

For Immediate Release
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NITA COOPER PARTICIPATES IN ELITE TRAVEL INDUSTRY EVENT

Travel Weekly and TravelAge West host top travel advisors at 10th Annual Global Travel Marketplace

Atlanta, Georgia - Travel Weekly and TravelAge West are proud to announce that Nita Cooper was selected from among hundreds of applicants to attend the tenth-annual Global Travel Marketplace (GTM), which took place at The Diplomat Beach Resort in Hollywood/Fort Lauderdale, Florida July 28-30, 2022. GTM is a two-and-a-half-day invitation-only event for top-producing travel advisors in North America and leading cruise, hotel, tour and destination suppliers seeking to conduct business face-to-face. This year's event marked the 10th anniversary as GTM launched in July of 2013.

Only a select group of 133 travel advisors were chosen to participate from several hundred applicants. "GTM is professionals, meeting with professionals, working to move their businesses forward," said Jacqueline Hurst, Director, Trade Recruitment and Engagement, Travel Weekly Events. "A GTM advisor is one that recognizes the importance of creating new business relationships and fostering existing ones in order to best serve their clients' needs.

Travel suppliers representing the depth and breadth of the industry engaged with travel advisors through a variety of one-on-one pre-scheduled meetings, exclusive Boardroom presentations and networking events.

GTM advisors exhibit unparalleled industry expertise and come to GTM to build relationships with key individuals in hotel, cruise, tour and destination organizations, allowing them to best meet their valuable clients' needs.

"Many advisors at GTM are on track to meet or exceed their 2019 sales numbers, proving that the advisors chosen to attend this event represent the best in today's travel business," said Alicia Evanko-Lewis, Executive Vice President, Travel Group Events, Northstar Travel Group. "GTM provided the platform for these travel professionals to network with like-minded individuals who all have the same goal: To build and grow their business."

ABOUT TRAVEL WEEKLY:

Travel Weekly, the national newspaper of the travel industry, is the most influential provider of news, research, opinion and analysis to the North American travel trade marketplace. In addition to a weekly print publication, TravelWeekly.com, updated several times daily, is the most-visited industry website. Travel Weekly is a division of Secaucus, New Jersey-based Northstar Travel Group, the largest travel business-to-business travel publisher in the world.

ABOUT TRAVELAGE WEST:

For more than 50 years, TravelAge West has been the trusted voice of the travel industry in the Western U.S. With award-winning writing and design, the publication brings the best of travel to life for readers. The magazine's first-hand, on-site reports and fresh destination coverage is a valued resource for travel advisors. TravelAge West is a division of Secaucus, New Jersey-based Northstar Travel Group, the largest travel business-to-business travel publisher in the world.

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