Kids Opinions Matter, It's Time the Industry Listens

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First user generated platform launched for kids in the travel space

• Bound Round puts kids views front and centre with new functionality
• Website unveils new country pages and content for over 3,000 destinations in Australia

SYDNEY, 16 September 2015 – Bound Round, the world's only travel app created by kids and for kids, today launched user generated capability and a sleek new look website. Tweens can now share their opinions and experiences, photos, reviews, ratings and stories about any destination around the world.

As per a recent essay from the Family Travel Association, children have gone from the back seat to the front seat in holiday planning, with technology and social connectedness playing a key part.

"Being connected is an inherent need for kids and tweens," said Janeece Keller, Founder & CEO. "They know no different. It was a logical next step for us to enable them to have their voices heard and share their opinions with their peers. It adds another layer of detail and validity to the content Bound Round provides travelling families."

Kids can now sign up to Bound Round and upload photos and share reviews of anywhere they have visited – whether it's their favourite local café or the Great Wall of China. To celebrate the launch, Bound Round is giving away 100 movie tickets to the first 100 kids who sign up and share content.

Bound Round continues to grow and in line with user engagement, today unveiled dedicated country pages. These pages include overview information, detailed cultural insights, fun facts, current time and weather details and hero imagery of countries around the world. So far 52 of 200 countries have been rolled out with more being added each day.

In the last 6 months, Bound Round has loaded comprehensive content (including video) for 43 of the top 100 most populated and visited destinations in Australia and will have content for the top 100 destinations complete before the end of the year. In total, this translates to content about over 3,000 fun places for kids to visit across Australia.

For further information or media enquiries please contact:

Natasha Keller
Community & Communications Manager
Bound Round
Ph: 0431 731 096
Email: natasha@boundround.com

About Bound Round
Bound Round is a custom content creator and distributor for the travel industry, specialising in family travel. Bound Round creates meaningful content that speaks to tweens, educates and engages them in the travel planning process, and encourages them to share their views with peers around the world via a peer-to-peer travel website and app.

Visit www.boundround.com for further information.

[1] http://familytravel.org/fta-spotlight-technologys-impact-on-family-travel/

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