



2014 TMS Family Travel Conference

#TMSCarlsbad

A SNAPSHOT OF ENGAGEMENT



TMS FAMILY TRAVEL CONFERENCE

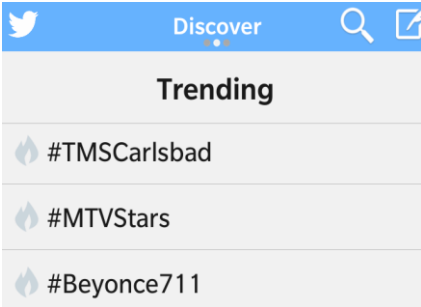
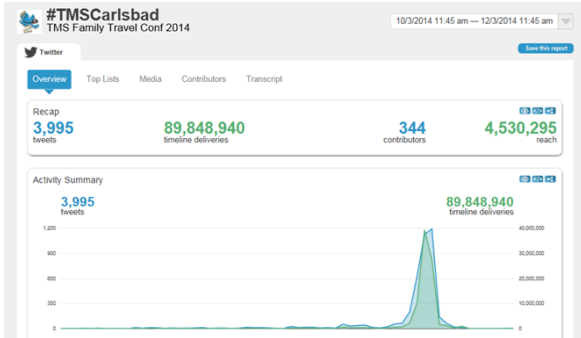


November 20 to 22, 2014

From November 20-22, 2014, 33 Family Travel Media joined 36 Major Sponsors in Carlsbad, California for the 4th TMS Family Travel Conference.

Throughout the hands-on workshops, sponsor sessions and offsite visits, these travel influencers shared experiences with their own audiences – and continue to do so – via blogs, videos, photos and myriad social media channels.

They told a story of learning, fun and camaraderie, with huge social media engagement.



On Twitter alone #TMSCarlsbad interacted with

- 344 Contributors
- 4.53 Million Followers Reached
- 89.85 Million Timeline Impressions



Contact: Joanne@JVeroAssociates.com

TMS FAMILY TRAVEL CONFERENCE



November 20 to 22, 2014

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TMS Family Travel Conference

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Family tourism

Fourth TMS Family Travel Conference explore ways to expand audiences

Theodore Kourmelis - 17 November 2014, 11:00

The conference, held at the Omni La Costa Resort & Spa, is organized by Travel Media Showcase and co-hosted by Family Travel Forum, Taking the Kids and Visit Carlsbad.



IT'S A LOVELY LIFE!

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Home > Travel > TMS Family Travel Conference - I'll be there!

HII I'M HEATHER DELANEY REESE

This is going to be an awesome week!

Nation's Top Family Travel Media Conveners in Carlsbad, California. "Expanding your audience through content distribution" is theme of sold-out TMS Family Travel conference

CARLSBAD, CA - The fourth TMS Family Travel Conference, the largest convocation of writers, bloggers

I'm always up for an adventure and I love to share delicious recipes, amazing travel, awesome tech products & family fun here on IALLI Join

For Immediate Release

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Family Travel Writers Agree Trustworthy Content is King at Conference

Fourth TMS Family Travel Conference focused on creating valuable content to help traveling families plan memorable vacations and trips

Dec. 10, 2014 Carlsbad, CA - Conferees at the annual TMS Family Travel Conference held recently in Carlsbad, California explored how to combine diligence and collaboration in producing content that will increase the reach of their brands by offering trustworthy advice to traveling families.

Organized by TMS Family Travel, the Family Travel Forum, Taking The Kids and the Omni La Costa Resort & Spa, the conference drew 33 media (writers, bloggers, broadcasters, social influencers) along with 36 representatives of destinations and tourism organizations that value and market to family travelers. This was the fourth conference event for TMS Family Travel, which also hosts an annual "summit" with writers and travel providers to explore ideas for better family travel experiences.

The conference theme "Expanding Your Audience Through Content Distribution" included presentations and discussions with writers and speakers from major brands like the Los Angeles

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Family Holiday Sale @tmcmlifeblog - RT 20% off eMagazine subscriptions & Free 2-Day Shipping with Prime!

Pre & post-conference publicity included press releases, social media buzz & two network TV segments reaching 1.85MM socially & millions more via Morning News shown in 50 US cities.



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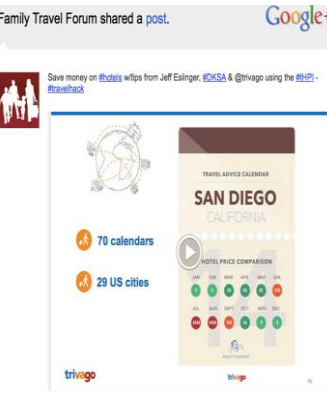
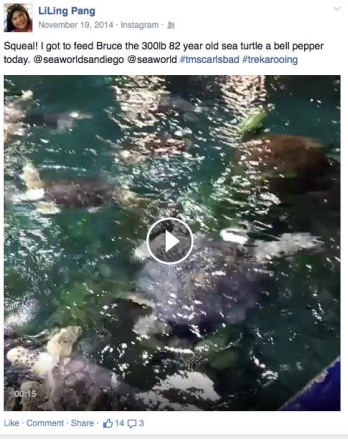
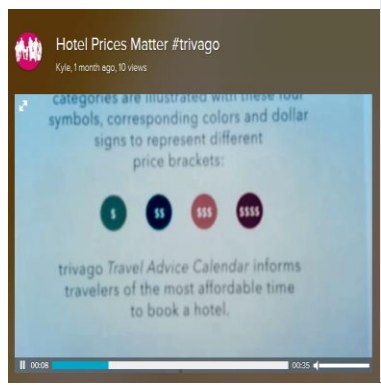
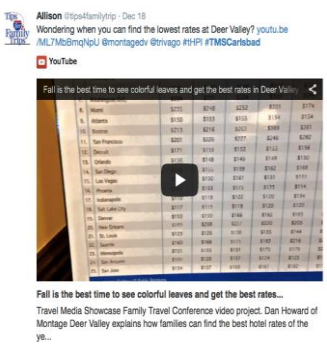
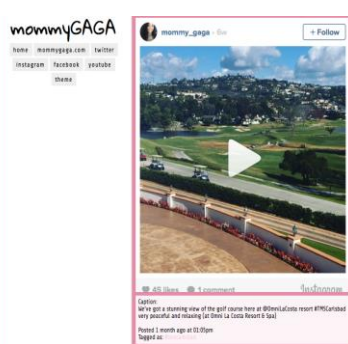
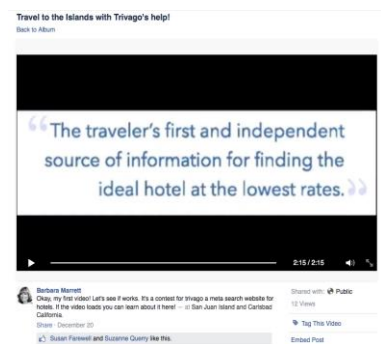


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Excitement about #TMSCarlsbad continued throughout the conference, “trending” on Days 2 and 3. Through attendees’ ongoing content production, the buzz continues -- for the region and TMS sponsors. TMS Workshops produced:

Several Videos about Sponsors, like Trivago and Omni

Dozens of Photobooth Shots about Sponsor SeaWorld

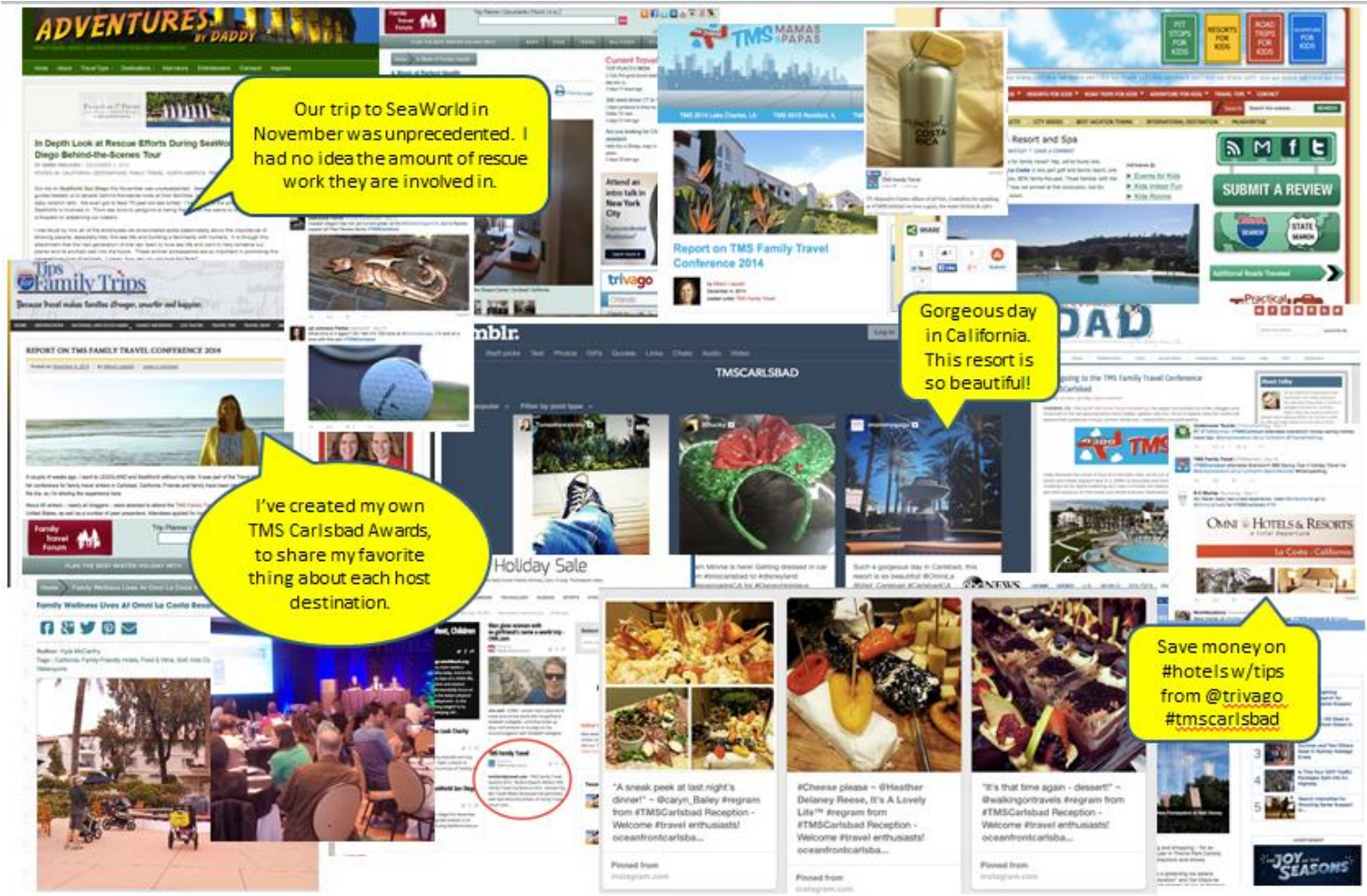


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Thousands of

- Instagrams
- Pins
- Tweets
- Tumblrs
- Blogs
- *and more*



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What People Are Saying About TMS Family Travel...

"Taking part in the TMS Family Travel Conference was a no-brainer for trivago.com. As a website dedicated to helping even the busiest of people find their ideal hotel at a great price, we knew the expertise, insight and firsthand knowledge offered by the incredible group of family travel influencers in attendance would only help strengthen that mission while enhancing our overall working relationship with some of the very best talent in the family travel arena."

- Jeremy Crider, US Public Relations – trivago GmbH

"The TMS Family Travel Conference gave us an opportunity to communicate our brand's commitment to the luxury family traveler and we met a great group of media who are now helping introduce Montage to their readers. We were very pleased to be a sponsor."

- Dan Howard, Director of Public Relations – Montage Deer Valley

"The wonderful blend of brands and bloggers at the conference allows for great discussion on the ever-changing landscape of travel related content in digital media. The attendees inspire ideas for capitalizing on current trends as well as creating innovative, new content to engage travelers in the web space."

- Linda Rutherford, Vice President of Communication and Outreach – Southwest Airlines

Thank YOU! You are not only a great organizing machine but make everyone feel welcome and part of the group. I can't say enough good things about the conference or the lovely venue. The size of the group was perfect, I'm so glad I attended.

- Barbara Merritt, Communications Manager, Visit San Juan Islands

Thank you SO much for hosting me at TMS. It was amazing and I made a ton of connections that are a perfect fit for our site. I'm so amazed with the in-depth learning and open sharing that goes on there.

- Chelsea Day, editor, SomedayI'llLearn.com



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Thank you to our Sponsors



For more information about our next TMS event, please contact Joanne Vero – Joanne@JVeroAssociates.com



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