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Contact: Latrise Hunter  
704.999.4439  
Latrise@LHfuntravel.com

## **LATRISE HUNTER PARTICIPATES IN ELITE TRAVEL INDUSTRY EVENT**

### **Travel Weekly and TravelAge West host top travel advisors at Global Travel Marketplace West**

Indian Land, SC - Travel Weekly and TravelAge West are proud to announce that Latrise Hunter was selected from among hundreds of applicants to attend the ninth-annual Global Travel Marketplace West (GTM), which took place at the Westin La Paloma Resort & Spa in Tucson, Arizona May 2-4, 2022. GTM West 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.

Only a select group of 109 travel advisors were chosen to participate from several hundred applicants. “A GTM advisor is one that recognizes the importance of creating new business relationships and fostering existing ones,” says Jacqueline Hurst, Director, Trade Recruitment and Engagement, Travel Weekly Events. “Those selected to participate in GTM survived the pandemic and are back booking travel, fully equipped to provide each client with a unique experience, tailored to their travel preferences.”

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.

“Do not follow where the path may lead. Go instead where there is no path and leave a trail” –  
Ralph Waldo Emerson

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 selected to attend GTM West set individual sales records for 2021, which is incredible considering the volatility of the travel industry last year. This proves 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 back stronger than ever.”

**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](http://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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