



What is TBEX?

Travel Bloggers Exchange Europe is Europe's largest gathering of travel bloggers, writers, new media content creators, and social media-savvy travel industry professionals. TBEX hosts three conferences a year, one International, another European and a third in North America.

As the world's largest social travel community, it is estimated that up to 600 delegates will attend TBEX Europe Killarney 2017. Delegates stay on average two weeks in the host destination. The combined reach of these social travel influencers is 300 million.

When & where is it taking place?

The conference itself will take place in the INEC Killarney 03rd-05th October but it's the auxiliary events that present the best opportunities for Ireland.

So what are these opportunities?

All conference delegates are entitled to a pre BEX or a post BEX tour. These one-day tours are a unique opportunity for us to showcase the wide variety of our world class tourism experience.

Pre BEX Killarney Day Tours will run on 02nd & 03rd October. Research shows that the areas the TBEX bloggers are most interested in is our artisan food offering, our diverse range of outdoor activities, our fascinating culture, but above all it seems to be all engaging with the locals. In order to satisfy the diverse group of bloggers we will offer a wide range of day tours from Killarney.

Post BEXT Dublin tours will run on 06th & 07th October. If you're interested in being involved please contact Liam.Campbell@failteireland.ie. Walking tours are especially popular with bloggers as they get a flavour of the city, engage with the locals and capture dynamic content. For them it's all about photography, their aim is to get quirky, unusual and different content and story ideas.

Post BEX Cork tours & Post BEX Limerick tours will run on 06th & 07th October. Again, if you're interested in getting involved in any of these day tours please contact Liam.Campbell@failteireland.ie

Are there any fam trips?

Fáilte Ireland will fully host nine different four day fam trips with a maximum of 10 delegates per trip. There will be three dedicated *Wild Atlantic Way*, three *Ireland's Ancient East* and three *Dublin* itineraries. Each itinerary will last four days. All fams will commence on 06th October from Killarney and will finish in Dublin on 10th October.

How are delegates selected?

Conference delegates apply online to Fáilte Ireland to secure a place on these fully hosted fams. Fáilte Ireland will evaluate applications of all delegates and then will select candidates best suited for each fam trip. All delegates are evaluated through our scoring system.

Why is Fáilte Ireland supporting TBEX Killarney 2017?

To attract the world's top social travel influencers and bloggers to Ireland with the aim of transforming them into digital ambassadors for Ireland. This will result in a greater share of voice for our three experience brands which will deliver increased overseas visitor numbers to Ireland.

So how can I get involved in TBEX Killarney 2017?

If you want to have your business included in one of our pre, post BEX tours or one of our fam trips please contact Liam Campbell
Liam.Campbell@failteireland.ie

How do I find out more?

You can Visit www.tbexcon.com or email: Gillian.Binchy@failteireland.ie for any queries relating to the conference or sponsorship opportunities. Or Click here to see what it's really about.

https://www.youtube.com/watch?v=i3yHcM_ciD0