

Second *Getaway* Travel Blog Conference triples attendance

The [Getaway Travel Blog Conference](#) tripled its audience with 160 delegates attending the second conference in Cape Town on 4 August 2012, up from 50 in 2011.



Cape Town Tourism, which sponsored the conference, played host to four international travel bloggers who travel the world and get paid for it. With years of experience under their belts, they had a wealth of advice to share with South Africa's burgeoning travel blogging community.

The event highlighted the strong sense of community in the blogosphere - evidenced by the fact that the Twitter hashtag [#GTBC](#) trended in South Africa within 15 minutes and worldwide by the afternoon.

The day's discussions focused on providing delegates with the tools to make a success of their blogging efforts and covered a gamut of social media, blogging and viral marketing topics, from tips on travel writing, idea generation and brand building to technical information and how to leverage social media channels.

Key trends to emerge

Everything from the analytical tools needed to measure one's audience to the latest strategic models as revealed by social media guru Dave Duarte - described as the "Mr Myagi of the South African digital community" - came under the spotlight.

Key trends to emerge included the collaborative nature of the blogosphere and the importance of understanding the latest technology and developments.

The day was a success with delegates and speakers alike. William Price, e-tourism global marketing manager and one of the speakers commented, "The conference has been an exciting event as far as online travel in South Africa is concerned. I was impressed by the calibre and content of the speakers, the growth of the event and the coverage it generated, but most of all being in an environment where everyone speaks the same language. I am so privileged to have been able to be a part of it. I have no idea how the organisers will make this better in 2013, but I can't wait to be there."

Sarah Duff, *Getaway* web editor and organiser of the conference, said she was very happy with the event's great success.

"We are excited to have grown the conference so much this year - it indicates that the interest in travel blogging has greatly increased in South Africa. We're proud to be part of such a passionate, enthusiastic travel blogging community."

The *Getaway* travel blog continues to attract Africa's best bloggers, with almost 200 contributors and those wishing to become a travel blogger can email sarahduff@ramsaymedia.co.za.

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