

# TMS Family Travel



The 6<sup>th</sup> annual TMS Family Travel Conference (#TMSAmeliaIsland) was held Nov. 10-12, 2016 at the Omni Amelia Island Plantation Resort in Florida.

It was a huge success, generating millions of social media impressions for our sponsors, as well as glowing editorial reviews for our hosts, from the 80 invited guests.

Here are the numbers.

# TMS Family Travel



**J Vero & Associates Inc**  
Volume

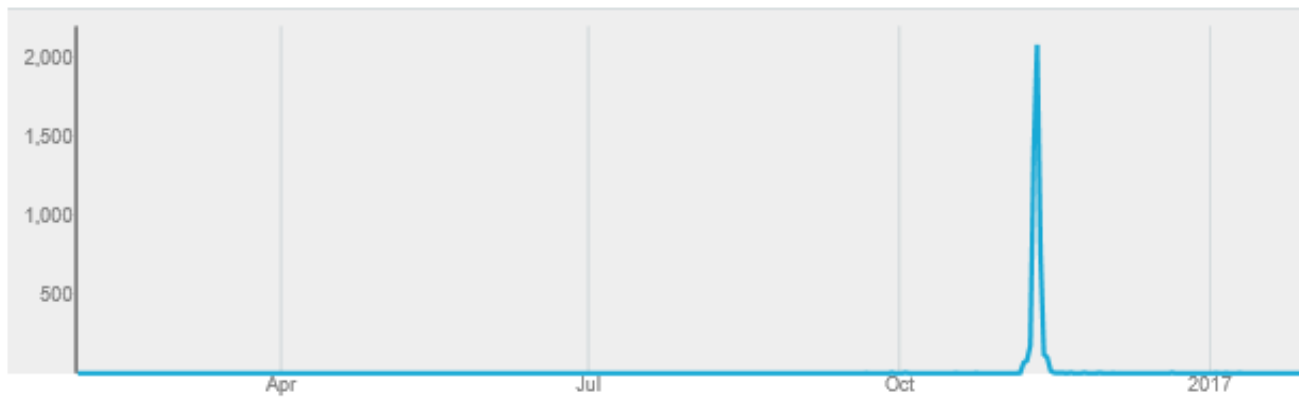
TMS - Amelia Island Social Landscape  
January 31, 2016 at 7pm - February 1, 2017 at 3pm

Between January 31st at 7pm and February 1st at 3pm there were **4,895** mentions. **818** of these were original mentions reaching a potential audience of **1,937,310**. In addition, **2,149** unique profiles made a total of **4,077** reshares spreading the mentions to an additional **4,241,032** people.



Total reshares reached a potential audience of **45,677,371** who spread them to an additional **36,423,416**.

## Mentions Timeline



On November 11th at 10:15am  
**@FindingDebra2**, who has 30,078 followers,  
posted a mention that spread to 2,519,348  
additional people.

Not gonna lie...#TMSAmeliasland has the  
best snack breaks! <https://t.co/zEuXGqgrcO>

 **Finding Debra**  
Influence: **74** Followers: **30,078**

**@MrScottEddy**, who posted on November 10th  
at 8:12pm, has the most followers (1,045,015).

The Sprouting Project serves up farm-fresh,  
resort-grown culinary delights during the  
**@TMSfamtrav #TMSAmeliasland @MrS...**

 **Scott Eddy**  
Influence: **73** Followers: **1,045,015**

# TMS Family Travel



## Visit Florida Sponsorship



## TMS FAMILY TRAVEL CONFERENCE 2016

VISIT FLORIDA is sponsoring the 2016 TMS Family Travel Conference in Amelia Island. Top family travel media - bloggers, writers and broadcasters with significant social media reach - come from around the country to participate in a three-day program which includes workshops featuring top experts in video, social media and branding as well as editors from major newspaper and magazine outlets.

As part of our sponsorship, VISIT FLORIDA is hosting a table-top session (media market place format) open to 20 Florida tourism Partners. During the session, partners will meet with media in attendance to discuss story ideas and information from each partner. DMOs, attractions and hotel partners are encouraged to apply.

The cost of this program (\$850) includes your participation at the VISIT FLORIDA table-top session, and registration to the three-day conference itself.

Partners unable to attend are encouraged to provide a two-page "Family Travel" release for inclusion on the digital media kit. Use this link to register: <http://www.cvent.com/d/0vqkyv>

## Editorial Coverage

Author	Title
Susan Finch	Why I Love Getting Lost in Sprawling Luxury at the Amelia Island Plantation Resort
Kyle McCarthy	Wellness and Relaxation Come Naturally at Amelia Island Plantation
Kyle McCarthy	Finding the Elixir of Life on Amelia Island Florida
Visit Florida	TMS Family Travel Conference 2016
Jodi Grundig	Review of the Omni Amelia Island Plantation Resort in Florida
Kyle McCarthy	Brightline's Bright Idea Comes to Florida (site is FloridaFamilyHolidays.com)
Jodi Grundig	Best Places in Florida to Visit
Melody Pittman	Omni Amelia Island Resort (WhereIMayRoam blog)
Erin Bender	Florida Road Trip Guide (TravelwithBender blog)
Charles McCool	Great Travel Experiences: Ami Kayak (McCool Travel Blog)
Tamara Gruber	We3Travel Clearwater, FL video
Hillarye Fuller	Dotting the Map Clearwater, FL video
Lisa Driscoll	Funny Money Mom Clearwater, FL video
Family Travel Forum	TMS Family Travel Conference video

# TMS Family Travel



Videos Produced by #TMSAmeliaIsland Participants



#MyClearwaterVid

Lisa O'Driscoll



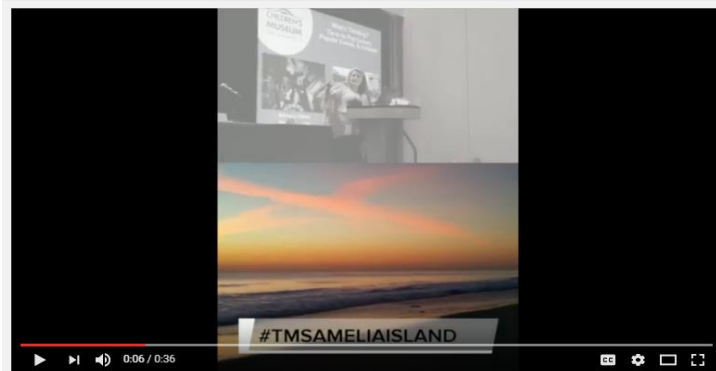
#MYCLEARWATERVID Why I want to take my family to Clearwater, Florida!

DOTTING THE MAP Dotting The Map



#MYCLEARWATERVID

We3Travel



TMS Family Travel Conference, Omni Amelia Island Plantation



# TMS Family Travel



Editorial Produced by #TMSAmeliaIsland Participants

floridafamilyholidays.com/content/65268-brightline's-bright-idea-comes-florida

Vacation Planning | Documents | Forums | A to Z

PLAN A FULL GETAWAY WITH: BABY KIDS TEENS MULTIGEN STUDENTS OTHERS

### Brightline's Bright Idea Comes to Florida

Dear Broughton,  
When in 2017 are you available to drive a...  
7 days 16 hours ago

**Author:** Kyle McCarthy  
**Tags:** Business travel, Couples, Florida, Multigen, Tips & Documents, Travel Trends, USA

What's New with Florida Family Holidays

**ANY PROMOS**

In one of the best ideas we've heard in a long time, work is proceeding on Brightline, a high-speed rail line that will serve south Florida's busy tourist corridor. Their motto — "carefree and car-free!" — sums up the visit

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**ABOUT JODI GRUNDIS**  
Jodi Grundis has loved traveling since she was a little girl. She started blogging in 2007 on her popular website Mommy Adventure Stuff and after doing quite a bit of family traveling, decided to launch her own travel blog. Jodi resides in Massachusetts with her husband, 11-year-old son, eleven-year-old daughter, and miniature dog, [Dad Dog](#).

**AMELIA ISLAND**  
I recently traveled to Amelia Island for the first time for the 19th Family Travel Conference. Located just a short distance from Jacksonville, Florida, Amelia Island offers lots for families, including a mix of beaches, golf courses, delicious restaurants, and fantastic resorts.

We recommend staying at: [The Omni Amelia Island Plantation Resort](#) [http://www.omni.com](#)

GUIDE TO MILITARY TRAVEL.COM  
Guide2MilitaryTravel  
@Military\_Travel

I won't soon forget mornings like this!  
@Omni\_AIP @TMSfamtrav  
#TMSAmeliaIsland



www.familytravelmagazine.com/review-of-the-omni-amelia-island-plantation-resort-in-florida/

ABOUT TRAVELERS' EXPERIENCES CONTACT US

**REVIEW OF THE OMNI AMELIA ISLAND PLANTATION RESORT IN FLORIDA**

**ABOUT JODI GRUNDIS**  
Jodi Grundis has loved traveling since she was a little girl. She started blogging in 2007 on her popular website Mommy Adventure Stuff and after doing quite a bit of family traveling, decided to launch her own travel blog. Jodi resides in Massachusetts with her husband, 11-year-old son, eleven-year-old daughter, and miniature dog, [Dad Dog](#).

Anyone who regularly reads this site knows that I have a love for the beach. I especially enjoy staying at beach resorts where the beach is just a few short steps from my hotel room. So when I found out that the annual 19th Family Travel Conference was being held at the Omni Amelia Island Plantation Resort in Florida, I was invited to have the opportunity to check out the resort. It's definitely a wonderful place for a family location - there is so much to see and do, right on property. Unlike I don't have too much time to explore the entire resort, I did get a good feel for what a vacation there might be like, and I'm hoping to return soon with my family.

**REVIEW OF THE OMNI AMELIA ISLAND PLANTATION RESORT**

**ANY PROMOS**

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Genghis Khan



Orient: The Caribbean's Most  
Famous Nude Beach



Where Families are Traveling in  
2017



Omni Amelia Island liked



Dana Freeman  
@DanaHFreeman

The @Omni\_AIP puts on a great  
breakfast! #TMSAmeliaIsland  
@TMSfamtrav #ZipkickBloggers



# TMS Family Travel



Editorial Produced by #TMSAmeliaIsland Participants

**Where Families are Traveling in 2017**

**FREE Single Supplementals, Suite Cabins, Roundtrip Airfare**  
**VANTAGE**

**OK: The Places They'll Go! Top Destinations for Family Travel in 2017**  
By Kyle McCarthy

By any measure, the past year has a challenging one for travel as high-profile terrorism incidents, volatile fuel prices, global refugees, and extreme politics rocked the world. One might expect that families who are safe as their number one concern when planning a vacation, feared the worst more than other travelers.

**Families are More Adventurous than Ever**

The U.N. General Assembly has declared 2017 as the International Year of Sustainable Tourism for Development. In a rapidly changing world, more destinations are being left to climate change, terrorism, and other factors. Families want to see everything now... before it's too late.

And if this adventurous generation knows their tourism spending can make a difference, so much the better.

We predict that families who love to travel and can afford to will continue to do so, ensuring their interests, avoiding hot spots, sharing their finds, and baby going to some of these new or constantly refreshed destinations.

**Boldly Going To These Destinations in 2017**

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**jobsittingnom**  
Omni Amelia Island P...

21 likes

jobsittingnom Yea, I'm ready for more #TMSAmeliaIsland #travel #familytravel

Log in to like or comment.

**Wellness and Relaxation Come Naturally at Amelia Island Plantation**

Author: Kyle McCarthy

Top: Singapore, France, Florida & Miami, Golf, Club Cuts, Luxury Options, Mulligan, North America, Mexico, Tennis, USA

**Chief Daven Wardynski at the Sprouting Project greenhouse, Amelia Island.**

At the **TMS Family Travel conference** held on Amelia Island, I experienced how our event approach for the culinary arts can convey an **aura of wellness** over any worldly resort.

That passion belongs to executive chef **Daven Wardynski**, who has led the current team at Omni Amelia Island's restaurant since October 2012, and is currently supervising chef for all the Omni Resorts east of Texas.

In Chef Daven's eyes, the dedicated attention to food and children's needs are the resort's chief focus, and the source of his therapeutic spirit.

"I do this because I have two little girls," he admits. "They know Daddy works a lot. They need my garden here every weekend, so they really understand where their food comes from."

**MEET CHEF DAVEN WARDYNSKI**  
Chief Daven is the creator of **The Sprouting Project** — a space-time passion where he's not watching over the Omni Amelia Island Plantation Resort's nine restaurants and food and beverage services.

Although he knows like a young farm boy when he refers to his Midwestern roots,

**McCool Travel**

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You are here: Home > Great Featured > 8 Great Travel Experiences That Will Make You Happy

**8 Great Travel Experiences That Will Make You Happy**  
CATEGORIES | 8 GREAT, FEATURED

While I have included a few great travel experiences here that will make you happy, I certainly realize there are countless other great travel experiences all over the world. So let this serve as a starting point. I would love to hear what great travel experiences make you happy so that I can try them myself on future trips.

**8 Great Travel Experiences That Will Make You Happy**  
**Skyydiving**

Gotta drop the mic on this first great travel experience. Jumping from an airplane was the craziest thing I've done. Well, not so much jumping, as falling. Scary? Heck, yes. I kept my hands to myself because I feared dodging the instructor, landing him out, and I would not know what to do in that situation.

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**MY STAY AT OMNI AMELIA ISLAND PLANTATION RESORT**  
JANUARY 11, 2017

Amelia Island is a twenty minute drive off of I-95 in Florida. The eye-catching drive will bring you through calm, marshland and sandy beaches. You will pass people fishing along the shores and see signs advertising fresh shrimp at every turn. Slowly, you approach the sign for the Omni Amelia Island Plantation Resort at the first roundabout.

You drive onto a mammoth property, encompassing over 200 acres. A stately resort and convention center come into view and you drive beside the expansive golf course all the way in. The conference center at the Omni Amelia Island Plantation Resort is so huge that it can sometimes hold four conferences at the same time. I was there with 24 other travel writers and bloggers for a conference of our own. We met with tourism boards and discussed our favorite subject: travel.

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**Why I Love Getting Lost in Sprawling Luxury at the Amelia Island Plantation Resort**

**WHY I LOVE GETTING LOST IN SPRAWLING LUXURY AT THE AMELIA ISLAND PLANTATION RESORT**

"What a miracle, you use to live here!" I asked the woman showing me through the hallway of the Amelia Island Plantation Resort conference center. She smiled. "I grew up on the property, I'm surprised the Omni hired me at all. I'm pretty sure I drove them crazy running around this place as a kid."

I didn't really get it at first. I envisioned a few small cottages adjacent to the resort that housed a few hotel executives on the property. In reality, the Omni bought an existing resort for \$67.3 million in 2010 and promptly reinvented the Amelia Inn.

**WANT TO EARN MORE WHILE WORKING FROM HOME?**

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Why Reservations Should Use and Benefit from Big Credits

Why I Love Getting Lost in Sprawling Luxury at the Amelia Island Plantation Resort

How to Save (Slightly) More Like Sponsored Conference with Your Preferred Carrier

How Use Good Hotels to Get Money Back from the Airlines and More

How to Book Your First 1000 in Residence Book this Month



# TMS Family Travel



Editorial Produced by #TMSAmeliaIsland Participants



## These Trends Will Impact the Family Vacation Market.

Family travel experts say changing demographics, lifestyle choices and world events will alter the family vacation market forever.

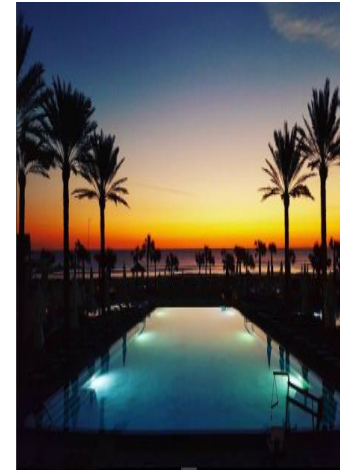
Why would families leave the comfort of home after a year marked by terror incidents, volatile currencies, global refugees, the Zika virus and extreme politics? You might expect parents, who cite safety as their number one concern when planning a vacation, to avoid the turmoil of travel this year, but there's lots of evidence to the contrary.

### Young Families More Eager to Travel

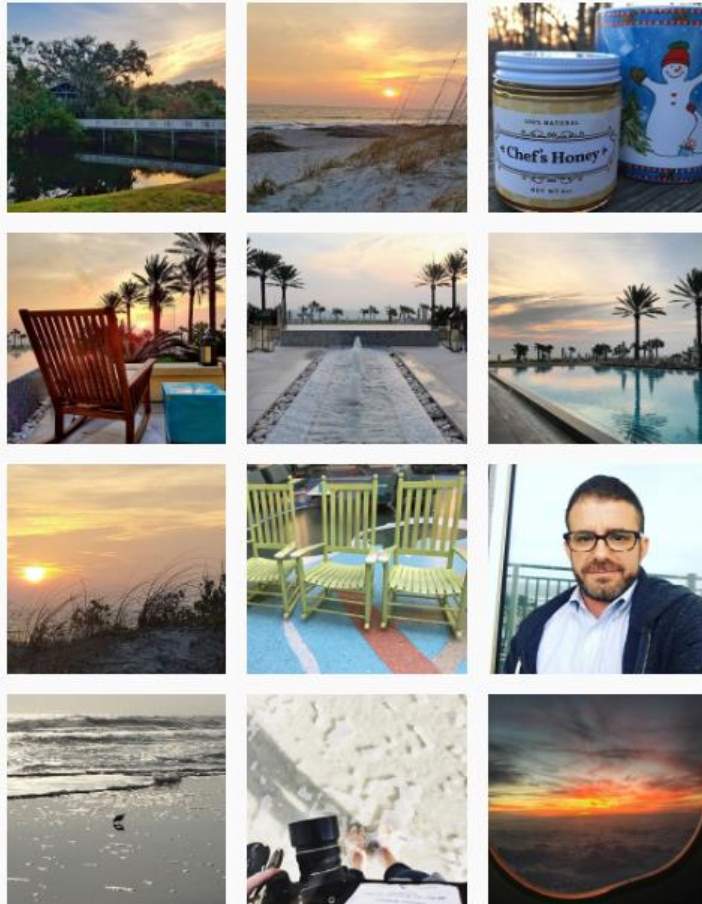
Recent surveys shared at the [TMS Family Travel Conference](#) held in Amelia Island, Florida reveal that millennial families – parents between the ages of 18 and 35 with younger children – are more willing than ever to roam the globe with kids in tow. Says [MMGY Global](#), millennial



Innovation and new technology have inspired families to travel farther, with less preparation, says Family Travel Forum's Trends Report.



# TMS Family Travel



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For more information contact Joanne Vero: 732-904-8662 / Joanne@JVeroAssociates.com