

TRAVEL BLOGGERS, CONTENT CREATORS & THE FUTURE OF DESTINATION MARKETING



A POSITION PAPER
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iambassador **GRAZ**

WITH INFLUENCE COMES RESPONSIBILITY.

Concern is mounting about the impact of rising visitor numbers on destinations around the world. At the same time, more and more people are questioning how well social media paints a true picture (or not) of the modern travel experience, and how it influences the way visitors behave when they're 'on the ground'.

Against this background, [iambassador](#), in partnership with [Graz Tourismus](#) brought together nine thought leaders from the world of destination marketing and content creation to ask: "What role should travel bloggers and content creators play in the future of destination marketing?"

The discussions were led by destination marketing consultant and researcher, Peter Jordan, who has also produced this report.

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OUR PANEL

Our panel of nine thought-leaders met for an intensive one-day workshop in May 2019, kindly hosted at the headquarters of Graz Tourismus. Led by Peter Jordan, a destination marketing and management consultant, the group debated a series of questions and produced recommendations through teamwork activities.

The Social Travel Forum is an initiative of iambassador, the world's premier travel influencer network. It brings together thought leaders to explore the big themes in travel and content creation, and aims to set a responsible agenda for the benefit of the wider travel industry. These topics will be explored in more technical detail at the annual Social Travel Summit Think Tank, to which all delegates are invited (see page 22).



MELVIN BÖCHER
iambassador / Travel Dudes



SUSANNE HÖLLER
Graz Tourismus



MELA
MÖRTTENBÄCK
Tirol Tourismus



GEMMA SUÑER
Costa Brava Tourism



ADELINE GRESSIN
Voyages etc.

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BECKI ENRIGHT
Borders of Adventure



SHIVYA NATH
The Shooting Star



KEITH JENKINS
iambassador / Velvet Escape



NICHOLAS MONTEMAGGI
iambassador /
Representing Emilia Romagna Tourism



FACILITATOR:
PETER JORDAN,
CONSULTANT
Gen C Traveller



FIND FULL BIOS ON ALL THE PANEL MEMBERS
STARTING ON PAGE 23 OF THIS REPORT

- Destination marketing today: what's working well, and what's not?
- What are the major demands on destination marketing organisations (DMOs) today?
- What are DMOs being asked to do more of and less of?
- Where do travel bloggers and content creators fit in the debate about tourism and sustainability?
- What is 'authentic' content, and what role can it play in responsible destination marketing?
- What does responsible behaviour by travel bloggers, content creators and DMOs look like?

WHAT DID WE WANT TO FIND OUT?

SUSTAINABILITY

WHAT ARE WE TALKING ABOUT?

For many years now, the term 'sustainability' in tourism has been used in so many different contexts, its meaning has become rather confused and diluted. Yet, as concern mounts about the impact of tourism on destinations worldwide, it is more important than ever for professionals working in the sector to understand its full implications.

The World Tourism Organization (UNWTO) describes 'sustainable tourism' as:

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

(Source: [UNWTO](#))

The Organization also notes that 'Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations'.

During the Social Travel Forum, the group was asked to keep in mind the three-pillar concept (economic, social and environmental) of sustainability in tourism, and to apply their ideas to various types of destinations, for example urban and rural, developed and developing.

DESTINATION MARKETING

WHERE ARE WE TODAY?

Over the past decade the destination marketing industry has undergone some significant changes; with the balance of power and money shifting rapidly from offline to online channels, with content shared through a handful of social media platforms and the 'message' about the destination increasingly being in the hands of consumers as they share millions of items of content and comment on their experience every day.

Meanwhile, with visitor numbers on the rise, the experience 'on the ground' in many destinations is forcing those responsible for marketing to adapt their approach in order to disperse visitors more widely throughout cities and regions and throughout the year. Many destination marketing organisations (DMOs) are undergoing a transition towards becoming 'DMMOs', to include destination management in their brief.

As tourism arrivals grow, those involved in promoting travel and tourism on a professional level are coming under pressure to justify their efforts and demonstrate the measures they are taking to maximise the positive impacts and minimise the negative impacts of tourism.

DESTINATION MARKETING: WHERE ARE WE TODAY? (CONTINUED)

OUR THOUGHT LEADERS ALSO OBSERVED THAT:

- In terms of visitor arrivals, there is still often a disconnect between the type of visitors that destinations want, those they actually need and those who eventually visit
- There is more sensitivity about what content is being produced and what it says about the destination. Whereas content creators were often able to roam free and post what they liked, DMOs are becoming more wary about what the content says about their brand and their destination
- While many DMOs are learning rapidly about how to work with content creators, many others are still working under outdated assumptions about targets (e.g. number of followers and likes), and not fully understanding the role of content creators that work with them
- As both DMOs, travel bloggers and content creators become more experienced, they are starting to understand their relationships as long-term and more focused on the goals of the destination, rather than in meeting short-term targets
- While DMOs have to think strategically by taking into account local residents' quality of life and the quality of the visitor experience, this can sometimes clash with the expectations of their local commercial partners, who are often just focused on year-on-year growth
- While DMOs are becoming more familiar with the need for a more sustainable approach to tourism in their destinations, this has been slow to emerge in the kind of content that they and their travel blogger partners produce

TRAVEL BLOGGERS IN DESTINATION MARKETING

WHAT'S WORKING WELL?



- DMOs are working more consistently, following a pre-defined plan and strategy
- They're developing longer-term relationships with bloggers who are becoming their long-term allies and ambassadors
- They're helping to extend relationships beyond the DMO towards other local (commercial) partners, educating them on how to get the most from their relationship
- They're using a wider range of content-related KPIs, such as:
 - Content quality (standard of writing, images, SEO)
 - Engagement (likes, comments shares)
 - Cross-media sharing
 - Traffic generated to the DMO's website
 - Degree of off-season promotion
 - Communication of destination's values
 - Amount of long-term content promotion
 - Feedback/enquiries resulting from content



TIMES ARE CHANGING FOR
DESTINATION MARKETING
ORGANISATIONS

OUR PANEL NOTICED THAT DMOS ARE UNDER INCREASING PRESSURE TO:

- Focus more on the quality of visitors, instead of the quantity. The aim is to find visitors that will stay for longer, explore further and spend their money more widely throughout the destination
- Focus on the quality of the visitor experience by encouraging businesses to specialise in specific products and experiences, and ensuring that these are delivered to a high standard, in order to compete
- Ensure that local residents are consulted with, and consent to major tourism developments such as large attractions or hotel developments
- Do more work with fewer resources. Many DMOs are being asked to take on additional work such as attracting meetings and conferences (CVB), managing cultural events and public spaces
- Allow more local commercial business partners and members to have a stake in the DMOs' management, and its strategic direction
- Justify how the money they spend is aligned with their overall strategy and long-term goals for the destination such as local economic development or reducing seasonality
- Demonstrate project results (for example, from an influencer marketing campaign), with hard data, that shows continual improvement
- Engage in educating and coaching local businesses to help them improve their knowledge of the global tourism marketplace, consumer trends, marketing and other business management skills
- Adapt and support local businesses caused by sudden events (eg. political instability, extreme weather...)

DESTINATION MARKETING IN THE FUTURE...

LESS → MORE

- Competition → Collaboration
- Work done by DMOs alone → Projects led by strategic partners
- Generic promotion work → Targeted promotion of specific products and services
- DMOs spending their own money → DMOs helping to coordinate and activate other organisations' resources
- DMOs as purely-public bodies → DMOs run as a business, with chargeable services
- Content posted directly to social media → Owned content (e.g. on personal blogs)
- Generic DMO website content → Product-specific blog content
- Knowledge holding → Knowledge sharing (good DMOs will be a go-to resource for business help and advice)
- Inflexible strategy → More responsive tactics as per the demands of external events (e.g. crises, unseasonal weather etc...)

TRAVEL CONTENT CREATION HAS GONE MASS-MARKET



CONTENT SATURATION HAS HAD AN EFFECT ON THE WAY DESTINATIONS ARE PERCEIVED FROM OUTSIDE, AND ON THE WAY VISITORS BEHAVE WHEN THEY'RE ON THE GROUND.

OUR PANEL EXPLORED THE MAJOR ISSUES...

EVERYONE IS DOING IT...

Upon seeing an iconic landmark—whether it's the Eiffel Tower, Angkor Wat, Machu Picchu or the famous Hollywood sign, few people—especially social-media savvy Gen Y and Gen Z travellers—can resist the temptation to share their excitement by posting a photo or video online. Since the invention of photography, travellers have sought to have moments like this immortalised to provoke admiration or envy for those at home.

Professional travel bloggers and content creators, many of whom have turned their passion into a profession for the specific purpose of inspiring and informing others, were among the first to record their travels online using their blogs. However, today inspirational content is no longer limited to travel blogs or glossy magazines. As one of our thought-leaders commented “thanks to social media (especially Instagram), content production has gone mass market. Everyone's doing it, resulting in content saturation”.

As our panel observed, content saturation has produced worrying outcomes ‘on the ground’ in destinations around the world:

- People are going to ever-more extreme lengths to grab attention with photos and videos, for example by getting too close to dangerous animals, trampling farm crops, standing on high ledges, railway tracks or fragile monuments. In doing so, they are putting their lives in danger, threatening livelihoods, endangering wildlife and damaging valuable cultural heritage
- Previously quiet suburban streets are becoming overrun with tourists taking photos and videos, disrupting residents' quality of life and damaging their property
- The areas around major landmarks or newly-found ‘hot-spots’ have become saturated with tourists brandishing tripods and selfie-sticks, obsessed with capturing photos and videos rather than appreciating their surroundings for what they are
- Some of our panel suggested that this behaviour drives bucket-list tourism in the mass market, as well as creates a general sense of indifference about travel and its impact

WHAT ARE THE CONSEQUENCES FOR TRAVEL BLOGGERS & CONTENT CREATORS?

TRAVEL BLOGGERS AND CONTENT CREATORS VS. 'INFLUENCERS'

In recent years these terms have become somewhat intertwined, however discussions around content, the way it's captured and what it's used for led the group to debate the meaning of each term. In particular the group felt that the term 'influencer' had become discredited as it had come to mean someone who uses only one or two social networks to grab attention and collect likes, putting themselves at the forefront of the content they produced, rather than the place they visited or the people they met.

By contrast, 'travel bloggers' are understood as those who ran their own blog with more informative content that not only inspires followers, but educates and informs them too. The term 'content creator' is a more general, functional term that refers to a professional ability to produce content.

CHASING THE MONEY

As travel blogging and content creation have become increasingly commercialised, this has shaped the type of content that is being produced in various ways:

- Content creation, time and money are becoming more geared towards a focus on search engine optimisation (SEO)
- Content and producers are structuring their work around a pay-to-play model (paying social networks to ensure gain reach)
- More content is produced with the aim of grabbing attention, or product placement, resulting in more listicles and low-grade content (this may also be due to consumers' increasing desire for distilled info and instant gratification)
- This is pushing creativity and storytelling out of the picture
- DMOs and travel brands are now a lot more sensitive about what is being posted, and what that says about the place/product





THE ART OF BEING AUTHENTIC

INSTAGRAM HAS TAUGHT US THAT THE MUNDANE AND REGULAR CAN QUICKLY BE TRANSFORMED INTO SOMETHING BRIGHT, ALLURING AND EXTRAORDINARY, MAKING IT AN ATTRACTIVE PLATFORM FOR DESTINATIONS.

HOWEVER, IS THE CULTURE OF PERFECTION ULTIMATELY HELPFUL FOR THEM?

A SELFIE TO DIE FOR...

Today, travel has become an arena which allows individuals to show off their 'best life' through social media platforms, Instagram in particular. As discussed on the previous page, the quest for attention and admiration among some users (especially influencers who have built up a large volume of followers and need to sustain their attention) has led to some extraordinary scenes in destinations around the world, as people risk their lives and behave in odd ways just to capture a photo or video. When multiplied by a large volume of visitors throughout the year, this can damage the local environment, as well as the quality of life for residents.

WHY DOES AUTHENTICITY MATTER?

Our panel felt strongly that the culture of celebrity and perfection generated through social media (especially Instagram) was not only threatening the local way of life in destinations, but also corroding the reputation of travel bloggers and content creators who travel with genuine care and respect for the places they visit. Staging content often gives followers a false impression of how destinations really are, or lead to inappropriate behaviour (for example, leading travellers to go hiking unprepared, or visitors to dress in a disrespectful way at a sacred location).

Furthermore, the panel agreed with the statement from the 2018 Social Travel Summit Think Tank, 'that authenticity is travel bloggers' main asset'. Working with travel bloggers is a useful way to tell a story in a way that followers can easily relate to. By contrast, exaggerated staging damages this sense of authenticity, and sometimes leads some clients to believe that they're simply hiring a model, to show a more flashy version of what they're really offering. This undermines bloggers' credibility and undervalues their talents.

AUTHENTIC CONTENT IS...

Relatively well-adjusted to reality



Created by an individual using simple equipment (phone, GoPro) rather than a production team



Accompanied by informative text



It represents what someone would typically expect to find when visiting the same place

(Source: *STS Think Tank Report*, Belfast, 2018)

WITH INFLUENCE COMES RESPONSIBILITY.

WHAT CAN

WE DO?

Ultimately, it's very difficult to control the behaviour of large numbers of travellers, however our panel felt that 'with influence comes responsibility'. Rising visitor numbers, combined with disrespectful or dangerous practices in gathering content make it more important than ever for those with a large number of followers to act responsibly and set a good example.

Looking ahead, our panel observed that those who promote travel could increasingly find themselves called-out by their followers if they are seen to behave in a way that's damaging to the destination's environment or way of life.

WHAT CAN WE DO?

TRAVEL BLOGGERS AND CONTENT CREATORS CAN:

- Be honest in the way they cover destinations. Manage followers' expectations and educate them on travel do's and don'ts
- Integrate responsible, educational material within more popular content such as listicles
- Use geo-tagging carefully, especially at fragile locations that may not be able or willing to handle large numbers of visitors
- Call out dangerous, irresponsible or heavily staged content in a kind, educational way (not lecturing or shaming, as this rarely has the intended effect)
- 'Influence the influencers' by creating a movement which makes it uncool to post irresponsible content

DESTINATIONS CAN:

- Learn and help educate local partners about what represents professional and unprofessional behaviour among travel bloggers, content creators and influencers
- Work with travel bloggers who demonstrate responsible, professional behaviour that shows care and respect for the destination they are visiting
- Educate the travel bloggers and content creators that they work with, on local regulations, customs and problem issues
- Work with travel bloggers and content creators to develop their own visitor education campaigns, to encourage responsible visitor behaviour locally
- Run visits that stay clear of overcrowded attractions, and don't encourage irresponsible behaviour by content creators
- Improve infrastructure at popular photo spots to reduce damage to the local environment (eg. provide proper toilets, parking and walkways)

SO, WHAT ROLE
SHOULD TRAVEL
BLOGGERS &
CONTENT CREATORS
PLAY IN THE FUTURE
OF DESTINATION
MARKETING?



WHAT SHOULD WE DO?

AS PROFESSIONALS WITH INFLUENCE, TRAVEL BLOGGERS & CONTENT CREATORS SHOULD...

- Recognise their responsibility towards the places they visit, and set a positive example to other travellers
- Recognise that the factors that contribute to overtourism (overcrowding, poor visitor behaviour, damage to the built and natural environment) can occur in destinations of all kinds, not just in large cities
- Strike a smart balance in their content, between inspiration and education and integrate educational content into popular posts
- Give visibility to local projects, businesses and practices that have a positive impact on the environment and local community
- Help destinations where they need it most: supporting sustainable practices, education and training, sparking innovation, improving product quality, recovering from crises, etc.
- 'Influence the influencers', making it uncool to post irresponsible content
- Inform travellers' decisions by helping them to understand the 'reality on the ground' rather than be led only by staged, 'perfect' images
- Spread awareness of the Social Travel Summit Code of Ethics (due to be updated in 2019), among tourism suppliers, travel bloggers and content creators

FIND OUT MORE...

For more practical advice on the following topics, you can download the free, annual reports from the Social Travel Summit Think Tank. They offer information and practical advice for everyone who's interested in digital content creation and influencer marketing in travel.

Just visit: www.thesocialtravelsummit.com/think-tank



- MONEY AND BUDGETS
- HOW TO CHOOSE BLOGGERS
- TRANSPARENCY & ETHICS
- INTERNAL STRUCTURES OF DMOS
- IMPROVING CLIENT-BLOGGER COMMUNICATION
- TACKLING OVERTOURISM
- THE VALUE OF BLOGGERS BEYOND STATS
- WORKING WITH LOCAL BUSINESS
- THE FUTURE OF TRAVEL BLOGGING
- PLANNING THE PERFECT BLOGGER VISIT
- WHEN BLOGGERS MOVE INTO CONSULTING
- BLOGGING AND POST-CRISIS RECOVERY

THE SOCIAL TRAVEL SUMMIT 2019

The Social Travel Summit (STS) is where the world's leading online travel bloggers and travel industry decision-makers meet to share, learn and develop best practices and collaborative success in travel marketing and publishing.

The Social Travel Summit aims to be at the forefront of developing professional standards while also providing a fun environment for gainful networking and in-depth learning. It is a small conference of just around 150 delegates which includes top bloggers and content creators from around the world as well as industry representatives seeking to leverage their clout.

Being small is an advantage: serious discussion, networking and learning takes place in a way that would be impossible at larger conferences. Delegates benefit greatly from information exchanges, collaborative discussions and exclusive access to the world's leading travel bloggers and content creators.

STS 2019 will take place in Ravenna, Italy on 24-25 September. For more info about the programme and speakers, please visit [The Social Travel Summit](#).



PANEL BIOS



MELVIN BÖCHER iambassador / Travel Dudes

Melvin, the founder and CEO of Travel Dudes, COO of iambassador & co-founder of the Social Travel Summit, is one of the top travel influencers online. On Twitter there are over 260.000 followers and he is recommended on over 8.500 Twitter lists, putting him in the Top-3 in travel. The Travel Dudes Facebook page has well over 120,000 followers.

Travel Dudes is an industry leader within the field of travel influencer marketing. In partnership with clients they create cost-effective, inspirational and engaging travel content for digital and social platforms, reaching an audience of over three million travelers each month.

SUSANNE HÖLLER Graz Tourism

Su has been working in tourism for more than 25 years and spent most of her working life with the Graz Tourist Office. She has in-depth knowledge of destination marketing, product development, B2B relations and is now focusing on influencer marketing and how to elaborate and professionalize the cooperation of travel bloggers and DMOs.

Su is an active member of ECM (European Cities Marketing) and Vice Chairperson of the knowledge group CityMarketing within this organization. The goal of this group is to help traditional tourist offices in transition to become Destination Marketing Organisations (DMO), which not only focuses on attracting more tourists, but seeing the bigger picture, involving many groups and partners, and especially the locals, to create a new strategy for a sustainable future of city destinations.



PANEL BIOS (CONTINUED)



MELA MÖRTENBÄCK

Tirol Tourism

Mela Mörtenbäck is PR Manager at the Tirol Tourist Board and in this position also responsible for the strategic setup and expansion of the field of blogger relations/influencer marketing.

With several years of experience in PR and communications and writing a blog herself, Mela knows both sides of the digital travel industry.

Gemma Suñer is the Online Marketing Manager of the Costa Brava Girona Tourist Board in Spain. #inCostaBrava and #inPyrenees are some of the most innovative destinations when it comes to relationships with content creators, and have been home of travel blogger conferences, where Gemma led the organisation of events and programs for bloggers around the conference.

She is constantly working shoulder to shoulder with content creators and has led innovative projects such as Instagram Your City or Resident Bloggers, through which the whole destination has gotten successful results and the members of the community have turned into content creators.

In cooperation with EmiliaRomagna in Italy and iAmbassador she was part of the organising team of #EuroFoodTrip, awarded Europe's Leading Marketing Campaign by the World Travel Awards, and its second edition #EuroCultureTrip with the addition of the region of Graz, in Austria.



GEMMA SUÑER

Costa Brava Tourism



ADELINE GRESSIN Voyages etc.

In 2010, after 12 years working in the advertising industry, Adeline quit her job to pursue her dream to travel the world. From Asia to South America, she traveled a year solo across 3 continents. Before leaving France, she created 'Voyagesetc.fr' to share her travel stories and her solo traveler's advices.

When she came back from that trip of a lifetime, she decided to work full time as a freelance travel writer, photographer and blogger. In summer 2019, she will launch a second website called 'escalealouest.com' dedicated to local tourism in the west part of France where she lives.

PANEL BIOS (CONTINUED)



BECKI ENRIGHT

Borders of Adventure

Becki Enright is a British Travel Press Award-winning writer whose work focuses on changing perceptions about misunderstood aspects of destinations. Her writing combines storytelling with insight into the social, historical, political and economic factors that shape the country or place in relation to tourism.

Becki has appeared live on Sky News and CNN, as well as being quoted in and writing for high profile media including National Geographic, Time.com, Guardian online, New York Times, Grazia and BuzzFeed.

She is also a spokesperson for Austria Tourism after a first of its kind year-long ambassador campaign, and one of the core ambassadors for G Adventures and their Wanderers programme, exploring destinations worldwide where you can travel with a positive social impact.



SHIVYA NATH

The Shooting Star

Shivya Nath is the author of a best selling travel memoir and runs the award-winning travel blog, The Shooting Star. She has appeared on the cover of National Geographic Traveller Magazine (India), and has been featured on BBC Travel and TEDx.

She advocates for sustainable tourism and has been named by Passion Passport among Instagram's most passionate environmentalists.

Keith Jenkins, CEO, founded iambassador and began offering social media and marketing services in 2011. Keith is also the founder and publisher of the Velvet Escape luxury travel blog.

Based in Amsterdam, Keith left his ten-year investment banking career to travel the world and carve out a new career as a travel blogger and social media advocate. He has visited more than 80 countries across six continents.

In addition to being a travel blogger, Keith often speaks at travel and social media conferences. He is also the co-founder of the Global Bloggers Network, a community of travel bloggers. Keith has been featured in The New York Times, BBC Travel, Lonely Planet, and National Geographic Traveler, and has spoken at TEDxTalk.



KEITH JENKINS

iambassador / Velvet Escape

PANEL BIOS (CONTINUED)



**NICHOLAS
MONTEMAGGI**

iambassador / Representing
Emilia Romagna Tourism

Nicholas Montemaggi, MBA, is the Chief Marketing Officer at iambassador and speaks fluent Italian, German, and English. He spent five years (2010-2015) at the Emilia Romagna Tourist Board in Italy where he was responsible for Digital PR and International Online Media Relations. While there, Nicholas developed, with Traveldudes and Budgettraveller of the iambassador network, the award-winning Blogville project, which is now in its sixth year. Nicholas was also responsible for European Union Relations and Funding Opportunities for the Tourism Sector for the Emilia Romagna Tourist Board, working together with the Regional Governmental EU offices and the Regional Chambers of Commerce Union EU offices, connecting the public sector with small and medium-sized enterprises.

Nicholas has delivered presentations at the most important travel industry events, including ITB Berlin, WTM London, WTM Africa, Social Travel Summit, World Tourism Forum, Social Media Tourism Symposium, TTI-TTG Rimini, BIT Milano and TBEX. He hosts workshops and seminars at Universities and DMOs where he shares the latest marketing strategies and experiences from his daily work and projects.

Peter Jordan is a consultant and researcher specialised in the curation and interpretation of travel trends, for diverse clients from inside and outside the tourism industry. With a background in industry education as well as marketing and communications at various tourism industry associations, he has gained a panoramic view of global travel, including the influence of consumer trends on travel behaviour. He started his career working for the United Nations World Tourism Organization in Madrid and has also worked for the World Youth Student and Educational Travel Confederation, as well as the Pacific Asia Travel Association.

In 2014 Peter founded the travel trends site GenCTraveller and also became an international associate of Toposophy, piloting the company's research. He has built a strong reputation for delivering insights on tourism, marketing and consumer trends that are trustworthy, thought-provoking and inspire people to take action. For the past three years he has led the Think Tank at the Social Travel Summit, helping bloggers and industry improve the way they work together.



PETER JORDAN

Gen C Traveller

THANK YOU'S

The Social Travel Forum (STF) is an initiative by iambassador, the first edition of which was held in Graz, Austria in May 2019.

We would like to thank Peter Jordan for his invaluable contribution to STF by moderating the discussions and producing this report.

Special thanks also go to Graz Tourismus for making this first STF possible, and to the participants who shared their insights and knowledge.

Photo credits: © Graz Tourismus & iambassador

iambassador

iambassador is a digital tourism marketing agency and the world's leading network of professional travel bloggers and content creators.

Established in 2011, iambassador creates, plans and executes successful online marketing campaigns which harness the reach and influence of several thousand of the most popular professional bloggers, photographers, videographers and social media personalities in the global travel industry.

Renowned for conceptualising ground-breaking collaborations with DMOs and travel brands alike, iambassador's marketing campaigns are multi award winning, including back-to-back wins at the World Travel Awards (Europe's Leading Marketing Campaign 2017 and 2018) and success at PR Week Global Awards (Best Global Partnership with VisitBritain) and Travel Media Awards (Best Innovative and Content of the Year 2017).

Working with DMOs globally, travel brands like Expedia and Amadeus, and international organisations like the Council of Europe, iambassador designs bespoke campaigns. The process, from conceptualisation and influencer selection through to monitoring and reporting, is managed via iambassador's cutting-edge, in-house database. Additionally, iambassador provides digital marketing consultancy and education in the form of workshops and seminars, and its annual Social Travel Summit conference. Furthermore, through its partnerships with travel trade shows such as World Travel Market (London and Cape Town), ITB Berlin and BIT Milan, iambassador keeps the travel industry up-to-date with trends in influencer marketing.

For more information about iambassador, please visit:

<http://www.iambassador.net/>

Should you be interested to host a future edition of STF, please contact us via:

info@iambassador.net