

FOR IMMEDIATE RELEASE

Texas Sports Tourism Summit Set to Tee Off

ATLANTA, June 28, 2018— Connect Sports is pleased to announce the addition of the Texas Sports Tourism Summit to its lineup of events. Held in conjunction with Connect Texas, Nov. 6-7, in Lubbock, the conference will offer two days of networking and education opportunities, including presentations by sporting event executives who directly influence dozens of events annually.

“We’re thrilled to be working with our sports partners throughout the great state of Texas to introduce the first annual Texas Sports Tourism Summit,” says Patrick Higgins, SDL, vice president of meetings and events at Connect. “Sports have a long and incredibly successful history in Texas and this program will provide sports tourism executives throughout the state with an opportunity for networking, building relationships and discussing how to move sports tourism forward.”

The event brings together Texas-based planners and suppliers in a resort setting, Overton Hotel & Conference Center. It is exclusive to Texas-based convention and visitors bureaus and sports commissions. As with all Connect events, it will be a launching point for future business that will have a positive economic impact on many communities.

Connect Sports is the leader in sports tourism. Aside from Connect Sports, which includes the world’s largest collection of rights holders and sports planning organizations, the company’s events include the annual Women in Sports Tourism Summit, Leadership Summit and Diversity Sports Summit. Connect Sports was also named 2017 Corporate Diversity Partner winner during the 8th Annual Compete Sports Diversity Awards, specifically for its work with the LGBTQ Sports Commission.

To attend this year’s event, register at connecttexasmeetings.com/sports or contact Vice President of Meetings and Events Patrick Higgins at phiggins@connectmeetings.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 is available at connectmeetings.com.

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