

FOR IMMEDIATE RELEASE

eTourism Summit, Leading Travel Industry Conference, Marks 20 Years

ATLANTA, June 11, 2019 — eTourism Summit, the business-to-business travel industry conference, will mark its 20th anniversary when delegates convene in San Francisco Oct. 7-9, 2019.

At the intersection of digital media and tourism promotion, the eTourism Summit mission is to “See Tomorrow” in a dynamic, highly relevant and interactive setting. Since its launch in 2000, eTourism Summit has grown into the foremost event for destination and attracts marketers to meet with leading specialist agency and media partners plus curated tourism-focused entrepreneurial enterprises.

Known for its unique formula of fast-paced presentations and hands-on educational sessions, eTourism Summit delegates present innovative case studies and share best practices around marketing, platforms, content, tools, search, social media, mobile and web design.

“When the internet was still new, eTourism Summit started out as an experiment, a way for destinations to understand all the new tools,” said Jake Steinman, founder and chairman emeritus. “Twenty years later, it reflects the evolution of the world of digital marketing. Going forward, eTourism Summit will continue exploring the most compelling digital issues, such as targeting in an environment obsessing over privacy.”

Will Seccombe, president of Connect Travel said, “The eTourism Summit has been the premier industry event for digital savvy tourism marketers for the last 20 years. With rapidly evolving technology disrupting traditional marketing models, eTourism Summit becomes more relevant and valuable every year.”

eTourism Summit was acquired in 2018 by Connect Travel, a division of Connect, a Tarsus Group company.

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.

CONNECT/Tarsus Group

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. Connect is part of U.K.-based Tarsus Group, a business-to-business exhibition company with more than 150 events worldwide.