

## LetsGoKids Overview

### The Concept

After many years travelling both interstate and overseas with a family, and finding it difficult to locate what's on, where to eat and how to entertain the kids, we recognised that parents needed assistance in this area.

Our experience and thorough research has demonstrated that there is limited meaningful tourism information available for parents traveling with children. We have found that travellers often ask hotel concierge staff for advice and although they can direct you to the trendiest bars and best restaurants, they have limited information on specific destinations for children.

Thus, we have designed the LetsGoKids City Guide- Melbourne- to fill this gap in the tourism market.

### What makes LetsGoKids unique?

LetsGoKids is unique because it is designed and written for both parents and their children, as the primary focus.

There is no other information travel booklet of this kind in Melbourne. The sizing A5 sizing of the publication allows for easy storage in a handbag or pocket, and we use large icons and consistent colouring throughout the design, so that information is easily located for both children and parents.

We have some but The Guide contains all the important information parents need to make their experience in this city a less stressful and more enjoyable one. There is even some content (such as the games pages) purely aimed at entertaining the children!

As families know: "Happy children make for a happy holiday" – so now, kids can 'tell their parents where to go'.

### What's in LetsGoKids?

The LetsGoKids City Guide contains:

- important phone numbers
- public transport information
- easy-to-read maps
- vouchers
- activities
- games pages
- travel information (places to visit, shop, play, eat, watch, stay, what's on).

The Guide is divided into different categories that are colour-coded so that all information is easily found. Within each category, there are icons informing families about cost, suitability of age, opening hours, contact details and location for each listing.

...kids tell your parents where to go!

## LetsGoKids Listing Sections

Listings are available in the following categories:

- **Visit**  
Places of interest around Melbourne that families with children of different ages would find interesting and entertaining.
- **Shop**  
Shops that appeal to kids of all ages that include toys, clothes, artifacts and souvenirs. Major shopping centres and markets, as well as their locations are listed here.
- **Play**  
Places to visit where kids can have fun, go on rides, participate in activities, kick the footy, play soccer or simply go for a walk and an ice-cream.
- **Eat**  
Family-friendly eateries that welcome children and may have special kids menus, deals or entertainment.
- **Watch**  
A list of sporting events, movies, theatrical and musical performances for the family's viewing pleasure.
- **Stay**  
Accommodation guide for families – listing hotels and apartments that provide activities and facilities for families.
- **Wot's on**  
A list of activities held during the months included in each edition and a reference to our website for further updated information.

## Distribution

The magazine will be produced twice a year – a Winter edition and a Summer edition.

Our run of 70,000 is available through a wide range of distribution outlets including leading hotels, smaller hotels and apartments, car rental locations and Government tourist information booths throughout Victoria.

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