



Momondo.com brings leading travel blogger conference to Copenhagen

*The First TBEX Event on the European Continent will be held
November 4-6, 2010 in Copenhagen, Denmark*

Momondo.com, the award-winning international flight-search engine, has teamed up with TravelBlogExchange.com, the online community for Travel Bloggers and New Media Creators, to present the first TBEX event in Europe. [TBEX Europe will be held in Copenhagen, Denmark on November 4-6, 2010](#). Past TBEX events have been held in Chicago and New York City, respectively.

"TBEX has grown very rapidly," said Kim Mance, co-founder [of TravelBlogExchange.com](#) and CEO of Galavanting Productions, the travel media company that owns and operates the TBEX conference franchise. *"What started as a meetup between travel bloggers in 2009 has become the most talked about event in travel blogging today. We look forward to bringing the event to Europe with Momondo's help."*

[Momondo.com](#), which recently beat out six other of the world's largest travel search engines in a comparison test conducted by *London Sunday Times*, has signed on as Platinum Presenting Sponsor for TBEX Europe. As such, they have brought in two co-sponsors, specifically **Finnair**, one of the fastest-growing airlines in Europe and **Wonderful Copenhagen**, the official convention, event and visitors bureau of the Greater Copenhagen area.

"Momondo couldn't be more excited to facilitate bringing the first TBEX Europe to its home country of Denmark. It is important for everyone who likes to travel that we are focusing on today's major form of communication - online and blogging specifically. Moreover, it is important for Copenhagen and Denmark that we are able to bring a wide range of leading travel journalists and bloggers to our part of Scandinavia, Denmark," said Martin Lumbye, Partner at Momondo.com.

The decision to hold a TBEX event in Europe was made in early 2010, based on demand from travel bloggers and the resounding success of the sold-out TBEX '10 conference. When pre-registration tickets for TBEX '11 sold out in less than 18 hours, *"we knew we needed to provide this resource in Europe,"* said Mance. Attendance in Copenhagen is expected to reach 250 bloggers and tourism industry professionals from all over the world.

The TBEX Europe program will include topics such as: Ethics in Blogging, SEO Optimization, Travel Writing and niche workshops in Podcasting, Video and Photography. The conference is unique for its strict ratio of PR professionals to Bloggers and for its grass-roots growth. Expected attendance for TBEX '11 is over 500.

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- **About Galavanting Productions**

Galavanting Productions is a travel media network and home to: GoGalavanting.com, an online travel magazine for women; Galavanting.tv, a web travel series; TravelBlogExchange.com, a social community for travel writers and bloggers; TBEX Connect, a service that connects travel media with public relations professionals; and the TBEX Conference franchise. The TBEX conferences have been operating since 2009 and remain the most highly anticipated events for travel bloggers.

- **About Momondo** 

Momondo launched in 2006 and is now one of Denmark's top websites. Momondo has been recommended by The New York Times, CNN, CBS News, The Los Angeles Times, The Daily Telegraph and The London Sunday Times. Travel Authority Arthur Frommer has recommended the site numerous times, and Momondo received the 2010 Danish e-commerce award in the travel and tourism category. In addition to offering the most comprehensive online search for flights, hotels and car rentals, Momondo provides user-generated city guides and is one of the largest publishers of print guidebooks in Denmark.

- **About Finnair** 

Finnair is the Nordic countries' most valued airline. Its strong growth strategy, rank it fourth among European airlines and first in traffic to Asia. Its superior product and service quality has garnered it a four-star airline rating on Skytrax, and its timetables facilitate the shortest travel time between Europe and Asia. Finnair offers more than 800 route combinations between Europe and Asia.

- **About Wonderful Copenhagen** 

Wonderful Copenhagen® is promoting and branding Copenhagen internationally as a gastronomic frontrunner, a green livable city and an edgy fashion capitol. They are also responsible for the VisitCopenhagen website and the Wonderful Copenhagen Visitors' Centre, whose multilingual staff

assists in booking sightseeing-tours, finding last-minute accommodations, and in arranging transportation within Copenhagen and to other destinations in Scandinavia.

For Additional Press Coverage on Momondo Visit: <http://www.momondo.com/press>

For more information about TBEX Europe and to register go to:
<http://www.tbxeurope.eventbrite.com>