



# TBEX NORTH AMERICA 2018

SEPTEMBER 11-13 | #myFLXtbex

Finger Lakes Wine Country was chosen as the host destination for TBEX because of our community, our tourism assets, and our hospitality. Hosting TBEX is a unique and exciting opportunity that will have continued benefits for our region for years to come. We are all ambassadors of Finger Lakes Wine Country and it is our job to ensure our community is not only TBEX Ready, but visitor ready, every day.

## We are all in the business of HOSPITALITY.

**HOSPITALITY** [hos-pi-TAL-i-tee] *noun*

1. the friendly reception and treatment of guests or strangers.
2. the quality or disposition of receiving and treating guests and strangers in a warm, friendly, generous way.

*Synonyms: warmth, cordiality, geniality, friendliness*

As a destination, we strive to be warm and welcoming hosts. TBEX reminds us to always put our best foot forward, ensuring positive visitor experiences.

## WORD OF MOUTH REIGNS

Word of mouth is the top source for travel decisions. When it comes to information sources on destinations, personal recommendations reign, with web-based resources a close second. Influencers fit in both the “personal recommendation” and the “web-based resources” categories. So, whether it’s a TBEX attendee or any visitor, everyone has a voice and can influence travel decisions.

## A RISING TIDE RAISES ALL BOATS

TBEX will have short-term and long-term effects. The short-term effects will be felt the week of the conference not only through the impact of the 700 TBEX attendees being in region, but also as social media exposure and frequency reaches its peak. Leading up to the conference, we’ve already seen nearly 15 million impressions of the #myFLXtbex hashtag. Looking ahead, the conference is like a catapult launching our region forward. The long-term effects of TBEX will last months, even years, as content continues to be released, stories are published, and our destination continues to be top of mind for those influencers that attended the conference. The conference will entice return visits from influencers thus more content created and shared, first-time visits from influencers who have yet to explore the region, and ultimately, all their fans, followers, and people searching for their next travel destination.

## YOU ARE A FINGER LAKES WINE COUNTRY AMBASSADOR

Whatever your role in the Finger Lakes community, you have an important role as an ambassador of our beautiful destination. Be proud of your home and your community! Share your love of Finger Lakes Wine Country not only to our visitors, but also to your neighbors and fellow residents.

Search **#myFLXtbex** on social media to follow and join the conversations that are already happening surrounding the region and the conference.