

## **Connect Travel Announces Strategic Partnership with China Outbound Travel & Tourism Market**

Connect Travel and the China Outbound Travel & Tourism Market (COTTM) conference have entered into a strategic partnership to help the North American tourism industry increase business from the world's largest tourism source market. Outbound travel from China exceeds 100 million trips per year and represents more than \$128 billion in annual travel spending.

Connect Travel will serve as the exclusive North American sales agent for COTTM, promoting the show to North American destinations, resorts, attractions and cruise lines. COTTM is the only B2B event focusing on outbound travel in China. COTTM 2018 will include more than 4,000 travel trade buyers meeting with more than 400 exhibitors from 65 countries, and will be held April 16-18, 2018 in Beijing.

"For 13 years, COTTM has been facilitating the growth and development of China's outbound travel and tourism industry," said Will Seccombe, president of Connect Travel. "This partnership will help North American destinations access the world's largest tourism source market through the only B2B travel trade event in China that is 100-percent focused on outbound travel."

Additionally, COTTM will promote Connect Travel Marketplace to Chinese outbound tour operators and travel agents. Connect Travel Marketplace brings top international travel buyers together with North American travel industry suppliers in the company's signature reverse-style trade show format. Connect Travel Marketplace combines a robust educational program from thought leaders in travel and marketing with efficient, effective, prescheduled one-on-one appointments that enable buyers and sellers to expedite the sales process and close business. Connect Travel Marketplace will take place Feb. 18-20, 2018, at Hyatt Regency Orlando.

"Every year we work with 4,000 Chinese outbound tour operators and travel agents, and we believe this is a great opportunity to bring top operators interested in growing their outbound business to North America to the Connect Travel Marketplace," said Matt Thompson, COTTM project director at Tarsus.

North American travel industry suppliers that participate in the Connect Travel Marketplace will be eligible for a 50 percent discount on registration at COTTM 2018.

For more information, or to register for Connect Travel Marketplace or COTTM 2018, please contact Shari Bailey, director international with Connect Travel, at [sbailey@connecttravel.com](mailto:sbailey@connecttravel.com) or 813 486-4277.

### **ABOUT CONNECT TRAVEL**

Connect Travel is the leisure tourism division of Connect and serves as a strategic marketing partner connecting destination marketers with the products, services and people that will allow them to thrive in a rapidly evolving and highly competitive marketplace. Connect Travel offers a full suite of marketing solutions and events for destination marketers. For more information, visit [ConnectTravel.com](http://ConnectTravel.com).

## ABOUT CONNECT

Connect is a leader in the meetings, travel and tourism industry. Specializing in destination marketing, the company produces a full suite of digital programs, online and mobile solutions, meetings business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines, and destination information, which is distributed through broadcast and custom programs. More information about the company's brands and services is available at [ConnectMeetings.com](http://ConnectMeetings.com).

## About COTTM

Now entering its 14th year, China Outbound Travel & Tourism Market is the only B2B exhibition in China dedicated to the outbound travel market. COTTM is a unique platform for international countries and travel product suppliers to showcase their destination and services to the ever-expanding Chinese outbound market.

COTTM 2018 will take place on 16-18 April 2018 at New Hall, National Agricultural Exhibition Center, Beijing

## About Tarsus Asia

Tarsus Asia trade exhibitions provide the platform for face-to-face business meetings in some of the world's most exciting high growth markets. Our team of over 350 in Jakarta, Manila, Yangon, Shanghai and Shenzhen now produce exhibitions for industries exhibiting strong growth and increasing consumer demand including the building, construction and infrastructure, food, design and interiors, fashion and textiles, engineering and automotive sectors.