

**Title:** Reflections from past participants about Cinnamon's world-class conference for online influencers and travel professionals.

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**"The Cinnamon Travel Bloggers Conference (TBC Asia), is once again set to bring together the global travel industry's top thought leaders and online influencers, for a one-of-a-kind event that will run under the theme 'Agents of Change: Creating Transformational Digital Content for Travel'"**

## **Enjoy one-on-one conversations with the world's best travel bloggers at TBC Asia 2018**

**Reflections from past participants about Cinnamon's world-class conference for online influencers and travel professionals**

*Tuesday 4<sup>th</sup> September, Colombo:* The Cinnamon Travel Bloggers Conference (TBC Asia), is once again set to bring together the global travel industry's top thought leaders and online influencers, for a one-of-a-kind event that will run under the theme 'Agents of Change: Creating Transformational Digital Content for Travel'. Included in this year's conference will be a series of dynamic speed networking sessions which will give budding bloggers from across the region, the rare opportunity to connect and interact with the leading line-up of travel bloggers and award winners of TBC Asia 2018.

Set to take place in Colombo from the 25<sup>th</sup> – 30<sup>th</sup> of October, the pre-tour, conference and awards programme will be attended by the top movers and shakers of the travel and tourism sector. A novel highlight of this year's conference will be a series of networking opportunities which will pave the way for up and coming bloggers and aspiring online influencers who attend the event, to engage in insightful one-on-one conversations with some of the most eminent and successful individuals within the field. While giving new entrants and beginners the chance to learn from the best in the industry and broaden their horizons, the exclusive speed networking sessions will also enable participants to network, instigate collaborations and build important connections.

Now in its third edition, the event has garnered global recognition and gained tremendous momentum since its last chapter in 2016, with the addition of the Travel Bloggers' Awards component. TBC Asia now serves as a platform for bloggers, online influencers and travel professionals from around the world and it gives them the opportunity to learn about the latest insights shaping the industry, whilst gaining valuable international exposure.

The world-class line up of bloggers who attend TBC Asia, have always found the event to be a useful stepping stone, that has elevated their careers and given them the chance to meet other bloggers in the industry, whilst fostering important partnerships with travel

brands. Here are some of the comments, that a few participants from TBC Asia 2016 shared:

Commenting on the TBC Asia 2016 pre-tour experience, Melvin Bocher of Travel Dudes - winner of the 'Best Optimization of Social Media' award said: "The experience in Sri Lanka has been fantastic, this is the third time in two years that I'm visiting the island. I really enjoyed visiting Kandy and Nuwara-Eliya, and taking the trains through the beautiful tea fields up in the Hill Country during the pre-tour. All in all, it was a fantastic experience, with Cinnamon's hospitality making every experience along the way that much better and more memorable."

Sharing their thoughts about the role Cinnamon has played in spearheading the region's travel industry, Lawrence and Jessica of Finding the Universe – winners of the 'Best Travel Photography' silver award stated: "Over the years, Cinnamon has done some really amazing things and contributed significantly to the south Asian travel industry. They're the most innovative player within their space – TBC Asia is the first of its kind and something of this level and scale has never been tried before."

Commenting on bagging the gold award in the 'Best Travel Photography Blog' category, Hannah and Adam of Getting Stamped said: "We've been working hard for many years and it's extremely inspiring and motivating to be recognized for the work that we do on a global level like this. It definitely makes you want to grab your camera and keep going and keep doing what you love. TBC Asia is a great conference and a fabulous experience overall, and we really appreciate Cinnamon for the pioneering role that they have played in opening up doors and creating opportunities like this."

Expressing their views of Sri Lanka as a destination and commenting on their experiences at the TBC Asia 2016 pre-tour Jenna and Jorden of Stoked for Saturday – winners of the 'The Best Travel Video Blog' Gold Award stated: "Sri Lanka's been absolutely beautiful – the people are extremely warm and the natural landscapes of the country are simply incredible. We love filming nature videos and Sri Lanka has been one of the best places for us to do that. The TBC Asia pre-tour gave us a chance to witness some of the most iconic sites and attractions of the island, and truly gave us a full-on experience of the country's unique cultural and natural heritage."

Commenting on her experience at TBC Asia 2016 as a new entrant to the travel blogging world, Janet Newenham of Journalist on the Run – winner of the 'Best Upcoming Travel Blogger' bronze award said: "I'm so happy and grateful to have participated in this event, alongside so many talented and inspiring travel bloggers who I've always looked up to throughout my career. I am only just starting out, and it feels amazing to be able to meet the big names in the travel blogging world at such a high-profile event. This conference has made me realize what direction I want to steer my career towards and I am so thankful to Cinnamon for organizing an event of this calibre."

Cinnamon has always been committed to exploring diverse ways in which it can promote and grow the local and regional travel industry. This is one such event which will enable the Sri Lankan and Asian tourism industries to engage and communicate with some of the world's best travel bloggers, global experts and industry professionals who represent top international organizations and work across a broad range of fields. The Cinnamon Travel Bloggers Conference is the only event of its kind in Asia, featuring a pre-tour, conference and awards programme.

Visit [www.cinnamonboffice.com](http://www.cinnamonboffice.com) to purchase tickets for TBC Asia 2018, an early bird discount of 10% is available for all ticket purchases until the end of September. For more details and inquiries, contact 071 711 8111.