

# Kidifornia comes to life at top U.K. festival

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Tucked away on the grounds of Lulworth castle in Dorset, Camp Bestival is a family-centric, three-day event held annually each summer – and this year, Visit California transformed it into the ultimate family playground.

At this year's event, Visit California debuted the highly anticipated Kidifornia Adventure Camp, which was brought to life and placed at the fingertips of festivalgoers throughout the weekend to showcase the expansive opportunities of the Golden State.

More than 8,200 attendees turned out to put the kids in charge for the weekend, and Visit California delivered on an immersive journey, hosted by a free-thinking couple who just returned from on a statewide road trip across California – with five kids in tow, no less.

Of course, the host family - Sky and Harvey, mother and father to the intrepid group of junior hosts - had to be put to the test, as they shared encyclopedic knowledge and anecdotal stories collected from their adventures over the course of three months.

Meanwhile, the kids were left to explore sandy beaches, hidden woodland tunnels and a full programme of cultural activities, while their parents – now checked into an 'adult creche', enjoyed smoothies and cocktails in a Palm Springs-inspired hangout.

The Adventure camp was created to seamlessly replicate the aesthetic of a number of destinations within California. The collection of structures created a transformative enclave that encouraged festivalgoers to step inside the activation and explore. Organic, natural fabrics were used to create a premium look and feel that bridged the gap between a luscious woodland and arid desert space.

The camp kicked off with a private media event, gathering 80 press contacts within the family travel space for a sneak preview of the activation in its entirety, including representatives from Mail Online, Family Traveler, The Sun, The Independent and more.

Activities were plentiful over the three days. Kids of all ages were encouraged to take part in everything, including kid yoga, sword-making, tie-dye, science experiments, and singalongs (temporary tattoos may have also been applied to a couple thousand kids). The most popular activity, however, was an excursion that took kids individually on a 20-minute pony ride along a woodland trail to become one with nature.

To add to the excitement, Visit California partnered with Virgin Holidays and gave away an all-expenses-paid holiday to Northern California to one lucky family so they too could experience the Golden State.

The activation generated 5,700 unique engagements and reached more than 25,000 via social channels. Other highlights included:

- 90 daily pony rides
- 280 kids involved in yurt activities per day
- 1,038 total juices sold

All told, the camp was a huge success. But don't just take our word for it – check out the wrap-up video below to see for yourself!

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