

# eTOURISM SUMMIT

See Tomorrow



LAS VEGAS, Feb. 16, 2021—Connect Travel, owner and producer of eTourism Summit, is pleased to announce the inaugural Emerging Tourism Stars program in 2021 to recognize digital travel and tourism professionals on the rise and truly shining within the industry.

Presented by eTourism Summit in partnership with MMGY Global, the 2021 Emerging Tourism Stars program was borne from the dedication and effort of so many new leaders in the industry who worked to overcome one of the most challenging years in travel and tourism.

During the eTourism Summit, marking its 22nd conference in Las Vegas on Sept. 20-22, 2021, the ETS winners will be celebrated along with winners of the 4th Annual eTSY Awards for excellence in digital destination marketing.

“The goal of the eTourism Summit is "See Tomorrow" and in the past year we have seen amazing new talent emerge. We are excited to be able to recognize these future leaders and to encourage their continued growth in the tourism marketing industry,” said J. William Seccombe, president of Connect Travel.

“Innovation, fresh thinking and the ability to remain nimble are the attributes our industry needs as we move through recovery from 2020,” said Craig Compagnone, COO of MMGY Global. “We are honoured to partner with the eTourism Summit to recognize leaders in our field who epitomize these characteristics and lead our industry into the future.

Nominations are open to up-and-coming stars and tourism professionals of any age who are new to the role, employed by a destination marketing organization or an attraction.

Emerging Tourism Stars will be directly connected with a travel and tourism leader as a mentor and receive a scholarship to attend [eTourism Summit](#) on Sept. 20-22, 2021 in Las Vegas (\$1495 value) where they will be recognized. Stars will be invited onto an eTourism Summit panel discussion to share their stories, moderated by presenting sponsor MMGY Global. Each winner will be featured in a personal profile article in [The Travel Vertical](#) and the eTourism Summit magazine/directory. In addition, there is a new opportunity to fill a seat on the eTS Emerging Tourism Star Advisory Board, an annual appointment to make contributions to future planning.

eTS means:

- eTourism Summit
- eTSY Awards for Excellence
- Emerging Tourism Stars

*Emerging Tourism Stars 2021 is presented by eTourism Summit  
in partnership with MMGY Global*

**ABOUT eTOURISM SUMMIT:** Produced by Connect Travel, eTourism Summit has represented the intersection of fast-moving digital and tourism in an interactive setting where destination marketers, attractions, and their vendors share updates on the latest trends and solutions in media tools, platforms, content, search, social media, mobile, and web design. Founded in 2000, the annual eTSY Awards were introduced in 2018 to recognize outstanding consumer-facing campaigns and in 2021, Emerging Tourism Stars was introduced. The Travel Vertical is a free weekly e-newsletter of curated items especially for and by the eTourism community. Visit [eTourismSummit.com](#).

**ABOUT CONNECT TRAVEL:** Connect Travel creates efficient and effective environments to expedite the sales process by connecting tourism professionals with the products, services, people and ideas that allow them to thrive in a rapidly evolving and highly competitive global marketplace. Visit [ConnectTravel.com](#).

**ABOUT MMGY Global:** MMGY Global is the world's leading integrated global marketing firm specializing in the travel, hospitality and entertainment industries. With eight operating brands across the world, the award-winning organization maintains a global communications practice in all marketing channels, serving many of the world's premier travel and tourism brands. As a company dedicated to the global travel industry, MMGY Global strives to create a connected, inclusive and peaceful world by promoting travel as a cultural bridge of understanding. Visit [mmgyglobal.com](#).