

# TBEX to Introduce Silk Road at TBEX North America 2026

*Silk Road Founder Allison Tolpa to Present the Future of AI, Trust, and Travel Content at TBEX North America 2026*

GLADSTONE, NJ, UNITED STATES, May 19, 2026 /EINPresswire.com/ -- Digital strategist and [Silk Road](#) founder [Allison Tolpa](#) will take the stage on Friday, June 26 at [TBEX](#) North America 2026 in Richmond, VA, exploring one of the most critical shifts in digital media: how artificial intelligence is reshaping travel discovery—and why trust is becoming the most valuable asset in the ecosystem.

Her session, “Beyond the Algorithm: Building Content That People Actually Remember,” will offer a platform-agnostic look at how creators, brands, and destinations must evolve, as AI replaces traditional search and social feeds.

## A New Era of Travel Discovery

As AI-generated answers begin to replace search results, Tolpa’s keynote will examine a growing challenge across the industry: the disconnect between algorithmic content and real human experience.

“We’re entering a world where AI is making decisions for travelers,” said Tolpa. “But the data it’s trained on is often unstructured, unverified, and optimized for visibility—not trust. That’s a fundamental problem, especially in travel.”

Her talk will focus on how creators can adapt by shifting from traditional content formats toward



Allison Tolpa is the founder of Silk Road, a travel platform focused on human-curated content and AI-ready data.

structured, experience-driven storytelling that can engage travelers, and be understood and surfaced by AI systems.

### A Creator-First Model for the Next Generation of Platforms

At TBEX North America, Tolpa will also introduce Silk Road—a new travel platform built on a radically different economic model for creators.

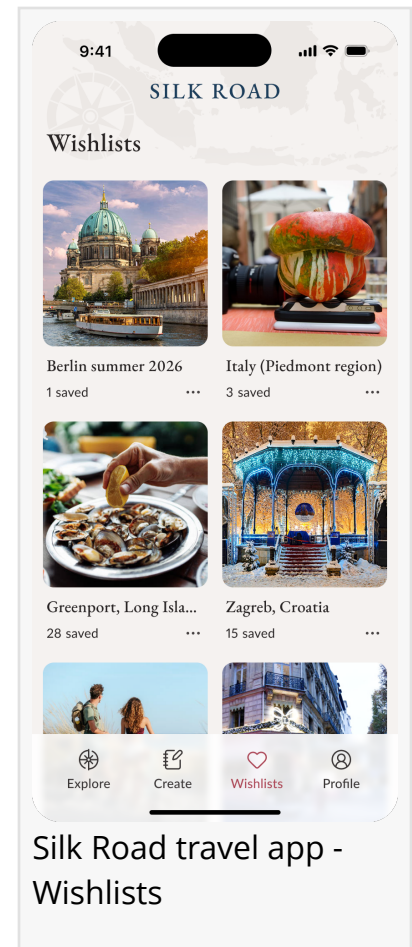
Silk Road will never charge professional content creators to participate.

Instead, the platform is designed so that creators retain ownership of their structured travel content, generate revenue through affiliate partnerships and user-driven monetization, and directly profit from their contributions rather than the traditional pay-to-play model.

“For too long, creators have had to ‘buy in’ to generate revenue for the platforms hosting their content,” Tolpa said. “We’re flipping that script. Silk Road is designed so creators benefit directly from the value they create—without ever paying to participate.”

### Beta Launch with the TBEX Community

Silk Road has been developed in a private alpha phase with a curated group of travel creators and will open its beta to professional content creators during TBEX North America.



Silk Road travel app -  
Wishlists

“

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*Allison Tolpa, Silk Road  
founder*

Attendees will have the opportunity to join the platform as early Silk Road ambassadors, contribute structured travel experiences, and help shape a new ecosystem built around trust, ownership, and human insight.

### Global Launch Aligned with the Historic Silk Road

The Silk Road app will launch in August 2026 at TBEX Asia in Kazakhstan—set along the historic Silk Road trade routes that inspired the platform’s name and vision. Once launched, the app will be available on iOS and Android.

This milestone represents a symbolic and strategic moment for the company, connecting the future of AI-driven travel discovery with one of the world’s most iconic networks of human exploration and cultural exchange.

Beyond Platforms: Building the Future of Trust in AI  
Tolpa’s broader vision extends beyond travel.

“The future of AI won’t be defined by who has the best algorithm—it will be defined by who has the most trustworthy data,” she said.  
“Travel is just the starting point.”

By focusing on structured, human-curated experiences, Silk Road aims to help define a new standard for how real-world knowledge is captured, shared, and surfaced in an AI-driven world.

#### About Allison Tolpa

Allison Tolpa is a digital content, multimedia, and PR specialist known for building high-impact digital brands across web, social, and multimedia platforms. She specializes in translating complex ideas into clear, compelling digital experiences that drive engagement, credibility, and growth.

She is the founder of Silk Road, a travel platform focused on human-curated content and AI-ready data. Her work has been recognized with industry awards, including a MarCom Award.

#### About TBEX

TBEX is the world’s largest community and conference series for travel creators, bloggers, content creators, influencers, and tourism professionals. The North America event brings together industry leaders to explore emerging trends in travel media, storytelling, and digital influence. TBEX North America 2026 will take place June 23-26 in Richmond, VA and TBEX Asia 2026 will be held August 20-23 in Almaty, Kazakhstan.

#### Press Contact

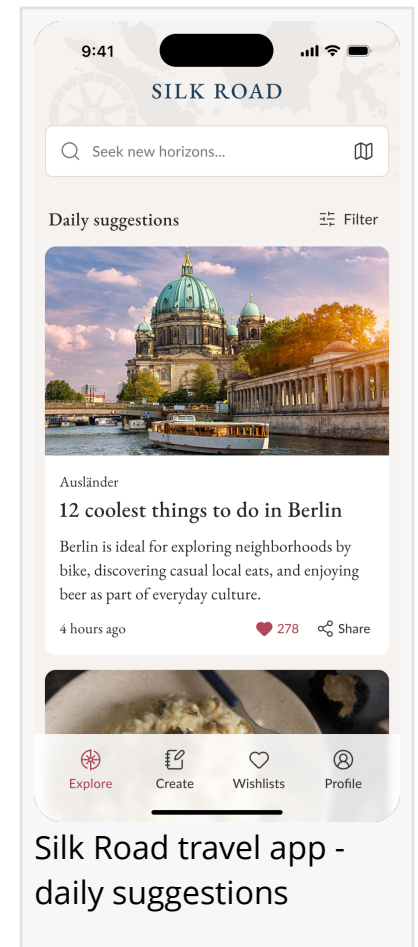
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