

Family Travel – Editorial Send

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Element	Copy Suggestions (a few options)
Subject Line	Unforgettable family adventures await
	Trip ideas for the whole family
	Discover the perfect family getaways
	Unforgettable travel: family edition
	Family-fun adventures around the world
Preview Text	Experience the best of family travel.
	Explore family-friendly travel destinations.
	Trip ideas the whole family will love.
	Start creating magical memories.
	Pack your bags, family-fun awaits.
Header	Family-travel
Body Copy	Set out on a family adventure and make the world your playground. Whether you're exploring breathtaking landscapes, soaking up the sunshine on a sandy beach, or sampling tasty cultural foods—there's something for everyone's unique preferences.
	Start planning your next family escapade and create a lifetime of cherished memories.
CTA	Discover more
	Plan your adventure
	Learn more

	Start exploring
CTA Link	https://www.viator.com/collections/Family-Travel-Itineraries/c98843
Recommended reads	Recommended reads
Article 1 Header	Water Monsters: A Wild Swimming Road Trip Across New Zealand
Article 1 Body	How one writer's road trip with her daughter left both of them feeling reinvigorated.
Article 1 CTA	Read more
Article 1 Link	https://www.viator.com/blog/Road-Tripping-with-the-Water-Monsters-of-New-Zealand/I98635
Article 2 Header	10 Things to Know Before Heading to Japan with Kids
Article 2 Body	Learn about some of the luxuries and challenges of traveling to Japan with kids.
Article 2 CTA	Read more
Article 2 Link	https://www.viator.com/blog/Things-to-Know-Before-Heading-to-Japan-with-Kids/I98837
Article 3 Header	10 of the Top Kid-Friendly Adventures in Italy
Article 3 Body	From pizzas to piazzas, Italy is an ideal travel destinations for families.
Article 3 CTA	Read more
Article 3 Link	https://www.viator.com/blog/Kid-Friendly-Adventures-in-Italy/I93935
Product list header	More family-fun travel experiences:

Product 1 Header	The Family Cruiser
Product 1 CTA Link	https://www.viator.com/tours/Marahau/Kahu-Kayaks/d50277-62700P1
Product 2 Header	Family-friendly Canyoning Tour
Product 2 CTA Link	https://www.viator.com/tours/Lombardy/Canyoning-Family-Fun/d25822-17885P5
Product 3 Header	Harry Potter Bus Tour of Film Locations in London
Product 3 CTA Link	https://www.viator.com/tours/London/Harry-Potter-Film-Location-Tour-of-London/d737-5936POTTERBUS
Product 4 Header	Highlights of Florence for Kids & Families
Product 4 CTA Link	https://www.viator.com/tours/Florence/Highlights-of-Florence-Kids-and-Families-Small-Group-Tour/d519-51738P74