

Journeys That Sell Summit - JTS

Journeys That Sell Summit: The Largest Marketing Event for Travel and Tourism Professionals Debuts in 2025

JOURNEYS THAT SELL SUMMIT

**THE TRAVEL
CUSTOMER JOURNEY
AND AI**

Held On:

12-13th August, 2025

10:00am - 03:00 pm

Online

You'll Learn:

- How to find the perfect travelers for your tours
- How to create travel packages people love
- How to turn one-time travelers into loyal fans
- How to use AI tools to make your travel business smarter and faster

Register Now: www.journeythatsellsummit.com

Essex, United Kingdom Apr 22, 2025 ([IssueWire.com](https://www.issuewire.com)) - Journeys That Sell Summit: The Largest Marketing Event for Travel and Tourism Professionals Debuts in 2025

Essex City, United Kingdom – April 21, 2025 – The Journeys That Sell Summit (JTS Summit) is set to change the way travel businesses market and sell their services. Taking place virtually, this groundbreaking event will explore the theme: The Travel Customer Journey and AI.

With artificial intelligence reshaping how travelers discover, book, and experience destinations, the summit will provide expert insights into leveraging AI to enhance customer engagement and drive bookings.

Bringing together 2,500 attendees from all seven continents, the summit offers 12 power-packed sessions spanning 360 minutes of industry-shaping insights. Designed for travel agents, tour operators, DMOs, tourism boards, and travel management companies, the summit will unveil the science behind tourist behavior and equip travel businesses with strategies to attract, convert, and retain customers in an ever-evolving market.

Why Journeys That Sell Summit is Different

This isn't just another travel conference. JTS Summit is a research-driven event designed to break down the anatomy of a traveler—from casual browsers to committed bookers—helping travel professionals build predictable sales systems marketing.

Attendees will gain insights into:

- Targeting the right travelers at the right stage of their journey
- Creating packages that sell based on changing consumer trends
- Building customer loyalty and turning one-time clients into brand advocates
- Identifying and deploying AI-driven marketing tools to optimize customer engagement and acquisition

Beyond business growth, 60% of the summit's generated income will go directly to two rural communities to help local artisans bring their handicrafts to the mainstream market—reinforcing ethical and sustainable tourism. This initiative is made possible through partnerships with Purple Signs Global, an Africa-based NGO that works with rural communities in Southern and Eastern Africa, and Country Style Community Tourism Network (VAB), a Jamaica-based organization that champions community tourism across the Caribbean. Industry Experts & Program Highlights

JTS Summit will feature leading tourism marketers, business strategists, and innovators who will share

data-backed insights shaping the future of the travel consumer.

Key themes include:

- 🔗 Ethical and sustainable tourism – How to build a brand that aligns with responsible travel trends
- 🔗 Networking with industry professionals – A chance to connect with like-minded experts and expand your global reach
- 🔗 Consumer behavior deep dive – Understanding the motivations behind why travelers book (or don't)
- 🔗 AI in travel marketing – How artificial intelligence is transforming travel customer journeys

Who Should Attend?

If you are a travel agent, tour operator, or tourism professional looking to increase sales, enter new markets, and attract the right clients, this event is for you. Whether your business operates locally or internationally, JTS Summit offers expert guidance to unstick your business and scale sustainably.

Reserve Your Seat Today

Be part of this transformative experience. Registration is now open at journeysthatsellsummit.com

Secure your spot now and take the first step toward a more profitable and sustainable travel business.

For media inquiries, please contact:

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JTS SUMMIT

The Travel Customer Journey and AI

Why you should attend:
Expert-led sessions from leading voices in tourism marketing and AI
Deep dives into consumer psychology and ethical travel branding
Networking opportunities with global travel professionals
Real-world strategies to grow your bookings and reach new markets

12.08.2025

REGISTER NOW!

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