

Jacobs Media Group launches Global Travel Week powered by Connections

New experience-based travel event created for senior industry professionals

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Jacobs Media Group, the global voice for the travel and hospitality industries, has launched Global Travel Week powered by Connections (www.globaltravelweek.com), an annual international travel trade hybrid event which this year will be hosted in London from 27-30 September.

Taking place at The Kia Oval London, the event will bring together decision-makers from across the global travel industry to network, do business, cooperate through tourism and expand opportunities, while offering unrivalled insight and connectivity through Jacobs Media Group's worldwide portfolio.

Designed in the 'Connections' format, Global Travel Week will help senior travel executives build trust through memorable experiences that lead to long-lasting business relationships.

Worldwide destinations and their private sector representatives will meet UK buyers through highly targeted one-to-one meetings, complemented by a variety of experiences held in 'destination zones'. Connections Luxury will also host a dedicated programme for its members, who represent leading luxury travel brands and UK travel agencies.

Global Travel Week has been created to support the recovery and resurgence of the travel industry and will cover travel segments, including luxury, meetings & incentives, wellbeing, adventure, weddings, mainstream travel and travel technology.

Participating tourist boards already confirmed include the Italian National Tourist Board, Visit Portugal, Malta Tourism Authority, Slovenia Tourist Board, Tourism Council of Bhutan and Turks & Caicos Tourism Board.

Delegates will benefit from insightful and focused content sessions delivered throughout the week by Jacobs Media Group's market-leading brands including Travel Weekly UK; Aspire; Unity Through Tourism, the Global Travel & Tourism Resilience Council and the Association of Touring and Adventure Suppliers (ATAS). Jacobs Media Group's travel technology brand Travolution will also host its one-day Travolution European Summit at Global Travel Week.

Flexibility will be at the forefront of the event, with measures in place to ensure global suppliers can develop meaningful relationships with the UK market.

If a delegate is unable to attend at the last minute, meetings will be honoured virtually. In addition, international suppliers and buyers who are unable to attend the in-person event are invited to join a virtual one-to-one meetings programme, which will be open to senior decision-makers from around the world on a 24-hour basis on 4-5 October 2021.

Micaela Giacobbe, managing director of Connections, said: "The last year has been an incredibly challenging one for our industry. In response, we shifted the Connections Way of doing business

online and successfully held six events for Connections Luxury members and tourist boards. More than 1,600 suppliers and buyers met through almost 14,000 one-to-one virtual meetings, with 75 experiences delivered live from around the world; each event achieved a 98-100% satisfaction rate.

“The Connections Luxury private community also welcomed 188 new members from over 42 different countries, proving that there continues to be a positive appetite for doing business. We look forward to our international network coming together at the inaugural Global Travel Week later this year.”

Duncan Horton, chief executive of Jacobs Media Group, said: “As the global voice for the travel and hospitality industries and the recipient of the Queen’s Award for Enterprise in International Trade, Jacobs Media Group offers an unrivalled multimedia portfolio which connects, informs and inspires these dynamic and evolving sectors.

“We look forward to using the market-leading power of our brands to bring the travel industry together and help drive the recovery process for travel buyers and suppliers alike.”

Global Travel Week is supported by partners including McKenzie Gayle Limited, New Deal Europe and Nordic Tourism Collective.

Tourist boards must register the total number of participating private sector companies by Friday, 28 May, 2021.

To see the full programme of events and to register interest, visit www.globaltravelweek.com

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