



FOR IMMEDIATE RELEASE

Wanderful Announces Call for Exhibitors for Women in Travel Summit 2018

Brands have an opportunity to get in front of up to 500 digital influencers at Québec City summit

QUÉBEC CITY, QC, October 25, 2017 – Wanderful has announced the call for exhibitors for the fifth annual Women in Travel Summit (WITS) in Québec City.

WITS is looking for dynamic partners and sponsors to join us at this year's Summit, the first to be held outside of the United States. We encourage companies in the travel (including lifestyle and fashion), tech, media, and startup spaces to come and connect with up to 500 women travel influencers and creators from around the globe, with audiences spanning continents.

Why attend WITS as a sponsor?

Receive powerful coverage — Partnering with WITS guarantees coverage across multiple social media channels by powerful influencers in the travel space. Last year, the influencers at WITS '17 in Milwaukee had an average of 69K Instagram followers, 20K Twitter followers, and 11K monthly readers, and produced content that hit nearly 73 million impressions on social media in just one weekend.

Form strategic connections — 80% of our attendees come to WITS looking to meet partners they can work with, and this is good news for you and your marketing strategy: [according to TapInfluence](#), influencer marketing produces 11 times the ROI of traditional marketing. In fact, [86% of women look to social networks](#) for their purchasing decisions, and [71% of people are more likely to make a purchase based on a social media reference](#). The average company spends upwards of 500 hours a year sourcing the right influencers to work with, so what if you could form these connections and build partnerships in just one weekend?

Gain valuable industry insights — WITS is not just a conference for bloggers and entrepreneurs; it's for all members of the travel industry. The team behind WITS is committed to providing sessions that help brands just as much as bloggers understand how to work together, and determine the future of the industry. Want to get ahead on influencer marketing trends in the travel industry? This is the conference for you.

Interested in working with WITS? Please contact the WITS '18 Sponsorship Chair, **Ana Dominguez** at ana@sheswanderful.com. The current sponsorship prospective can be viewed [here](#).

Current and past partners have included: Air Canada, Visit Oklahoma City, VISIT Milwaukee, Visit Savannah, Schwinn, Roadtrek, Corning Gorilla Glass, Columbia, TripAdvisor, Tourism New Zealand, Contiki Vacations, DELSEY Paris, Lyft, Palace Resorts, Kiva, Samsonite, Hostelling International, and more.





WITS (<http://witsummit.com>) is the premier event for women travel influencers, creators, and brands. Its goal is to provide women travelers with the tools, connections, and resources they need to become better travel bloggers and entrepreneurs while growing its global sisterhood of dedicated women who travel. WITS '18 will be held at the historic Fairmont Le Château Frontenac in Québec City from May 4-6, 2018. WITS is the creation of Wanderful (<http://sheswanderful.com>), an global homesharing network for women.

Tickets to WITS '18 are available now, and can be purchased at witsummit.com.

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Wanderful is the world's homesharing community for women. With a network of over 15,000 people worldwide, Wanderful connects women travelers together by empowering them with the tools they need to go abroad and facilitating a trusted network that can help guide them in their journeys. To learn more about Wanderful or to become a member, visit www.sheswanderful.com.

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