

Travel Trends

Educational Values Break Through Classroom Walls

(NAPSA)—There's a new travel trend hitting America—one with a focus on education and enlightenment. According to the Travel Industry Association (TIA), during the past three years, more than 30 million travelers have taken a vacation with an educational component. And, 51 percent of educational travelers have children in the household. Parents are clearly looking for ways to continue educating their kids, even after school's out.

While vacationing, many families choose to incorporate visits to science and cultural museums or historical landmarks to instill educational values in their children. Although visiting attractions is a great activity for families to participate in while vacationing, one hotel company offers kids the opportunity to continue learning in a fun and entertaining way.

Through an exclusive relationship with the Berenstain Bears for the peak summer months, Doubletree Hotels caters to families with its popular kids CAREpak™ family travel program. A complimentary welcome gift is presented to the younger Doubletree guests ages 3 to 12 and includes a Berenstain Bears® book—Think of Those in Need—which educates children about the importance of helping others.

One of the foremost authorities on promoting literacy while teaching important life lessons, the Berenstain Bears is a contemporary American classic. With more than 240 books in print, the widest circulation of all books in U.S. school libraries and a hit



television series on PBS Kids®, the world-renowned book series has been recognized with more than 40 international awards and accolades. Through its relationship with Doubletree Hotels, the tree dwelling family of bears will extend its reach, by fostering educational growth to kids on vacation. The custom-designed kidsCAREpak also includes a souvenir magnetic photo frame, an activity book with crayons for the older kids and other goodies to add to the “fun-factor” while on their summer getaways.

This unique kidsCAREpak family travel offering is a reinforcement of the Teaching Kids to CARE community outreach program, which pairs Doubletree Hotels with elementary schools across the U.S. and Canada, teaching the importance of giving back to the community. Teaching Kids to CARE has reached more than 10,000 youngsters in 130 communities during the past two years.

For more information about this program, call 1-800-222-TREE or visit www.doubletree.com.