



#TMSKC Family Travel Conference

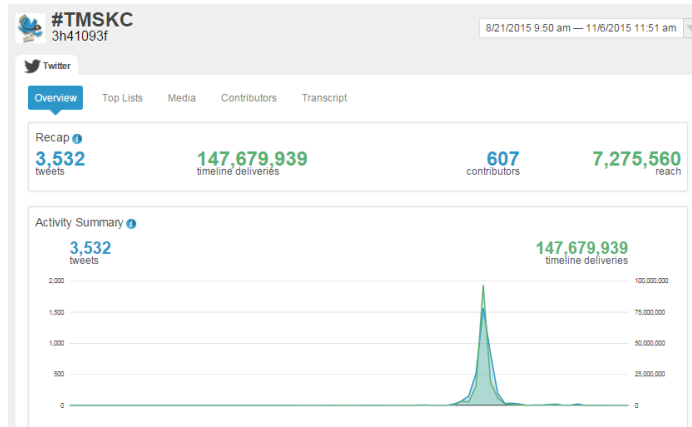
A SNAPSHOT OF ENGAGEMENT



TMS FAMILY TRAVEL CONFERENCE



October 16 to 18, 2015



607 Contributors
3,532 Social Media Posts
7.3 million Reach
147.7 million Timeline Deliveries

From October 16-18, 2015, 39 Family Travel Media joined 21 Major Sponsors in Kansas City, Missouri for the 5th TMS Family Travel Conference to learn **“How to Build Your Kingdom When Content is King.”**

Throughout the hands-on workshops, sponsor sessions and offsite visits, these travel influencers created content about their experiences for their own audiences – and continue to do so – via blogs, videos, photos and myriad social media channels. They *loved* the experience, with Hashtracking Analytics reporting social media engagement at over 58%. #kansascity was the most popular tag used on social posts.



Contact: Joanne@JVeroAssociates.com

TMS FAMILY TRAVEL CONFERENCE



October 16 to 18, 2015

Preconference publicity included press releases, social media buzz, an interview on morning news radio show "Talk 980am" & a TV segment on Fox 4KC highlighting a TMSKC host.

Taking the kids **TMS FAMILY TRAVEL** **Family Travel Forum** *have kids, still travel*

For Immediate Release

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Nation's Top Family Travel Media to Convene in Kansas City, MO

"Building Your Kingdom When Content Is King" is theme of fifth TMS Family Travel Conference

KANSAS CITY, MO – The fifth **TMS Family Travel Conference**, the largest convocation of writers, bloggers and influencers in the fast-growing family travel market, gathers here Oct. 16-18 at a time when the family travel market is booming but changing significantly across generations and borders. The conferees will explore ways they can expand their audiences through content distribution, collaboration and partnerships as well as learn best practices in content creation, using video, images and text to share their travel stories.

According to the 2015 "Portrait of the American Traveler," produced by MMGY Global:

- 85% of households with children traveled with them in the last year
- 42% of traveling grandparents have taken grandkids along in past year
- International family travelers grow as share of the US\$220 billion inbound market.

At the #TMSKC Conference, Steve Cohen, Vice President - Research & Insights, MMGY Global and Jeffrey Eslinger, Senior Director - Account Services, D.K. Shifflet & Associates, will interpret the impact of these findings and join top brand strategists to analyze best practices in content marketing.

The conference is organized by [Travel Media Showcase](#), the [Family Travel Forum](#), [Taking The Kids](#) and [Visit KC](#). Sponsors include segments of the travel industry, including Southwest Airlines, Trivago.com, Walt Disney Parks & Resorts, cruise lines and international destinations and others who market to families. Conference events will be held at the Westin Crown Center.

Travel also produces an annual summit, last held in Riviera Nayarit, Mexico. At the April 2015 TMS Family Travel Summit, custom research revealed that 87% of families report kids have a large and influential role in planning where and what they do when they get there, while 73% say a top motivator to go abroad is to experience different cultures.

Travel is obviously not a cottage industry anymore," said Eileen Ogintz, one of the first journalists to focus on family travel decades ago. "As Baby Boomers retire, multi generational travel is emerging as a major travel trend that will define the industry."

Media Alert: Nation's Top Family Travel Media to Convene in Kansas City, Missouri for 5th TMS Family Travel Conference

"Building Your Kingdom When Content Is King" is theme of professional enrichment conference

KANSAS CITY, MO – The fifth **TMS Family Travel Conference**, the largest convocation of writers, bloggers and influencers in the fast-growing family travel market, gathers here October 16-18, 2015 at a time when the family travel market is not only booming but changing significantly across generations and borders. The conferees will explore ways they can expand their audiences through content distribution, collaboration and partnerships as well as learn best practices in content creation, using video, images and text to share their travel stories.

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KANSAS CITY, Mo. -- Compared to three decades ago, family travel is changing. What was once the "Griswold family vacation" is now a multi-generational trend. Nationally

TMS FAMILY TRAVEL CONFERENCE

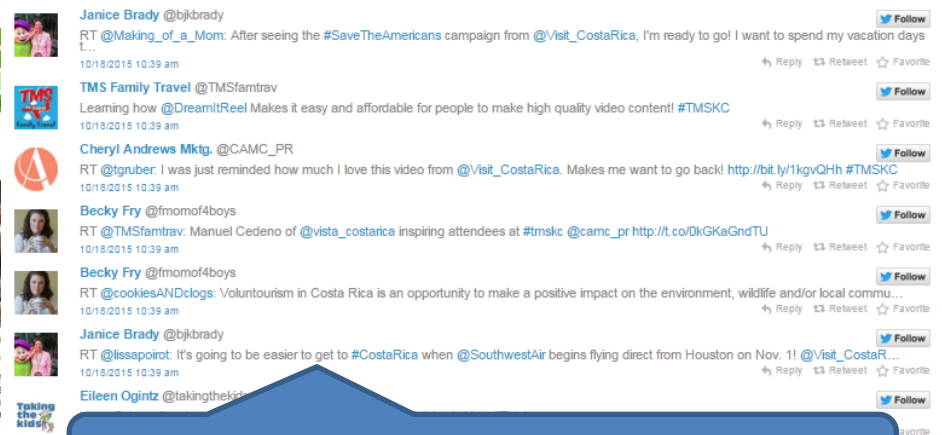
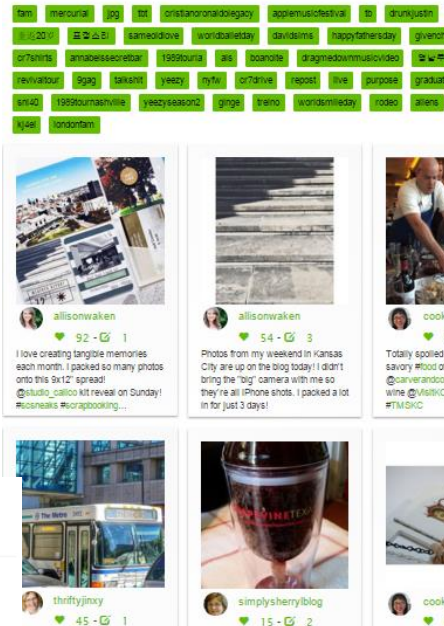


October 16 to 18, 2015

Excitement about #TMSKC made it a “trending” topic, with host & sponsors benefitting from the buzz.

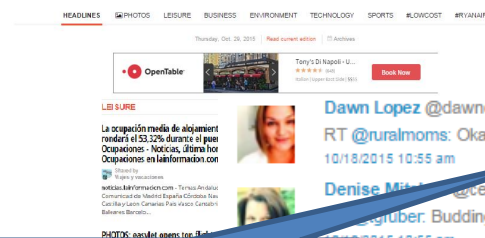


Instagram photos for tag #TMSKC



“Voluntourism in Costa Rica is an opportunity to make a positive impact on the environment, wildlife and/or community”

The ViajesBaratos Daily



“this one is totally going on the #bucketlist #Disney #Starwars”

Oscar Wilde
Oscar Wilde: elusive ego, extraordinary wit and enduring genius
31.6K Tweets about this trend

#TMSKC
Just started trending

Shiite
Yemen rebels push pro-gov't troops out of southern province
901 Tweets about this trend



Contact: Joanne@JVeroAssociates.com

TMS FAMILY TRAVEL CONFERENCE



October 16 to 18, 2015

The ViajesBaratos Daily

HEADLINES PHOTOS LEISURE BUSINESS ENVIRONMENT TECHNOLOGY SPORTS #LOWCOST #RYANAIR



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La ocupación media de alojamientos rurales en Andalucía rondará el 53,32% durante el puente de Todos los Santos - Ocupaciones - Noticias, última hora, videos y fotos de Ocupaciones en lainformacion.com

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The Family Vacationist: Pig Out in Kansas City and Then What?

Shared by

Family Trip

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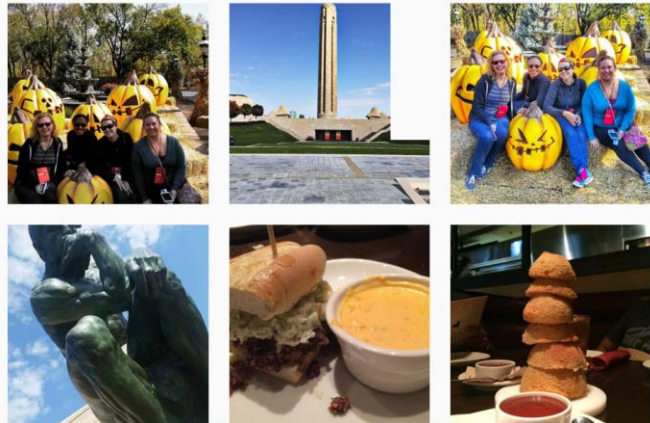
QUATY: visitat amor for Right sadness at Cebu

Todd Richardson @ToddRichardson
RT @TheAdventureMom: Last night in Kansas City with a Royal send off. #TMSKC @visitkc #instakc http://t.co/edocgoHAn

Candy Green @thegroovychick
RT @TheAdventureMom: Last night in Kansas City with a Royal send off. #TMSKC @visitkc #instakc http://t.co/edocgoHAn

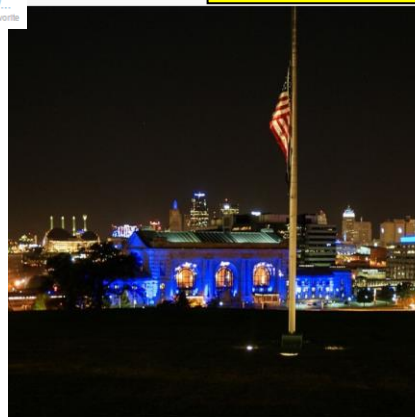
Tourism on Earth @tourism_earth
RT @wanderlust13: American Museum of Jazz in Kansas City. The coolest. #tmskc http://t.co/Thix1v3W

Terry @Terry54831876
RT @popsicleblog: Visited the Country Club Plaza in #KansasCity this evening. It sure was charming! #KC #instakc #TMSKC @TMSfamtrav http://t.co/...



stuffedsuitcase American Jazz Museum
Love this mural at the Museums on 18th & Vine based on Michael Coombs artwork. If you head to #KC and like jazz and/or baseball, you must check out 18th & Vine! #tmskc #art #KansasCity #travel #traveling #travelgram #mural #colors #city #museum

somedayillearn



somedayillearn Union Station is stunning tonight. #instakc #TMSKC #America #instatravel #familytravel #sky

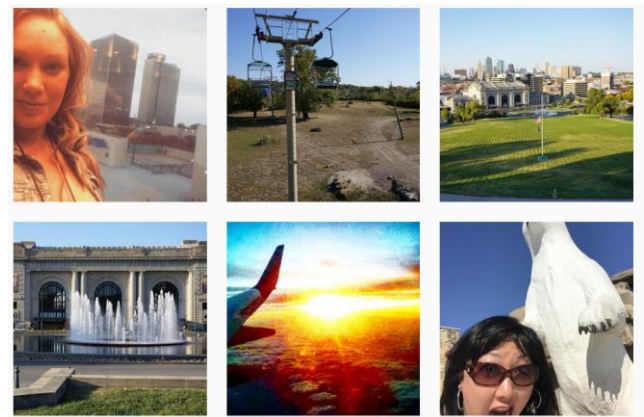


dianenassy Union Station Kansas City Inc.
Union Station in #KansasCity is a beautiful train station #architecture #fountain #philzendiatravel #KCMO #instakc #TMSKC #KC



kidsareatrip
Had the most amazing tour of the Negro Leagues Baseball Museum in #KC courtesy of @nlbimpres. Amazing history, amazing tour, amazing city! @visitkc has been awesome! #TMSKC #familytravel #baseball #instakc

The social buzz continued on all the excursions & post-fams.



Contact: Joanne@JVeroAssociates.com

TMS FAMILY TRAVEL CONFERENCE



October 16 to 18, 2015

Through attendees' ongoing content creation, the buzz continues, for the region and #TMSKC sponsors.

all for the
MEMORIES

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FOOD TRENDS

Best of Kansas City barbecue

By Eileen Ogintz · Published October 28, 2015 · FoxNews.com

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The Family Vacationist

travel news & family vacation ideas from Family Travel Forum

MONDAY, OCTOBER 26, 2015

Pig Out in Kansas City and Then What?

Having just returned from five days in Kansas City, Missouri — two of them spent on a tour of barbecue joints hosted by the tourist office team from Visit KC — I now officially qualify as a travel foodie.

Of course, we all like to eat well. My family eats out one or two nights a week in New York City, arguably one of the country's capitals of delicious dining. My husband took me to two fancy restaurants for my birthday — a three-star Michelin one and a James Beard-award winning one. (Both lovely, with mythical menus.)



Burnt ribs on a hot, beefy pork ribs with pineapple at Arthur Bryant's BBQ, Kansas City.

I love that on the road, we have so many opportunities to try new foods. Yet, the huge Midwest portions of Burnt Ends and Babyback Ribs served on my trial by greasy pan expedition seemed overwhelming at times... even when washed down with the tough-syrup pink Strawberry Soda that is so popular in these parts.



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KANSAS CITY, MO TMS FAMILY TRAVEL CONFERENCE

October 23, 2015 by Allison Traben — Leave a Comment

I had the pleasure of attending my first ever TMS Family Travel conference this last weekend!



Chicago Tribune

FRIDAY, OCT. 30, 2015

TRENDING SPORTS BREAKING SUBURBS BUSINESS OPINION ALL SECTIONS ADVERTISING

Life & Style / Travel

f t e

Taking the Kids -- an important history lesson through baseball in Kansas City



Kauffman Stadium, home of the Kansas City Royals, (Missouri Division of Tourism)

By Eileen Ogintz, Tribune Content Agency

Taking the kids

OCTOBER 29, 2015, 10:30 PM

They were among the best baseball players in the United States, traveling cross-country to play the game they loved before cheering fans. But they were often forced to sleep on their bus and eat peanut butter crackers.

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Things to Do With Kids in Kansas City, MO

OCTOBER 27, 2015 BY JODI GRUNDIG

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ABOUT JODI GRUNDIG

Jodi Grundig has loved traveling since she was a little girl. She started blogging in 2007 on her popular review site Mom's Favorite Stuff and after doing quite a bit of family traveling, decided to launch her own travel blog. Jodi resides in Massachusetts with her husband, eight-year old son, ten-year old daughter, and Havanese dog. Read More...

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Things to Do With Kids in Kansas City, MO

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Contact: Joanne@JVeroAssociates.com

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Follow up videos, press releases, interest in results of #TMSKC & outreach continue.

For Immediate Release

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Joanne Vero, Producer, TMS Family Travel, joanne@jveroassociates.com

DELIVERY OF TRAVEL CONTENT DRAMATICALLY CHANGES, INFLUENCING BRANDS AND VACATION PLANNERS' DECISIONS

Family Travel Influencers at 5th TMS Family Travel Conference prove to be case study in paradigm shift

KANSAS CITY, MO - Family travel influencers gathered in Kansas City for the fifth TMS Family Travel Conference (held Oct. 16-18) proved to be a case study for what speakers were emphasizing-the emergence of social media engagement as key to successful travel marketing.

The 70 con... City's many impressions...

"We couldn't... Family Travel organization... Visit KC. "T... and host."

The profess...

Kaleidoscope at the Crown Center, Kansas City

Most contagious advertisers

TMS Family Travel Conference Examines Best Practices in Branded Content

Author: Family Travel Forum Staff

Tags: FTF Media Room, Multigen, Travel Trends, USA

Revolutionary Change in Travel Content Distribution for Vacation Planners

(Media Alert: October 29, 2015 ~ Kansas City, gathered in Kansas City for the fifth TMS Family Travel Conference proved to be a case study for what industry thought leaders were emphasizing: Engaging travel content distributed via social media is key to successful travel marketing, and helpful

A Review of the Westin Crown Center Kansas City

The Westin Crown Center Kansas City

TMS FAMILY TRAVEL

FAMILY TRAVEL ASSOCIATION
Changing Lives Through Travel

New Partnerships, Members and Media Growth

Week of October 19, 2015

This is the newsletter of the **Family Travel Association**, a new coalition of leading family travel experts, media and companies coming together to create an industry voice that will transform the way families travel - charting a path for future generations of travelers.

the Family Travel Association Drum

few weeks have been busy times for the FTA crew. In addition to organizing the FTA Summit (more news about that very, very soon!), the team has been at many major tourism industry gatherings, spreading the family travel message. Rainer Jentsch was at both the **Skift Global Forum** in NYC and the **TMS Family Travel Conference** in Kansas City, while Chez Chesak was in Puerto Varas, Chile for the **Adventure Travel World Summit**, and Ethan Gelber was in San Jose, Costa Rica, for the **Planet People Peace Conference** and Bangkok, Thailand, for **2015 Asia**.

TMS FAMILY TRAVEL CONFERENCE



October 16 to 18, 2015

What people are saying about the #TMSKC Family Travel Conference:

"We couldn't be more thrilled with the record social impressions realized at the TMS Family Travel conference, and we are tremendously proud that our destination and organization could play a role in that success. The TMS Family Travel Conference was an important group for us to attract and host." *Ronnie Burt, President & CEO of Visit KC*

"It was a pleasure to work with you all and to be a part of #TMSKC. Thank you for all that you do to assist the media and social influencers who cover family travel, and for inspiring them to grow and improve their content." *Michele Himmelberg, Public Relations, Disneyland Resort*

"Thanks for the chance to get the word out about all we have going on across Walt Disney Parks and Resorts." *Terry Brinkoetter, Adventures by Disney & Disney Cruise Line*

"This conference was such a treat. You guys put so much work into this, and it really shows year after year. I come away feeling overjoyed about everything I've learned from everyone, and excited to put it all into action!" *Chelsea Day, SomedayI'llLearn.com; CEO Millennial Blogs*

"Thanks for such an informative and enjoyable conference! I always get so much out of it and enjoy getting to know the participants" *Veronica Stoddart, Travel Editor/Consultant*

"I wanted to take a moment and thank you for the invitation to be a part of your writers' conference. It was an amazing weekend... fun and entertaining. And informative. And, Kansas City is a gem. I can't believe all there is to do there. Opened my eyes." *Kevin Smith, Kiplinger Program, Ohio State*

"I can't begin to thank you enough for an outstanding, informative and perfect weekend. I was thrilled to be included and came away with tons of information in my old brain that I have already started to process and put to good use!" *Janice Brady, "The Adult Side of Disney," AnOpenSuitcase.com*

"The Costa Rica Tourism Board was very content with this year's turn out and eager to participate again." *Manny Cedeno, Cheryl Andrews Marketing Communications*

"The TMS Family Travel Conference offers Southwest Airlines yet another touch point to connect with an audience who has a pulse on what people want out of their travel experience. As our social and digital efforts progress, we will continue to look to the travel media to help us stay abreast of trends and shifts within the industry. Ultimately, the conference allows our Team to share our knowledge and best practices, while also gaining valuable insight into the ever-evolving world of travel media." *Linda Rutherford, Southwest Airline's Vice President of Communication & Outreach*

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



Contact: Joanne@JVeroAssociates.com