



TRAVOLUTION



Travelsoft Acquires Travolution to reinforce a united Media & Events Division

Paris / London — 15th October 2025 — Travelsoft has acquired Travolution through its subsidiary Eventiz from Jacobs Media. **Travolution will be part of Eventiz to form an international Media & Events division within Travelsoft. The entities will leverage synergies across journalism, insights, analysis, networking, and events.**

Following the acquisition of *Eventiz* in 2024, this deal marks the next step in building a premier travel tech media brand — combining content, market intelligence, community, and events for travel professionals worldwide.

Travelsoft already operates across multiple travel tech verticals and geographies, with a client base, supplier network, and technology stack that give it scale, global presence, and deep industry understanding. The addition of *Travolution* strengthens its Media & Events arm. Meanwhile, Jacobs Media has a long heritage and strong footprint in travel & hospitality media; this deal ensures *Travolution* continues under leadership committed to its growth while benefiting from Travelsoft's broader infrastructure.

With this acquisition, Travelsoft is setting its sights on being **a reference media brand in travel tech globally**, bridging technology and editorial leadership, enabling better decision-making in the industry, and creating spaces (both digital and face-to-face) where innovation, insight, and community come together, helping audiences shape the future with confidence in the fast-moving world of travel tech.

For **Christian Sabbagh, Founder & CEO of Travelsoft**, “The acquisition of *Travolution*, and its integration with Eventiz, aligns perfectly with Travelsoft's strategy of uniting technology, content and community. Travel tech evolves at breakneck speed — success requires not just building platforms, but also listening, informing, connecting, and anticipating. *Travolution* brings heritage, editorial excellence and trusted insight.”

Duncan Horton, Group CEO of Jacobs Media says that “Jacobs Media is proud of Travolution's role over many years as a pioneering voice in the B2B travel tech space. We believe that under Travelsoft, Travolution will flourish even more, benefitting from access to global scale and complementary Media & Events capabilities. This transaction is a natural evolution and ensures Travolution's editorial independence and industry trust for future years to come.”

Guillaume Poulain, Managing Director of Eventiz, “Together, we will build a global travel tech media reference that helps professionals make informed decisions, anticipate disruptions, and shape the future of travel.”

Kate Harden-England, Editor of Travolution, said: “I've seen first-hand how Travolution has become Europe's go-to for travel tech insight, market analysis, news, and connections. Joining Eventiz and being part of the wider Travelsoft Group offers exciting opportunities: we'll be able to deliver richer content, broader reach, and more powerful events, while staying true to the journalistic values and industry focus that our readers and partners know us for and rely on. Our ambition is clear — to raise the bar and to become the most sought after travel tech media reference.”

About the Organisations

Travelsoft is a leading Travel SaaS group founded in Paris in 2000. Its technologies power around **€40 billion in bookings each year** for travel players in over **90 countries**.

By automating sourcing, packaging, and booking processes, and by managing marketing and data more effectively, Travelsoft enables travel companies to scale efficiently and focus on growth.

The group employs **c. 700 travel technology experts** and unites nine companies — including Atcore (UK), Orchestra (France), Tigerbay (UK), traffics (Germany), Travel Compositor (Spain & LATAM), Travel Connection Technology (Romania), Travelgate (Spain), and Travelsoft Services. Together, these platforms create powerful synergies, especially in global airline and hotel connectivity.

With the addition of **Eventiz** and **Travolution**, Travelsoft is expanding into Media & Events, strengthening its role as both a technology enabler and a community builder in the global travel ecosystem.

Jacobs Media is the definitive global platform for the travel and hospitality industries, shaping conversations and driving progress for over 15 years. With headquarters in Dubai and London, Jacobs Media's expanding international division spans five continents with eight leading brands – including Travel Weekly, Connections Luxury and Connecting Travel - and organises more than 160 global events annually.

Travolution is a B2B media brand focused on the online and travel technology industry, providing news, insights, and thought leadership through its website, social media, and a range of industry events, including the European Summit and Awards, which recognize innovation in the sector. Founded by Travel Weekly, Travolution was the first global B2B media title of its kind, dedicated to identifying digital trends and insights for travel brands, technology developers, and digital agencies.

Eventiz is the leading French-speaking media and events group for the travel and business-travel industries. Based in Paris, its portfolio includes L'Echo Touristique (France's benchmark B2B travel publication, founded in 1934), TOM.travel (innovation in travel) and DéplacementsPros (corporate travel). Eventiz also convenes the sector through flagship events such as the Travel d'Or™ awards, net Managers, Les Lauriers du Voyage d'Affaires, the Trophées de l'Innovation, Totec and the TravelTech Hub at Vivatech. Since May 2024, Eventiz has been part of Travelsoft.

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