground for the movement. It's also where you'll find the excellent Birmingham Civil Rights Institute. Of course, Alabama's state capital, Montgomery, is another city that's synonymous with the Civil Rights Movement and its poignant Civil Rights Memorial is justifiably world famous. Take a tour of the Civil Rights Memorial Center to see the Wall of Justice and The Martyr's Boon, and leave time for the Apathy to not an option theatre which connects the late 20th century fight for civil rights to social justice activism of today.

Finally, of course your kids will have thoughts on any family travel plans, but the best news is, Alabama gives them plenty to think about. <3

Start your next big family adventure right here with a visit to Sweet Home Alabama alabama.travel

Sweet Home Alabama

FAMILYTRAVELLER.COM



### 'A' IS FOR ADVENTURE

It's easy to understand why they call Arkansas 'The Natural State', just take a look around, you'll see what we mean

**Y**ou can be at the base of Pinnacle Mountain from the Arkansas state capital, Little Rock, in about 30 minutes and for fewer than 50 state parks are at home here, along with Hot Springs National Park and the Ozark National Forest. Then, if you want to get out on the water, there are over 2,000 lakes as well as 100 of waterfalls and more than 90,000 miles of rivers and streams.

**ADVENTURE STARTS EARLY IN ARKANSAS**  
So it's no surprise to find you can try just about anything on holiday here, from mountain biking and hiking to kayaking, canoeing, white water rafting, rock climbing or water skiing. Even lazing on beaches is a possibility, being landlocked is a mere detail to Arkansas.

Too young to hit an athletic either. You'll find buggy friendly trails all over the place and mini road bikes for little passengers. Older kids will be in heaven because this

outdoor state believes in getting children out and about, learning new skills and challenging themselves as soon as possible. And as for what to please noses? There isn't a screen yet invented that's more distracting than the likes of kayaking past the bluff on the Buffalo National River or ziplining in Mount Magazine State Park, hurtling down a backcountry trail. Arkansas has five EPIC rides recognised by the International Mountain Bicycling Association (IMBA) - or hiking to the jaw dropping Alum Cave Natural Bridge.

**BEAUTY COMES NATURALLY ALL OVER**  
Arkansas Arkansas also provides a natural habitat for all sorts of wildlife, so you've a good chance of spotting herds of elk on the Buffalo National River or trumpeter swans in Hatcher Springs. And Lake Ouachita State Park is where it's even possible to spy magnificent bald eagles, if you're keen-eyed and patient.



COOK OUT  
Cookout from my  
own home!  
I'm a true  
Arkansas  
homeowner!



ARKANSAS

And those beaches we mentioned earlier? They can be found in the Ozark Mountain Region, along Norfork Lake, which is also great for snorkelling. In fact, passionate snorkeller recommend several of the rock-lined lakes in Arkansas for their excellent visibility, sparkling rocks, the Ozark Mountains are also home to Bull's Head Caverns, some of the world's oldest caves.

**THE THRILL OF URBAN ADVENTURES**  
Even the cities in Arkansas are up for outdoor adventures. Ozark Trails around the Ozark foothills in northern Arkansas earn themselves the title, Mountain Biking Capital of the World, though this fact city also gets called a new capital of food. Put that to the test with a visit to Crystal Bridges Museum of American Art and the Scott Brady Museum, or grab a table at one of the family-friendly local restaurants for high south cooking at its most authentic.

Or hit the state capital, Little Rock, right in the centre of Arkansas and you're just 20 minutes from Pinnacle Mountain State Park, which is also a Trail of Tears National Historic Site. Although you'll find plenty of history at the heart of the city too, start at Little Rock Central High School National Historic Site where kids can learn about the Little Rock Nine and the part they played in the American Civil Rights Movement in the 1950s. The Historic Arkansas Museum is another must do, not least because it incorporates the city's oldest building.

**HIT THE ROAD AND EXPLORE MORE**  
But there's no doubt a family road trip is one of the best ways to explore Arkansas and get to know quite a few incredible State Parks along the way.

With many State Parks you get to see the heart of Arkansas and also within easy reach of Fayetteville, Rogers and Bentonville, so it's an adventure with good restaurants, museums and family hotels to the mix.

Comfortable family cabins and guided hikes with park interpreters make Lake Fort Smith State Park, on the western edge of the mighty Ozark National Forest, a good choice for families. Drop in on the visitor centre when you arrive to see its replica pioneer log cabin and covered wagon.

Another road trip dream, Eboli State Park has several other parks within easy driving distance, including Crater of Diamonds where you really can dig for diamonds, and its Benders Keepers Park, hiking in Daisy Creek also gets you up close to all sorts of wildlife. And, if you want to kick back and give the road a rest, the park rents family yurts.

Then, just an hour south of Little Rock, Casey Creek State Park is a kayaking hotspot where you can glide through beautiful pools in summer as lively as its sounds. Cycling and hiking are big here too, and again, there's a very good chance of wildlife, if you tread lightly and look carefully.



REACH FOR THE STARS

With all this unspoiled nature and wide open space it was almost inevitable that Arkansas would attract the attention of the International Dark Sky Association (IDA), and in 2019 Buffalo National River was named an International Dark Sky Park. During the summer you can join ranger-led stargazing programmes at Buffalo Vista and Tyler Bend. Alternatively, you can view family cabins your road to Buffalo Vista, and gaze in your own time. <3

Missing your own family adventure is what Arkansas is all about, get in touch and find out how arkansas.com



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### COME PLAY IN KENTUCKY

There's so much to do in Kentucky, one holiday might not be enough, so you'll be pleased to hear it's one of the most affordable US states

**Y**ou don't have to work hard to budget in Kentucky. You'll find good value accommodation everywhere, adventure outdoors to other absolutely free and many museums and attractions offer generous child discounts, so now you know Kentucky costs less, live in.

**WALK ANY WAY YOU LIKE**

Kentucky takes stretching its legs seriously, and the longest hiking trail here, the Sheltown Trace National Recreation Trail, runs for 280 miles. Walking its entire length will probably be a bit of an ask for little legs, but there are also plenty of hikes you can do safely with kids.

At Mammoth Cave National Park - home to the world's longest cave system - and follow the gentle Green River Shuff Trail for an effort of forests and streams. A look down into legendary Red River Gorge is an amazing reward for hiking the Chimney Top Rock Trail in Daniel Boone National Forest. Or for those times when nothing will do but magnificent waterfalls, plan a half-day hike to Look Falls Overlook in Grayson Lake State Park.

**WIN OVER YOUR WATER BABIES**

Alaska is the only US state with more miles of navigable waters than Kentucky. You'll even find the official 'Woodboat Capital of the World' here, on Lake Cumberland in Lake Cumberland State River Trail. The Cumberland River also delivers the Cumberland Falls, known as the Niagara of the South. And, back to Red River Gorge, you can go kayaking underground or gilded beer through flooded mine systems.

**MEET KENTUCKY'S LEGENDARY HORSES**

Of course, Kentucky is always synonymous with horses and the Kentucky Horse Park in Lexington is a great introduction to the state's equine passion. Also getting up close to the animals, is the Old Friends Thoroughbred Retirement Home where kids can meet former Kentucky Derby champions and other prize-winning athletes, now enjoying a very well earned rest in the beautiful country park with outdoor playgrounds. Alternatively, make for Churchill Downs first thing and you can watch the current crop of thoroughbreds having a morning workout on the iconic race track, before heading indoors to the Kentucky Derby Museum.

Although, if you really want to get down with the horses, book a Shugars KY Rail Explorers tour to the heart of Horse Country. Not just any old tour, this is one where you pedal yourself along reppurposed rail tracks on a two or four person 'rail bike' - a modified version of the hand-cars used by rail

workers in the 19th century. Happily today's bikes are a lot less effort thanks to electric assist.

**BE AN INDOOR ADVENTURER**  
Just great as the outdoors is in Kentucky, there's just as much going on indoors too, especially in child-friendly museums like the Crumrine-Fluggers Museum & Factory, which celebrates the history of baseball and the world's most famous hat. The National Corvette Museum in Bowling Green is another one that will surprise you with its family-friendly approach: have your phone ready for the 0-60 in Corvette skills, but take home over 200 items! Newport Aquarium where thousands of aquatic creatures are the main draw, but being able to touch the likes of sharks and heron-like crabs might be one of the biggest memory makers for kids.

**THIS IS THE BIRTHPLACE OF BLUEGRASS**  
The high, lonesome sound of bluegrass music was born in Kentucky and to explore its roots, start at the Bluegrass Music Hall of Fame & Museum in Owensboro. Or you can go all out and hit the family-friendly Festival of the Bluegrass at the Kentucky Horse Park in June.

In fact, making food, festivals and music a part of your Kentucky holiday is almost a rite. So time your visit right and you can catch anything from a summer of Festivals in August to autumn festivals celebrating everything from bananas to butterfies and pumpkins to chickens.

**COME HUNGRY TO KENTUCKY**

Now you just need to make sure you're well fuelled for fun and that's pretty easy in Kentucky. It goes without saying that they know how to fry chicken here, and until you've tried it on home territory you may have thought that the world famous turkey was the real deal. Aside from its real southern UK authenticity, Kentucky is also the home of the Hot Brown: an open-faced sandwich like no other. And when they say 'farm to table' here, you better believe they mean it. If you need proof, look for independent restaurants where they cook with produce from their own farms, like when you're cooking for yourself, take kids to the likes of welcoming Gallatin Farms in Shelbyville to pick apples from fresh strawberries to pumpkins, depending on the season.

Then there's barbecue which even has its own festival in Kentucky. Catch the BBQ and Barbecue Festival (the Owensboro rebranded in May) it's also a great place to try burgers, the only in Kentucky now traditionally served in a BBQ side. Or head to Henderson in June for the WC Handy & the Kentucky Festival on the Ohio River. <3



KENTUCKY



Get the feeling Kentucky is a lot of fun? You are so right. To find out just how much fun you can have visit kentucky.com



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**WIDE EYED**  
Cocktails from far left:  
Charlotte Town Landing,  
Anemoli Forest, Pirates of  
Hilton Head, Myrtle  
Beach SkyWheel

## BEYOND THE BEACH

South Carolina's coastline runs for miles, but its beaches aren't the only reason to take your kids on holiday here

**S**outh Carolina's coast stretches for 187 miles along the Atlantic and has beaches almost every mile of the way. In between there are barrier islands, grand cities, seaside towns, and places with names like 'Tammock Coast': a hint at the toes-in-the-sand vibe here. You could spend an entire beach holiday just being on the beach, but you'd miss out on a lot of what makes the South Carolina coast such fun.

### MUST DO DOLPHIN TOURS

Sit on one of South Carolina's beaches, look out at the Atlantic and there's a good chance you'll spot dolphins. The entire coast is home to large resident populations as well as migrating pods, which don't make the sight of a fin breaking the water's surface any less of a thrill, even for local. But when you want more than just squinting from the sand, pick a boat tour anywhere from Hilton Head

Island to Myrtle Beach, hop aboard and get ready to add, 'up close with dolphins', to your long list of South Carolina memories.

### SOAR TO NEW HEIGHTS

When it comes to views, South Carolina doesn't want to boast, but it's home to the Myrtle Beach SkyWheel and views don't come much bigger. At 490 feet tall and right on Myrtle Beach boardwalk, overlooking the Atlantic, it's one of the most iconic sights on the Grand Strand and a must do if you're visiting America's beachiest beach (that's what they call this part of the South Carolina coast).

Each ride lasts 15 minutes - or three full revolutions - and you're tucked into air conditioned gondolas, surrounded by non-reflective glass, so have phones at the ready. Sunrise and sunset rides are particularly spectacular and the SkyWheel is also fully accessible.



### IT'S A PIRATE'S LIFE FOR YOUR KIDS

The likes of Blackbeard and Sted Bonnet were notorious around South Carolina in the early 18th century, and the most infamous of all female pirates, Anne Bonny, was a Charleston local. So you'll come across buccaneering history all over the place, but when your kids want some real-life swashbuckling action, sign them up to be Pirates of Hilton Head.

Set aboard a replica pirate ship named Black Sparrow, this experience is made for two to 10 year olds and regularly hits the number one spot of things to do in Hilton Head Island. Of course it's all fun and games, with a serious side of dress up, as well as lessons in how to parlay like a pirate: expect plenty of 'Arr me hearties' back on dry land. Water cannons, chase solving, treasure maps, and hunting down the elusive Stinky Pete, are all part of the adventure which lasts an hour and 30 minutes. Sadly parents can't get involved in all the derring-do, you're just there to cheer on young scallywags and take lots of pics from the sidelines.

### GAME ON IN MYRTLE BEACH

You can't have a South Carolina beach holiday without playing a round for many of mini-golf, particularly if you're in Myrtle Beach: officially the Mini Golf Capital of the World and home to over 30 different courses.

These aren't just the usual pitch and putt with a few small hazards. You'll find dramatic prehistoric courses packed with dinosaurs, several with full-on Hawaii themes, pirate courses, jungle courses and even a course with an erupting volcano. Though, if you're not sure where to begin, the Myrtle Beach Mini Golf Trail is highly recommended.

### BELIEVE IT, THIS AQUARIUM IS AWESOME

With its mix of freshwater - think mermaids swimming in the tanks - so soothing, spectacular and a little bit chilling at times, Ripley's Aquarium of Myrtle Beach more than deserves its great reputation.

Over 10,000 aquatic animals are in permanent residence here, and not all of them are the usual suspects. For a start, there's a very cute colony of penguins which kids watch by



crawling through an observation tunnel. Strokable stingrays swim in shallow lagoons, you can wander through a hah rainforest or even immerse in the Goldfish Inn, where the goldfish are far from ordinary.

Extraordinary also applies to the Dangerous Reef which hosts sharks, turtles, sawfish and grumpy looking Atlantic tarpons, to name but a few thrillers of the deep. That said, the biggest thrill of all is walking through the Dangerous Reef tunnel as some of the sea's most fearsome predators glide over your head.

### TAKE A WILD, PIONEERING WALK

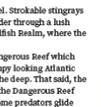
What wild creatures were wandering round South Carolina when settlers first arrived here in the 17th century? That question is asked and answered at Charles Towne Landing Animal Forest in Charleston.

Part of the Charles Towne Landing State Historic Site, the Forest covers 22 acres where you get to see possums, black bears, otters, bison, pelicans and more. So let your imagination run wild, but keep in time, forget everything you know, and for a little while, just be a settler: witnessing all this for the first time. <

On and off the beach South Carolina is an amazing state for family holidays, take a look [discoverouthcarolina.com](http://discoverouthcarolina.com)

DISCOVER South Carolina

SOUTH CAROLINA



PHOTOGRAPHY: JESSICA GREENBERG FOR FORTRESS ENTERTAINMENT

## TEST DRIVE TENNESSEE

A Tennessee family holiday is the best excuse for a road trip, just find a theme, pick a playlist, and you're half way there



**RUCKLE UP**  
From top (clockwise):  
Chattanooga,  
Cherokee, Great Smoky  
Mountains  
National Park



PHOTOGRAPHY: JESSICA GREENBERG FOR FORTRESS ENTERTAINMENT

**T**he great thing about Tennessee road trips is they come in all shapes and sizes. Some fit perfectly into a single day, but even the longest ones are incredibly easy to plan.

### FOLLOW THAT SWEET SOUND

Seven genres of music have roots in Tennessee so if you want a road trip with a musical theme this is the state for that. Naturally Nashville makes the cut just for the Grand Ole Opry and a must-do tour round the Country Music Hall of Fame and Museum. It's also the city where you get to have breakfast with a side of music legends in places like Biscuit Love and Pancake Partry, before hitting the colourful 12 South neighbourhood to browse the local designer stores.

Memphis might be forever Elvis in some minds, but in reality the city is so much more on the music front. Teens will thank you for a stroll through Beale Street Historic District: the city's blues, rock and soul heartland. Though they'll probably be equally happy to swing by The Beany Shop - Priscilla Presley's one-time favourite beauty parlour, now a funky restaurant. The fun Interactive Stax Museum of American Soul is another unmissable for any young music historians in the family. And you have to do a tour of Graceland, you're in Memphis, how can you not visit the home of Elvis Presley?

### HIT THE OPEN ROAD

Tennessee has more than 60 State Parks, all free to visit, so they're a great road trip fit too. Views are given, as well as hikes that won't tax younger kids. And as for themes? Take your pick of anything from waterfalls to caves.

The Cataract Falls in Gatlinburg is one of 500 waterfalls across Tennessee and, at less than a mile round, it's an easy hike with 25-foot falls to reward your legwork. Reaching the drama of Great Stone Door in Savage Golf State Park is pretty effortless too and toms low because it looks a lot more work than it is. TRIP TIP

Or try Kuwohi in Gatlinburg for the highest lookout point in the Great Smoky Mountains. The hike is just over a mile long and some of it's a little steep, but that's balanced by plenty of benches for rests on route.

Tennessee also has a network of over 8,500 explorable caves, but if you're only time for one, make it The Lost Sea in Sweetwater. Not least because this one hour and 15 minute tour of the vast Craighead Caverns ends with a boat tour of America's largest underground lake.



**GREAT THINGS**  
Clockwise from  
top (clockwise):  
Smoky Mountains  
National Park, Sun  
Studio, Memphis

**GREAT SMOKY MOUNTAINS**  
An incredible landscape of ancient mountains and dense forests, Great Smoky Mountains National Park is the most visited national park in the US and it's at home in eastern Tennessee. Of course, the road trip potential here is immense and wildlife-keen kids will be pleased to know the park is also a natural habitat for bears, deer and elk, along with a spectacular number of birds.

### YOU HAVE TO DO DOLLYWOOD

Of course, you can just dip into the Great Smoky Mountains too and that's the perfect excuse to get to know Pigeon Forge: a gateway to the Great Smoky Mountains National Park, but most famous of all for Dollywood - 'Tripadvisor Traveller's Choice #1 Theme Park in the US 2025'. Nearby Gatlinburg is another Great Smoky Mountains' gateway with plenty of reasons to hang around, like the award-winning outdoor theme park, Anakeesta, as well as Gatlinburg SkyPark, where you can walk across the Skybridge at the top of Crockett Mountain: the longest pedestrian cable bridge in the US.

### ROAD TRIP THROUGH HISTORY

Or try a trip through American history starting out at the National Civil Rights Museum in Memphis which is set in the Lorraine Motel where in 1968, Dr Martin Luther King Jr. was assassinated. If you want a longer drive, the museum is also part of the US Civil Rights Trail which connects 100 locations across the country, 15 of which are in Tennessee.

The Discovery Park of America in Union City is another good road trip fit. Spread across 70,000ft<sup>2</sup> it's packed with thrills from a 20,000 gallon aquarium to historical treasures, natural wonders and interactive exhibits. And once you're done exploring indoors, it's all set in a 50-acre heritage park which even has its own vintage train depot. Alternatively, add some living history to your journey with



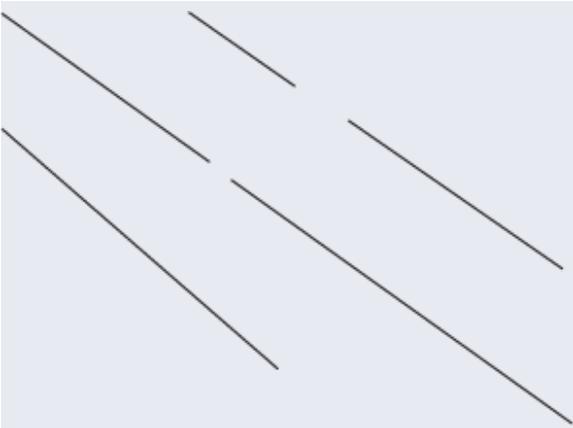
a visit to the Museum of Appalachia in Clinton or head to Chattanooga to explore Rock City on Lookout Mountain.

### FOLLOW THE LAUGHTER

Finally, to make planning your family road trip even easier, you'll find 33d Reviewed attractions all over the state, where children have given their honest opinion through laughter. So far, over 30 destinations have been Kid Reviewed and 97% of young reviewers reported having fun. So if you see the 33d Reviewed label, you know your kids will love it too. <

Ready to go road tripping with your kids? Tennessee is more than ready to make that happen [tncvation.com](http://tncvation.com)

TENNESSEE SOUNDS PERFECT



# THANK YOU

For more information contact [seonaid@familytraveller.com](mailto:seonaid@familytraveller.com)