



#TMSNiagaraUSA Family Travel Conference

A SNAPSHOT OF ENGAGEMENT



TMS FAMILY TRAVEL CONFERENCE

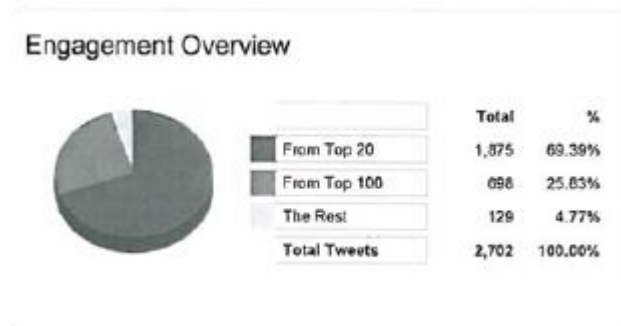


September 20, 2013

From September 20-23, 2013, 35 Family Travel Media joined 35 Major Sponsors in Niagara Falls for the 3rd TMS Family Travel Conference.

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

They told their story loudly, with Hashtracking Analytics reporting



260 Contributors
3,969 Tweets
1.53 million Reach
29.08 million Timeline Deliveries



Contact: Joanne@JVeroAssociates.com

TMS FAMILY TRAVEL CONFERENCE



September 20, 2013



Attendee
Workshops
Produced:

- 16 shareable
professional
Videos

- dozens of Photo
Booth Images

Socially
reinforcing the
messages of
major Snow Sports
Industry Sponsors

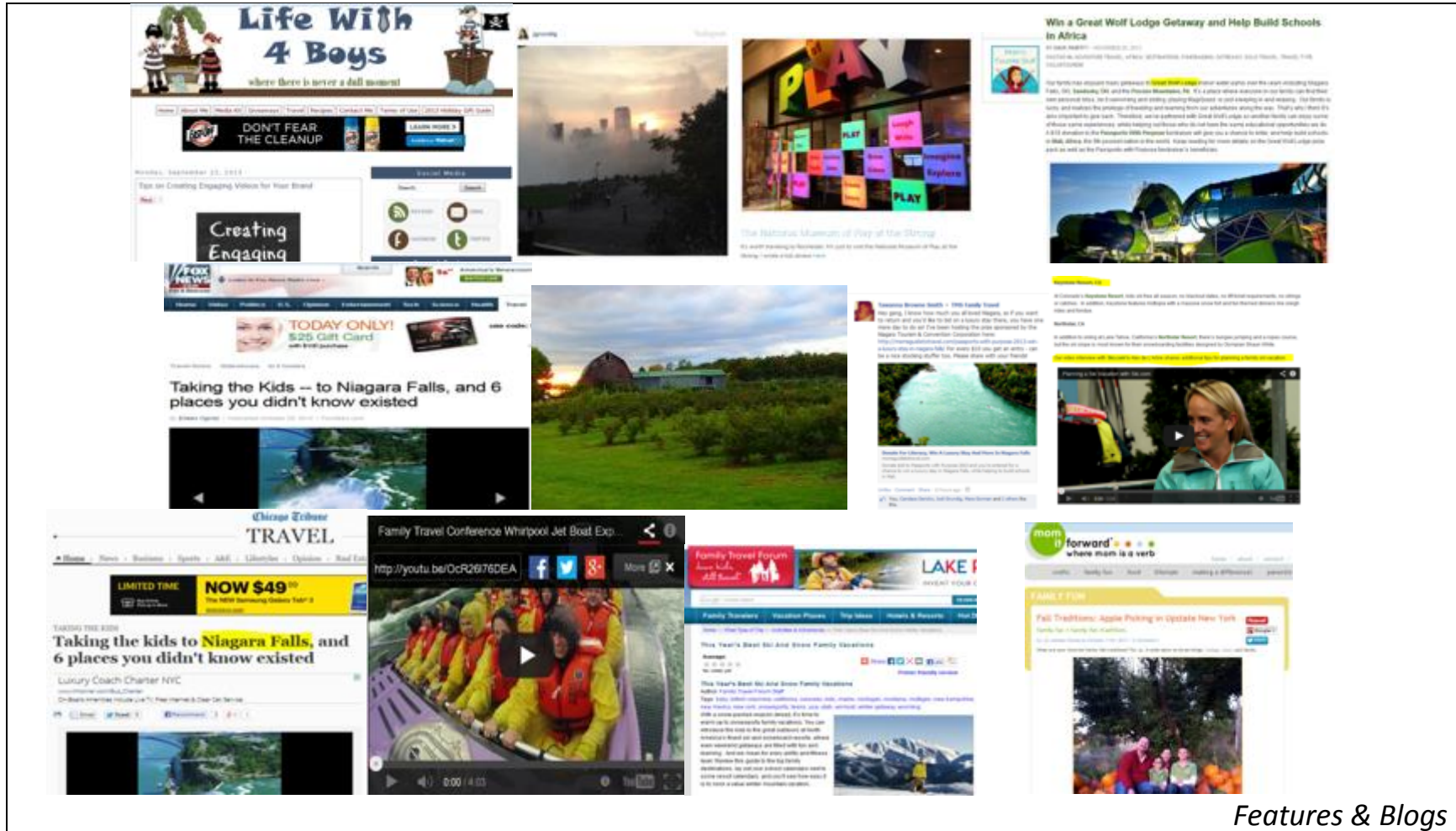


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Features & Blogs



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The collage features several key elements:

- OASIS Website:** A website with the tagline "where living an amazing life never gets old" and a "my ski.com video" section.
- Dwly Twitter Post:** A tweet from "Dwly" showing a woman in an orange jacket in front of the "ORIN LEHMAN VISITOR CENTER".
- Green Raincoat Photo:** A photograph of a woman in a bright green raincoat standing in a hallway.
- ADVENTURES BY DADDY Website:** A website with a green header and an article titled "Winter Family Travel Ideas for Holiday Lights and Longer Nights" by Dave Parryt, dated December 5, 2013.
- THE VACATION GALS Website:** A website with a blue header and an article titled "Things to Do with Kids in Niagara Falls, NY" by Karen Williams, dated October 28, 2012.
- Social Media Grid:** A grid of social media posts from Twitter and Pinterest, including mentions of @TMS Niagara Falls, @Dwly, and @AGNAGARA.



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Way to go, Family Travel Forum! Your video's now on YouTube.

Cave of the Winds Niagara Falls USA

TMSMamasPapas
Dec 03, 3:37pm via Twitter Web Client
RT @loisallermark: Who's ready to hit the slopes?! Video here! midlifeatheoasis.com/travel/ski-com... @siskom @aspensAlex @TMSfamtrav #TMSNiagaraUSA

TMSshowcase
Dec 03, 1:15pm via Twitter Web Client
RT @loisallermark: Who's ready to hit the slopes?! Video here! midlifeatheoasis.com/travel/ski-com... @siskom @aspensAlex @TMSfamtrav #TMSNiagaraUSA

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6 reasons to fall for niagara falls

I jokingly (but not really) told our amazing host, Michelle Blackley of the **Niagara Tourism & Convention Corporation**, that I would print out a photo of myself that she could bring along with the group and Tweet some pictures so it would be like I was there with them. She thought that was a great idea, and here are some of the photos which I re-Tweeted and which got a lot of exposure. Thank you, Julia, for the inspiration.

Niagara Falls Whirlpool Jets

Apple picking at Becker Farms

6. Enjoy the **Niagara Wine Trail** with 18 wineries showcasing not only the wine but the western N.Y. countryside. The kids should be able to taste locally made fruit juice at some of them.

My daughter, by the way, has grown up to revel in leaving her comfort zone, especially in the outdoors. Thanks, **Niagara Falls**, for helping to start her on that journey.

*Eileen Ogintz is a syndicated columnist and writes about family travel on her **Taking the Kids** blog, and is the author of the new series of **Kid's Guide to NYC and Orlando**. She is also the author of **Kid's Guide to Washington, DC**, which includes tips from local and visiting kids on how to have the most fun in the nation's capital.*

MORE FROM FOX NEWS

- Carrie Underwood tweets Bible verse in response to critics

Posts & Pins



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“Hosting the 2013 **TMS Family Travel Conference** has allowed Niagara USA to share our destination’s natural beauty with an outstanding group of family travel writers and their loyal audiences. We look forward to continuing these newly found relationships for years to come.” John Percy, President & CEO Niagara Tourism and Convention Corporation

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

Prepared December 10, 2013



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