

## **FOR IMMEDIATE RELEASE**

### **Travel Industry Veteran Fernando Harb Joins Connect Travel as Senior Director of Sales**

January 7, 2018 --- Connect Travel is pleased to announce that Fernando Harb has joined Connect Travel as Senior Director of Sales leading the business development efforts for Connect Travel Marketplace and Connect Tour, powered by Connect Travel.

Harb is a tourism industry leader with 30 years' experience in domestic and international tour and travel sales. Previously, Fernando has served as Senior Vice President of Tourism Sales for the Greater Fort Lauderdale CVB, Director of Sales & Marketing for the Hollywood Beach Marriott, Director of International & Production Sales at Palace Beach Resort, Vice President of Marketing at Conex Group and Director of International Sales at RIHGA Royal Hotel. The past President of the South Florida chapter of HSMAI is fluent in English, German, Portuguese and Spanish.

"I am excited to join the Connect Travel family to help our destination, resort, hotel and attraction partners increase their business through participation in our unique events," said Harb.

Connect Travel Marketplace 2019 will be held February 20-22, 2019, at the Gaylord Palms Resort & Convention Center in Kissimmee Florida. Connect Travel Marketplace hosts decision makers from top international travel buyers to meet with North American travel industry suppliers in the company's signature reverse-style trade show format. Connect Travel Marketplace combines a robust educational program with efficient, effective, prescheduled one-on-one appointments that enable buyers and sellers to expedite the sales process and close business.

"Connect Travel Marketplace works because we host the right people from the largest international tour operators, at the right time of the year for them to build their North American product offering, and in a format that is tailor made for business development," said Harb. "Connect Tour uses the same proven format to help partners increase business from the domestic leisure market."

Connect Tour, powered by Connect Travel will be held August 26-28 in Louisville, Kentucky. To take advantage of guaranteed appointments with top decision makers, inspirational and informative educational sessions and fun networking opportunities at Connect Travel

Marketplace and Connect Tour, please contact Fernando Harb, Director of Sales, at [FHarb@CONNECTTRAVEL.COM](mailto:FHarb@CONNECTTRAVEL.COM) or register at [connecttravel.com/events/marketplace](http://connecttravel.com/events/marketplace).

## **ABOUT CONNECT TRAVEL**

Connect Travel creates efficient and effective environments to expedite the sales process by connecting tourism professionals with the products, services, people and ideas that allow them to thrive in a rapidly evolving and highly competitive global marketplace. 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).