

FOR IMMEDIATE RELEASE

BRAZIL TOUR OPERATOR NUMBERS ARE 65 PERCENT ABOVE GOAL

ATLANTA, October 25, 2017—Connect Travel Marketplace brings together the top international travel buyers with travel industry suppliers in the company's signature reverse-style trade show format. One market in particular that has exceeded expectations is Brazil, with Argentina increasing as well.

"Brazil continues to be a very important inbound market for the United States. In 2016, it ranked No.6 in visitation among overseas markets with 1.7 million visitors and No.5 in spending, with a total of \$11 billion in expenditures," said Luiz Moura, managing director of Insight Travel Marketing Solutions. "I am very happy to be working with Connect Travel on promoting its new international trade show, Connect Travel Marketplace. The positive feedback from our travel industry has been enormous."

Connect Travel Marketplace was specifically designed to address industry needs. The right timing, robust education and a reverse-style trade show format create an efficient and effective environment to expedite the sales process and close business.

Luiz added, "The timing of this show is key for Brazilian tour operators. It is the ideal time for product development. The 2017 numbers are on track to increase in terms of arrivals and expenditures, after two years of decrease. And with 2018 forecasting a +12 percent increase over 2017, it's no wonder large travel providers like CVC, Nice Via Apia Turismo and MGM Operadora are early partners of the event."

Additional Brazilian operators attending Connect Travel Marketplace include Abreitur and BRT Operadora, to name a few. If Brazil tourism is an important market for your business model, contact us today to take advantage of guaranteed appointments with top decision makers, inspirational and informative educational sessions, and fun networking opportunities. Please contact Shari Bailey, director international, at sbailey@connecttravel.com or register at <https://connecttravel.com/events/marketplace/>

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 <https://connecttravel.com/>

ABOUT CONNECT

Connect is a leader in the meetings, events, 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. Connect, formerly known as Collinson Media & Events, introduced the popular Marketplace format to the meetings industry and now produces national shows for meeting planners in the Corporate, Expo, Sports, Diversity, Association and Faith sectors, as well as other state- and region-specific meetings and hospitality-focused events. More information about the company's brands and services are available at <https://www.connectmeetings.com/>

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