

**Title:** TBC Asia 2018 – This October, Cinnamon presents Asia’s Only Blogger Conference and Awards in Colombo

**Date:** 28/06/2018

**“Cinnamon hosts Asia’s only blogger conference and awards on the 31st of October 2018, bringing the world’s top global travel professionals and online influencers together once again”**

### **TBC Asia 2018 – This October, Cinnamon presents Asia’s Only Blogger Conference and Awards in Colombo**

#### **- TBC Asia 2018 launches Agents of Change: Creating Transformation Digital Content for Travel**

Thursday 28th June 2018, Colombo: Cinnamon hosts Asia’s only blogger conference and awards on the 31st of October 2018, bringing the world’s top global travel professionals and online influencers together once again. The conference and awards ceremony is the third edition of the Travel Bloggers’ Conference (TBC Asia) to be organised by Cinnamon. The only conference of its kind in the region along with an awards ceremony, TBC Asia will return once more to feature ground-breaking trends and learnings from expert speakers and industry practitioners from around the world, who are transforming the sphere of travel content creation and marketing in the digital era. With over 70 travel influencers and digital marketing experts participating in the forum which will take place at Cinnamon Grand Colombo this year, TBC Asia 2018 will explore a broad range of pivotal topics centred on the theme of ‘Creating Transformational Digital Content for Travel’. Having made headlines with its launch in 2014 as the only conference of its kind to harness the combined power of the world’s top online influencers and industry practitioners, TBC Asia has since then gained significant momentum, becoming one of the region’s most highly anticipated events. The conference showcases shifts and trends that are shaping the travel industry, and this year it will shine a light on the all-important role that content plays in delivering effective travel marketing solutions, creating hype and awareness, and building travel brands.

The conference will delve into the intricacies of current market and content trends and provide valuable insights on important avenues such as increasing sales through content marketing, improving lead generation, reinforcing customer loyalty, leveraging user generated content and exploring new markets from a digital perspective. The conference will create a bridge between top travel bloggers and brands, giving them the chance to work together to foster the growth of the industry.

This year’s pertinent theme of ‘Creating Transformational Digital Content for Travel’ will be tackled by several globally acclaimed speakers and trailblazing experts such as Liz Ward

- Managing Director of Tourism Tribe, Sonali Chatterjee - Sales Director (India & South Asia) of CNN International, Karla Cripps - Senior Digital Producer of CNN Travel Asia-Pacific, Giuliana Riitano - Industry Manager, e-Commerce & Classifieds of Google, Abhay Khanna - Regional Manager of the Expedia Group and Zan Wu - Founder & CEO of Zanadu, China's leader in premium and luxury travel.

For further information contact:

Melanie Senanayake - Executive PR & Content Management | Cinnamon Hotel Management Limited |  
E: melanie@cinnamonhotels.com | M: 0773717960

Commenting on Cinnamon Hotels & Resorts gearing up to host the third installation of TBCAsia, Dileep Mudadeniya – Vice President John Keells Group and Head of Brand Marketing Cinnamon Hotels & Resorts stated: “We are delighted to present the Travel Bloggers’ Conference 2018. This thought-leadership initiative is dedicated to spearheading the growth of the travel and tourism sector in Sri Lanka and the region. A unique aspect of this conference is that it will open avenues for influencer marketing opportunities, connecting brands with some of the industry’s most effective and impactful international travel bloggers. The event will also facilitate a wealth of knowledge-sharing and will create meaningful conversations that will take place this year around the theme of ‘Creating Transformational Digital Content for Travel’. We look forward to seeing how this year’s TBC Asia event will play a role in empowering and uplifting the region’s travel and hospitality industry and brands, and taking them to exciting new heights.”

Cinnamon has always been committed to exploring diverse ways in which it can promote the local 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 Blogger’ Conference 2018 is supported by the PTBA (Professional Travel Blogger Association) and PATA (Pacific Asia Travel Association), Official Airline partner – Sri Lankan Airlines, Destination partner – Sri Lanka Tourism Promotions Bureau, Hospitality partner – Cinnamon Hotels & Resorts, Official Digital Partner – eMarketingEye and Print media Partner Ceylon Today.

You can visit [www.TBCAsia.com](http://www.TBCAsia.com) to purchase tickets for TBC Asia 2018, an early bird discount of 10% is available at present for all ticket purchases.