

FOR IMMEDIATE RELEASE

WILL SECCOMBE NAMED PRESIDENT OF CONNECT TRAVEL

ATLANTA, May 15, 2017— Connect announces the addition of Will Seccombe as president of the Connect Travel division. Seccombe joins the Connect team with more than 25 years of experience in the travel and tourism industry, most recently as president and CEO of VISIT FLORIDA from 2012 to 2017. In his new role, Seccombe will guide Connect Travel's growth as it continues to expand to serve the marketing needs of leisure tourism destinations.

"We're excited to welcome Will to the Connect family," says Connect President Chris Collinson. "He is a thought leader in digital and travel marketing and has a track record of building teams that deliver exceptional outcomes. We look forward to seeing his leadership enhance Connect Travel's ability to deliver outstanding results for our clients."

"Connect Travel is focused on serving tourism marketers with bleeding-edge thinking, cutting-edge strategy and best-in-class products, services and events," says Seccombe. "Our goal is to connect tourism leaders with marketing solutions that help them thrive in a rapidly evolving global marketplace."

[Connect Travel](#) is the leisure tourism division of Connect and serves as a strategic marketing partner offering a full suite of digital, social, content activation and cooperative marketing solutions for destinations.

Seccombe was named one of the Top 25 Most Extraordinary Minds in Sales & Marketing by HSMAI, one of the Top 50 Global Marketers in Travel by Skift and the 2014 Hospitality Legend of the Year by the South Florida HSMAI. He has served on the leadership boards of numerous national, regional and state organizations including:

- U.S. Travel Association Executive Committee, Board of Directors, Project Time-Off Council and National Council of State Tourism Directors
- Southeast Tourism Society Board of Directors
- Florida Chamber Foundation Board of Trustees
- Travel and Tourism Advisory Council, Miami Branch of the Federal Reserve Bank of Atlanta
- Google Travel Advisory Council
- National Western Association
- Colorado State University Advisory Board, Masters in Tourism Management Program

ABOUT CONNECT

Connect is a leader in the meetings, travel and tourism industry. Specializing in destination marketing, the company produces 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.