

## **FOR IMMEDIATE RELEASE**

### **Connect Travel Expands Tourism Industry Offering With New Acquisitions**

ATLANTA, March 27, 2019—Connect Travel, LLC, a division of Connect (a Tarsus Group company), has acquired multiple assets from North American Journeys, Inc. Connect Travel works with destinations, resorts, hotels and attractions to increase their domestic and international leisure travel business by connecting them with the right people, at the right time and in a format that will expedite the sales process and help them close business.

Three RTO Summits (East, West and Orlando), Active America China as well as the Inbound Report and TourOperatorLand.com will join the Connect Travel portfolio, which includes the Connect Travel Marketplace, Connect Tour and the Connect THRIVE Summit.

“North American Journeys has been an innovator in B2B tourism marketing since 1996,” said Will Seccombe, president of Connect Travel. “We look forward to working with Jake Steinman and his team to continue to deliver extraordinary opportunities for our travel industry partners.”

“I’ve enjoyed working with all of the tour operators, suppliers and destinations who helped us build the preeminent sources of inbound tour and travel information and most innovative boutique shows in the industry,” said Jake Steinman, founder of NAJ Group. “By teaming up with Will and Connect Travel we will have additional resources to bring even more value to our incredible clients.”

#### **RTO Summits**

Conference and marketplace bringing together receptive tour operators with destinations and suppliers. The summits are hosted in cities with the highest concentration of RTO offices: New York, Los Angeles and Orlando. [rtosummit.com](http://rtosummit.com)

#### **Active America China**

An annual product development show that brings together top Chinese tour operators with invited suppliers and destinations to develop new tour opportunities. [activeamericachina.net](http://activeamericachina.net)

#### **TourOperatorLand**

The only travel site designed to be used by international, domestic and receptive tour operators, travel media and travel agents researching new ideas for products. [touroperatorland.com](http://touroperatorland.com)

## **ABOUT CONNECT TRAVEL**

Connect Travel is the leisure travel division of Connect. 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](https://ConnectTravel.com).

## **ABOUT CONNECT/TARSUS GROUP**

Connect/Tarsus Group 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](https://connectmeetings.com). Connect is part of U.K.-based Tarsus Group, a business-to-business exhibition company with more than 150 events worldwide.

## **ABOUT NORTH AMERICAN JOURNEYS**

North American Journeys is the leading event and media company offering a suite of products for the tourism and travel industry. Visit [northamericanjourneys.com](https://northamericanjourneys.com) for more information.