VisitDFW
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TOURISM MARKETING THOUGHT-LEADER TO KEYNOTE AT *TRAVEL IDEAFEST*

Frederic Gonzalo to share best practices and examples of travel influencer marketing success

(Dallas-Fort Worth, TX) June 3, 2019 – Affirming its commitment to providing a compelling experience for content creators and travel/tourism brand marketers at the inaugural *Texas Travel IdeaFest ("TXTI")*, VisitDFW today confirmed international social media expert Frederic Gonzalo as keynote speaker for the event.

"Discussions with TXTI stakeholders and participants at our monthly influencer roundtables made it clear that we needed someone that can deliver insights to both content creators and travel/tourism brand marketers", said VisitDFW CEO Bruce MacMillan. "Frederic is a widely-read, globally sought-out thought-leader in today's wildly competitive travel and tourism marketing space."

Gonzalo's keynote, ***"Influencer Marketing: How Travel Brands and Content Creators Can & Should Make Use of The Opportunity"***, will showcase how travel brands can seize the opportunity to work with content creators to inspire their target audiences. On the flip side, he'll share how influencers can stand out with brands and audiences as a growing pool of content creators intensify competition in the marketplace.

As a follow-up to the keynote session, Gonzalo will moderate a plenary session on *"**The Business of Travel Influencer Marketing"**.*

VisitDFW is also inviting interested content creators and travel/tourism brand marketers to apply to speak at TXTI as part of a panel or workshop session. Topics include: *"The Business of Travel Influencer Marketing", "Growing Community Engagement Performance"* and an *"Influencer Collaboration Workshop".* Interested parties can go to *TravelIdeaFest.com* to complete a simple submission form.

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The first annual Texas *Travel IdeaFest* (TXTI) event will be held **Friday October 18, 2019 in Arlington, Texas at the brand new *Live! by Loews-Arlington* hotel.** Discounted early-bird registration is open NOW for a limited time.

Content creators looking to develop new relationships and ideas with tourism destinations and visitor experience brands will find new content ideas, networking opportunities with travel brands and insights to perform better.

Destinations and travel brands that create/distribute compelling content to engage visitors will find new influencer collaboration opportunities and content marketing insights to enhance marketing results.

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ABOUT VISITDFW
VisitDFW is a collaborative venture of Dallas Fort Worth-area tourism stakeholders committed to creating and publishing authentic travel stories and content that make visitor travel to DFW remarkable. Established as an IRS 501(C)(6) not-for profit association, VisitDFW stakeholders include all major DFW-area destination marketing organizations as well as key brands and businesses. More information on VisitDFW and TXTI can be found at VisitDFW.com or by contacting Bruce MacMillan (conversations@visitdfw.com).

ABOUT TEXAS TRAVEL IDEAFEST
Texas Travel IdeaFest ("TXTI") is Texas' only annual travel content creator and tourism marketer community event dedicated to building influencer marketing excellence through education and collaboration. The primary engagement channels for TXTI are @TravelIdeafest (*Instagram*) and @Visit_DFW (*Twitter*). Detailed content and registration information on TXTI can be found at TravelIdeaFest.com.