

JACOBS MEDIA GROUP



We're delighted to welcome **Jacobs Media Group** as one of the latest members of the **CTO Chapter**.

Jacobs Media was established in 2009 when Clive Jacobs acquired Travel Weekly Group, but now covers 9 brands including Travel Weekly, Aspire, Connections Luxury, The Caterer, Travolution, ATAS, The Global Travel & Tourism Resilience Council, Connecting Travel and most recently OTT, (Online Travel Training).

Jacobs Media is located in London Victoria, with offices in the UAE.

We spoke with Head of International Partnerships, **Abbie Downes**, to learn more about the media company.

“I work in the Global Business Development Team, working with clients across the tourism industry, creating strategic partnerships in media and events internationally. I originally joined Jacobs Media in October 2020 (in the middle of the pandemic!), In early 2023 I took a sabbatical to do a year abroad in Melbourne, Australia – but returned to Jacobs Media in April this year.. **It's great to be back!**”

What are the primary services that your company is known for? Could you also outline your main goals?

Travel Weekly has a print circulation of over 12,000, an unrivalled reach of 6.5 million page views to travelweekly.co.uk and over 250,000 followers across social media channels.

Aspire magazine is distributed to 6,500 luxury travel sellers, with a high home working & independent audience. Our Connections brand has a community of over 25,000 luxury travel representatives with buying power of £4.25 billion.

Many of our agents and buyers are selling Caribbean products and services so our offering is to connect CTO Chapter members with this audience through the various opportunities at Jacobs Media.



Share with us what sets you apart and creates that "WOW" factor. Are there any upcoming projects in the pipeline?

Jacobs Media was awarded the 2020 Queens Award for Enterprise, for outstanding short-term growth in overseas sales, having expanded its global business in the previous three years by 52.5%. We have many upcoming projects that would be great opportunity for CTO Chapter members, including our Connecting Travel Marketplace events in UK & Europe, opportunity for destinations to join as ATAS Associate members and attend the ATAS Conference in October, and on-going media and event opportunities with Travel Weekly and Aspire.

For more information on our exciting portfolio of media and events, please get in touch with myself by email: abbie.downes@jacobsmediagroup.com

What are your top three goals you aim to achieve through your CTO Chapter membership?

We'd like to connect with CTO Chapter members, developing valuable and long term relationships, helping destinations and suppliers to achieve their travel trade goals.

