

First Choice launches new wildlife destination tool for young 'explorers'

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First Choice has launched a new interactive destination tool aimed at younger travellers and animal enthusiasts, focusing on wildlife around the world.

The 'Where in the World?' (<http://blog.firstchoice.co.uk/where-in-the-world-infographic/>) map allows viewers to look up concise information on different animals globally, and also find out which times seasonally they are more likely to spot them. Younger travellers will be able to find out animal facts such as appearance, eating habits, weight and size, and filter animal types by 'air', 'land' and 'sea'.

Following on from the success of First Choice's Eco-traveller programme (<http://www.holidaysforever.co.uk/pages/ecotraveller.html> (<http://www.holidaysforever.co.uk/pages/ecotraveller.html>)), which teaches children about the importance of sustainable tourism, the interactive map helps to educate children about where some of their favourite animals are and about the environment they live in.

The map has been developed with travel specialists Propellernet and animation company RamJam, so travellers can make suggestions of which animals they'd like to include (or even their favourite animals) and new information layers can be added and co-created.

First Choice Sustainable Product Manager Sean Owens said: "In developing this interactive world map we hope to engage with our travellers even more on the world around them, especially our younger 'explorers'. This is a fun and innovative way to achieve that".

Mark Henshall, Travel Content Director at Propellernet said: "It's fantastic that First Choice is thinking so innovatively about how to connect with its audience and co-create content with them. Making this kind of project open only serves to improve it."

The new map is now live on First Choice's blog with animals that can be seen in destinations from whales in Malta, Griffon Vultures in the Algarve, Loggerhead Turtles in Cyprus to Kri-Kri in Greece, and Lions, Leopards, Rhinos and Elephants in Kenya, as well as many more exciting creatures from around the world. Travellers are being encouraged to join the conversation on social platforms with the hashtag #animalspotter.

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First Choice, part of TUI UK & Ireland, became the first major holiday brand to offer 100% all-inclusive holidays in 2012. The brand offers exclusive hotels designed specifically following customer feedback and gives families, couples and groups the peace of mind they need when budgeting for a holiday.

Flagship hotels include; First Choice Holiday Villages, which deliver everything a family could want in one place – great entertainment, food, kids clubs and lots of activities such as swim academy and high ropes – enough to keep the whole family occupied; and First Choice SplashWorld hotels which have a

water park either onsite or nearby that families have unlimited access to at no extra cost.

First Choice is the sister company of Thomson and uses Thomson Airways as its carrier to take over 5.5million people on holiday each year.

TUI UK & Ireland is part of the TUI Travel PLC Group.

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