

FOR IMMEDIATE RELEASE

Batter Up for Sports Professionals at the eTourism Summit

ATLANTA, Sept. 11, 2018—Sports tourism officials will have the opportunity to learn from marketing experts to grow events and increase ROI during the eTourism Summit, Oct. 10-11 in San Francisco. Founded in 2000, eTourism Summit is the leading event and community that connects attendees with best practices and innovations in digital media.

Connect acquired the summit earlier this year, adding it to the company's impressive portfolio of business- and network-driven events.

Sports attendees at the eTourism Summit get up-to-the-minute, real-life instructions on how to apply the latest applications in video, content marketing, email marketing, search, social media, mobile and web design to their respective sports tourism efforts. They'll learn how fellow tourism marketers and their media agencies are using the newest tools to build incremental traffic at every stage of the funnel.

This will be the first opportunity of its kind for sports professionals to gain invaluable education to market events, grow audiences, add team registrations and fill venue seats.

"Sports marketing professionals will learn the tools, technologies and strategies that power the most successful tourism marketing efforts and will be able to take home valuable insights that will help them increase participation in their events," said Will Seccombe, president of Connect Marketing.

Patrick Higgins, SDL, Connect's vice president of meetings & events, says the eTourism Summit fills a need in the sports tourism arena.

"Within the sporting event industry there is consistent pressure for organizers to secure existing teams, recruit new teams, sell tickets, fill seats and promote their event to the athlete while also appealing to the individual consumer inside all of us," Higgins says. "The eTourism Summit is designed to do exactly that."

Higgins adds the event is valuable to both planners and suppliers, including travel agencies, marketing agencies and venues like hotels and attractions. The results should allow for greater collaboration. "Destinations that can effectively provide planners with a toolbox of digital promotion and marketing support will undoubtedly have the upper hand when competing with other cities for sports tourism business," says Higgins.

Connect

Registration is open for the 19th annual eTourism Summit in San Francisco, Oct. 10-11, 2018. For more information, please visit www.etourismsummit.com. Sports attendees should use code **300sports18** when registering.

CONNECT Marketing

Connect Marketing is the marketing division of Connect, serving marketers with bleeding-edge thinking, cutting-edge strategy and industry best practices through immersive and engaging educational events. We connect marketers 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 connectmarketinglive.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.

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