

Travel marketers prepare for summit

THE 2019 Mumbrella Travel Marketing Summit is just around the corner with a jam-packed program featuring top international speakers from companies including Tourism New Zealand, Expedia and Trip.com.

There's also local talent from Royal Caribbean, Airbnb, Avalon Airport and APT Travel Group.

Hundreds of attendees joined the gathering last year for a full day of thought leadership, debate and sharing of best practices.

A firm fixture on the travel scene for marketers spanning the travel and tourism sector, this year's summit will feature the latest developments in content marketing, social media, video marketing and customer engagement.

The summit will take place on 11 Apr at the Four Seasons Hotel Sydney.

Travel Daily readers can save \$150 on tickets with promo code **TDTRAVEL19** - [CLICK HERE](#).



HARI Nair, Expedia Group Media Solutions.



MARTIN Lane, Founder and CEO of Mumbrella opens the 2018 summit.

OVER 350 delegates attended the 2018 marketing summit spanning the AU and NZ travel and tourism sectors.



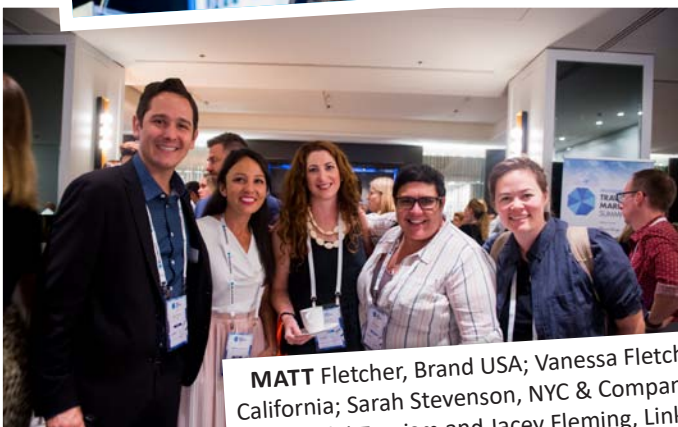
THE need to encourage regional and rural tourism was up for discussion.

THE summit provides an educational experience with attendees able to ask pointed questions of the guest speakers.



ONE of the panel sessions featured speakers from Taronga Conservation Society, Destination Melbourne, Google and The Destinationists.

FLYING in from the UK to give a rousing keynote address was Simon Ferguson of Travelport.



MATT Fletcher, Brand USA; Vanessa Fletcher, Visit California; Sarah Stevenson, NYC & Company; Kylee Kaye, Linkd Tourism and Jacey Fleming, Linkd Tourism.

FRIENDS from Flight Centre and Trip.Com joining in the summit experience.

