

Premier Travel Media Taps Plus Seven for Tourism Content Partnership

Professional Services Deliverables Include Monthly Features Across Digital, Print Sports Planning Guide

FOR IMMEDIATE RELEASE

Rockford, IL, June 25, 2021: Premier Travel Media (PTM) announced today a content partnership agreement with Plus Seven Company (P7c) to augment PTM's digital and print delivery of tourism content. As a focal point of the work, Plus Seven will provide monthly short- and longer-form features specific to PTM's *Sports Planning Guide (SPG)* publication.

A past content producer for *SPG* and other national publications and associations, P7c will spotlight industry best practices and trends within the ever-competitive sports tourism segment. In today's release, Jeff Gayduk, publisher of PTM, said:

"One of the things that separate *SPG* from the pack is the high level of professional content found on SportsPlanningGuide.com and inside the annual *SPG* print guide. We took another huge step forward in that regard earlier this month with the addition of Nick Povalitis and his new company, Plus Seven, to our stable of contributors. Nick's a renowned industry author and will be providing his expertise on topics such as quality content development for events, design trends and latest innovations in orchestrating successful sports tournaments.

He's a nine-year sports tourism veteran after recently wrapping up his tenure at his hometown tourism agency, Rockford Area Convention & Visitors Bureau. He's eager to share marketing and sales strategies that delivered the region a multitude of national partnerships, premier sports tourism events and the creation and execution of local events that generated international media reach."

ABOUT PREMIER TRAVEL MEDIA

Premier Travel Media connects the group travel industry through publishing and marketing solutions. Our unique content inspires hundreds of thousands of groups to plan better vacations. At the same time, we partner with hundreds of travel brands to market their products to our audience of pre-qualified buyers. Premier Travel Media is more than a collection of products. It's passionate individuals on a mission to grow the leisure travel sector, one group at a time.

ABOUT PLUS SEVEN COMPANY

Proudly headquartered in Rockford, Illinois, USA, Plus Seven Company delivers winning experiences and events, brand building and public relations, tourism marketing and sales, and all things quality content.

Contact: Nick Povalitis, founder, Plus Seven Company, Nick@PlusSevenCompany.com, 815.708.1644.

###

