

# Stena Line Teams Up With Gary Pope To Ensure Kids Stay Happy On Car Holidays



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Stena Line, leading ferry company, has announced that it has teamed up with London-based expert Gary Pope to advise holidaymakers on the best way of preparing themselves and their family before a car holiday.



Gary Pope is managing director of the British company Kids Industries. It's Gary and his colleagues who advise companies like Nickelodeon, Unilever and Disney how to design their products and services so they appeal to children.

"People spend a lot of time in the car on a car holiday and it's important as parents to make sure the children enjoy the experience as much as possible. Gary's tips are often quite simple, but the point is that it's often things that parents wouldn't think of," said Nigel Tilson, UK Communications Manager at Stena Line.

Gary, who is also an adviser on child studies to Oxford University, has listed a number of important tips for a successful car holiday with the children. Most of his tips are easy to follow with a little forward planning and [Gary's Top Ten Tips](#) can be found on the Stena Line website.

Families taking car holidays this summer should start planning with the children a few weeks ahead of departure and buy a secret stock of surprises for them, according to the international child expert.

"Three absolute musts to have with you on a car holiday are the children's favourite toys or cuddly toy, colouring books and a secret supply of mini surprises. The surprises can be used to portion out toys, books and games periodically, if and when the journey gets tedious or when arguments start in the back seat," said Gary.

Tens of thousands of holidaymakers take car holidays each summer which include a ferry crossing across the Irish Sea with Stena Line. This summer is no exception, especially with fares starting at £79 single for a car and driver for midweek travel with kids going free. And there's plenty for the kids to do once they get onboard. They can meet Curious George, enjoy a movie, have a fun time in specially-designed play areas - plus there are giveaways for kids throughout the summer.

ENDS

Notes to Editors:

**About Stena Line:**

Stena Line is the [Irish Sea ferries](#) market leader, offering the biggest ferry fleet and the widest choice of routes between [Britain and Ireland](#), including Stranraer to Belfast, Holyhead to Dun Laoghaire and Dublin Port, Fishguard to Rosslare and [ferries to Larne](#) from Fleetwood. The company carries over three million passengers on its Irish Sea routes each year, more than its rival operators combined.

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