



## Press release

Girona, 4th May 2015

### **High attendance and significant impact on social media at the Costa Brava's TBEX Europe 2015 conference.**

**The 602 travel and tourism bloggers from 39 countries who participated in the TBEX Europe 2015 conference, held in Lloret de Mar from 30 April to 2 May, took to social media to share news about the conference and the related activities that were organised to help participants discover the destination. The final results of the digital media impacts generated by the event will be unveiled and published in mid-June.**

This was the second time the event was celebrated in the Costa Brava and Spain. After the conference, a total of 47 programmes divided between tours and blogtrips were organised to give participants the chance to explore Catalan destinations.

The Autonomous Government of Catalonia's Catalan Tourism Board, the Girona Provincial Council's Costa Brava Girona Tourist Board and the Lloret Tourism Board, together with New Media Expo (the American company responsible for organising TBEX), successfully promoted the European edition of the world conference for travel bloggers.

The event also featured the participation of 722 Catalan tourism businesses and more than fifty student volunteers from the University of Girona's Faculty of Tourism.

#### For further information

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