



The Power of Family Travel

Outreach from FTC Dallas 2012



The 2nd Family Travel Conference held in Dallas Nov. 9-11, 2012 was attended by 75 key family travel media across all platforms.

According to their applications, the FTC attendees boasted an aggregate 1.6 million unique visitors to their sites; 326,000 Twitter followers and 250,000 Facebook friends.

These are the stories they told. And will continue to tell.



FTC Dallas in Video

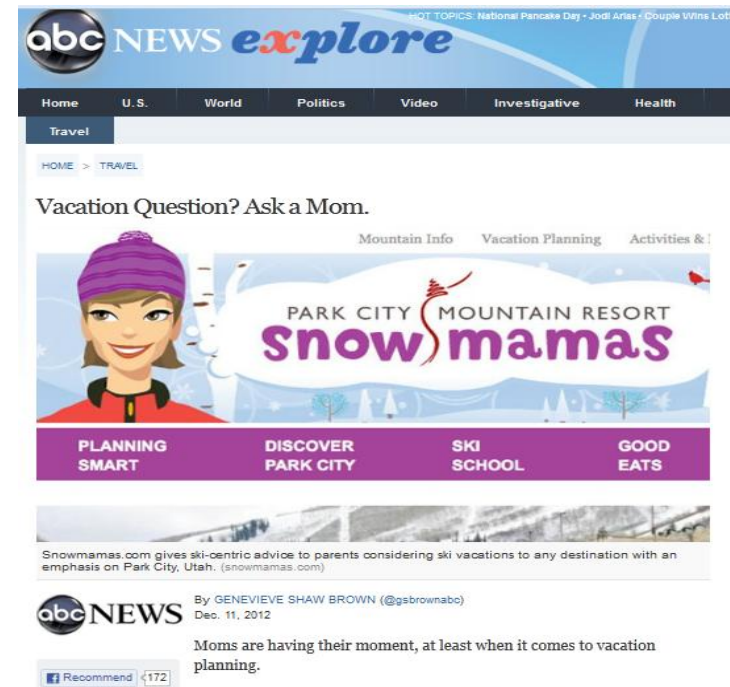
1. [5 Tips for Shooting Travel with an Iphone](#) by Valarie d'Elia, NY1 & W-YNN Rochester
2. [Omni Dallas Features Local Artists](#) by Diana Rowe, TravelinginHeels.com
3. [Ft. Worth's Texas Size Cattle Drive](#) by Valarie d'Elia, NY1
4. [Disney Sails to Galveston](#) by Kyle McCarthy, Family Travel Forum
5. [The Art of Hotel Bathrooms](#) by Kyle McCarthy, Family Travel Forum
6. [Omni Dallas with Kids](#) by Sue Rodman, Field Trips with Sue
7. [Eileen and Mickey at Family Travel Conference](#) by Eileen Ogintz, TakingtheKids.com
8. [Touring Dallas' Newest Attraction: The Perot Museum](#) by Margalit Francus, Autistic GlobeTrotting
9. [Housekeeping Tour Recycling Soap](#) by Margalit Francus, Autistic GlobeTrotting
10. [Omni Dallas Hotel Room](#) by Margalit Francus, Autistic GlobeTrotting
11. [dallas omni hotel housekeeping tour RE1](#) by Margalit Francus, Autistic GlobeTrotting
12. [Knights and White Horses-Highlights of Medieval Times](#) by Margalit Francus, Autistic GlobeTrotting
13. [Dallas Art, Omni Style](#) by Sandra Foyt, AlbanyKid.com
14. [Omni Hotel Dallas Presidential Suite Video Tour](#) by Danyelle Little, TheCubicleChick.com



FTC Dallas in Print, Blogs, E-Zines



Taking The Kids column (above) syndicated by Tribune Media Services: 2M+



ABCNews.com: 3M+ audience



FTC Dallas in Blogs, Print, Online

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THE NATIONAL NEWSPAPER OF THE TRAVEL INDUSTRY

Webinar: Explore SeaWorld
Join us 2/12 as we explore SeaWorld Parks & Entertainment's 11 beautiful family-oriented parks. [Register Now>>](#)

Webinar: The 1st Time Traveler
Learn to open your client eyes to all Mexico has to offer and why it's the destination for a lifetime of travel. [Attend Now>>](#)

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Selling the family travel market

By Kaleel Sakakeeny



The family/intergenerational travel trend that emerged following 9/11 is still going strong more than a decade later.

About 44% of adults bring children (and grandchildren) along on leisure travels, and taken as a group, they take more trips per year (4.5) than business travelers (3.9). Gen Y (3.9) or Gen X travelers (3.5), according to the 2012 Portrait of American Travelers (MMGY Global/Harrison Group).

A gathering of those who focus on that trend and on social media came together recently with energy and passion at the Family Travel Conference in Dallas, and the industry suppliers took notice. Representatives from Disney, Southwest Airlines, Omni Hotels, Hyatt, Travel Guard, Visit Orlando and the Dallas Convention and Visitors Bureau attended and listened for what could be learned from about 100 family travel bloggers, tweeters and journalists, including Wendy Perrin of Conde Nast Traveler and ABC News' Genevieve Shaw Brown.

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Women Family Travel Bloggers Unite, Flex Social Media, Travel Muscle

Author: [Kaleel Sakakeeny](#)
Published: December 31, 2012 at 7:38 am

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Last month, a trio of leading family travel "influencers" ushered in their annual Family Travel Conference, a gathering of passionate, talented and savvy family travel bloggers and journalists from around the country. The venue was the huge, but responsive Omni Hotel in Dallas, Texas.



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FTC Dallas was everywhere in Blogs, Print, Online


Adventures Among Us

Missouri Mom, sharing travel adventures and success stories of traveling with kids!

What to Pack for Travel Conferences

Sunday, October 07, 2012 15:21

By [Disabled TravelingMom](#)



As someone who attends conferences quite frequently, I've come up with a list of **essentials to pack**. The main thing to keep in mind is that you want to be comfortable, to stay informed during sessions and to network with others.

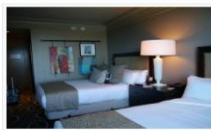
For Comfort:
Check the weather and pack appropriate clothing. Add a small umbrella, sweater or light jacket, and attire that can be worn *forward*.

Family Travel Magazine

November 16, 2012 | 2 Comments

Dallas Experiences at the Family Travel Conference

If you're new here, you may want to subscribe to our weekly or daily emails. Thanks for visiting!



Last week, I visited Dallas for the Family Travel Conference. While there, I had the chance to see a few great places in Dallas, as well as stay at the Omni Dallas Hotel. Despite working with a team in Dallas for 10 years of my professional career, I never actually visited the city (except for the airport, which FourSquare and my phone's WiFi reminded me).

I arrived with a few hours free before the first session, so I ordered room service and got some work done. Then, I headed downstairs to the conference. We had several excellent sessions - I got pages and pages of notes, before we all met in the lobby to take the DART over to the Dallas Zoo. I was impressed with the DART - it was easy to use and completely clean.

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Jodi Grundig
Travel and parenting blogger Jodi Grundig started blogging in 2007. She currently writes for Hotel Scoop, What a Trip!, and Traveling Mom in addition to Family Travel Magazine. Jodi resides in Massachusetts with her husband, six-year old son, eight-year old daughter, shelter cat, and Havanese puppy.

We're on



 **the CUBICLE chick** WORK. LIFE. PLAY. LIFESTYLE BLOG

KIDS & PARENTING HEALTH & BEAUTY POP CULTURE WORK/LIFE REVIEWS

I'M HEADED TO THE FAMILY TRAVEL CONFERENCE IN DALLAS #FTCDALLAS

The Cubicle Chick November 9, 2012 1 Comment »

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Texas Does It Big at the Gaylord Texan, Grapevine

Posted on Wednesday, December 5th, 2012 by [dianarowe](#) 9 comments

Nobody does Texas style and hospitality better than Texas, and the Gaylord Texan Hotel & Conference Center does Texas BIG, another Lone Star sprawling property and recent addition to Marriott Rewards program. Located in Grapevine, just 20 minutes from downtown Dallas and six minutes from the DFW Airport, you'll quickly arrive at your destination, the Gaylord Texan, the official hotel of the Dallas Cowboys!





More Examples of FTC Dallas in Blogs, Print, Online



(Almost Wordless Wednesday) America's Largest Indoor Christmas Tree Is In...

DECEMBER 12, 2012 BY MARINDA 30 COMMENTS



Family Travel » 5 things Denver visitors don't want to miss in Dallas Texas

5 things Denver visitors don't want to miss in Dallas Texas

Written by MFMain
Tags: breaking, Happenings, travel

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The amazing thing about Dallas is that it's so close! You can quite often get cheap airlines (\$100 and up depending on route, flight times, etc) and make this an inexpensive family trip.

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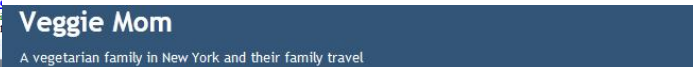
Disney Cruises Extend Mickey's Reach Around The World

Author: Kyle McCarthy

Tags: baby, couples, cruise, disney vacation, europe, florida, kids, teens, texas

Aware that families love cruising together -- especially with grandparents -- and that the ease of travel by ship, unlimited food, and exotic ports of call are more popular than ever, Disney Cruise Line is shifting its fleet to maximize guest choices.

The company has four "magical" ships on the high seas: the first two, *Disney Magic* and *Disney Wonder* have a capacity of about 2,700 passengers; the two newer ships, the *Disney Dream* and the *Disney Fantasy*, carry nearly twice that number.



Fitness Challenge: Dallas Omni



In Dallas, everything is large: the hair, the portion size, the gym at the *Omni Dallas Hotel*. To counteract the oversized margaritas and slabs of dessert on my recent trip to *Dallas*, I spent some serious time at the fitness center.

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Family Travel Bloggers Unite Again: This Time, Dallas

Coni



More examples of FTC Dallas in Blogs, Print, Online



Don't Miss the Art of Chihuly at the Dallas Arboretum
December 12, 2012 by Tonya - 10 Comments



Our Mother/Daughter Trip to Dallas – Day 1



My time with Kgiri is slipping away
She's growing up.



FTC Dallas in Social Media

The hashtag #FTCDallas was so widely used in the week prior to the conference and during workshops, that at 27,247,680 Impressions, #FTCDallas was “trending on twitter.”

On Monday, Nov. 12th, the follow-up Twitter Party for #FTCDallas generated 7.4M impressions, even though 25% of attendees were on post-conference Trips in the region.

tweetreach

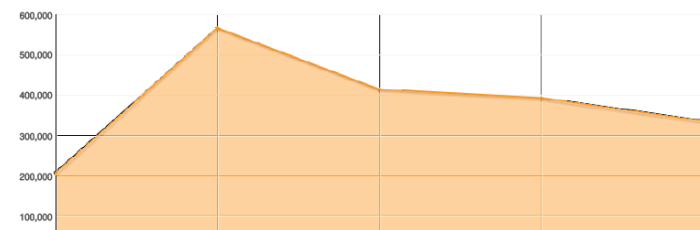
Generated on 11/13/2012 at 06:15PM

Tracker for *Family Travel Conference* **Dallas**

Viewing: November 08, 2012 - November 12, 2012

Tracking: #FTCDallas, omnihotels

Reach:
790,091
people





FTC Dallas was on Pinterest, Instagram, Facebook & other Social Media

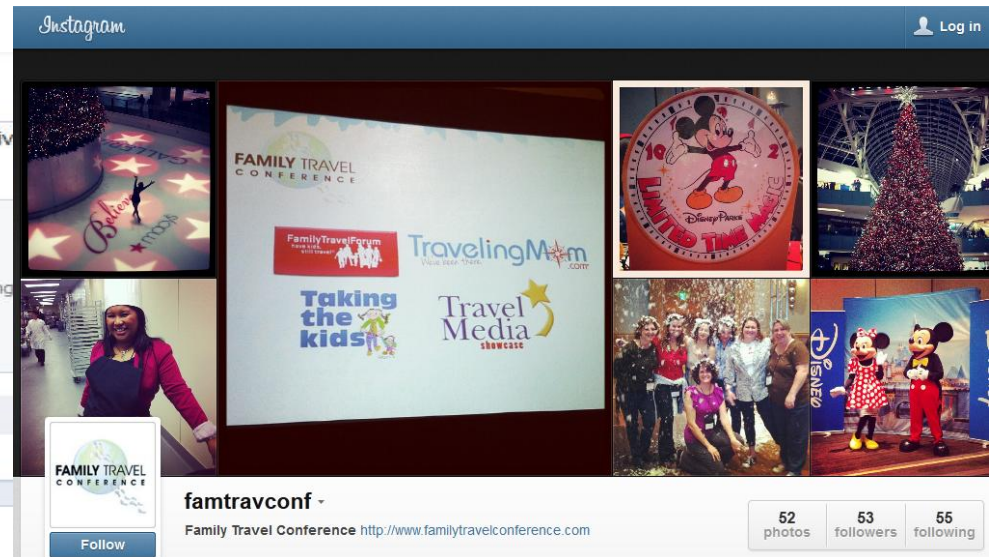


<http://conta.cc/WfeLQt>



Second Family Travel Conference convenes in Dallas next week
conta.cc

Family travel writers and travel industry pros coming from all over country despite disruptions caused by Northeast storm



Megy Karydes mentioned TMS Family Travel in her status.
October 23, 2012 near Chicago, IL

I'm heading to the Family Travel Conference next month and the focus is on video production for articles/stories that will appear online. We are being asked to bring something to use as our video equipment (then we'll get into editing). Question for my writer/editor friends ~ do you use anything more exciting than something like a FLIP camera or your iPhone?

Like · Comment



Thanks to our Wonderful FTC Dallas Speakers

Wendy Perrin, Conde Nast Traveler

Krista Parry, Park City Mountain Resort/SnowMamas.com

Genevieve Shaw Brown, ABC News

Eileen Ogintz, Taking the Kids

Valarie d'Elia, NY 1 Cable News

Paul Eisenberg, Sherman's Travels

Kim-Marie Evans, LuxuryTravelMom.com

Rob Burgos, Full Circle Post & School of Visual Arts

Kaleel Sakakeeny, Travel Video Postcards

Amy Foster, Disney Parks & Resorts

Melanie Nelson, Facebook for Dummies

Christi McNeil, Southwest Airlines Social Media Lead

Veronica Torres, VisitDallas.com

Kim Orlando, TravelingMom.com

Kyle McCarthy, Family Travel Forum

Priscilla Hagstrom, Dallas CVB

Anne Tramer, Omni Hotels



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**Hope to see everyone at the next
family reunion!**



Xoxo, TMSfamilytravel.com