



Certificate of Attendance

The dates of the event were 8 November 2010 to 11 November 2010

**Trade
Exhibition**

World Travel Market 2010

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The Primary Market Sector for this event is:

Travel Industry

This certificate expires on 29 February 2012 unless ABC has issued a new certificate before that date.

Issued by

ABC
Saxon House, 211 High Street
Berkhamsted
Hertfordshire HP4 1AD
United Kingdom

Tel: +44 (0) 1442 870800
Fax: +44 (0) 1442 200702
Email: abcpost@abc.org.uk
Web: www.abc.org.uk
ABC Ref: A8773/16712850

Certification Statement

This certificate was issued on 11 March 2011. The data included is derived from a return of attendance prepared by the organiser: Reed Exhibitions Ltd.

The Organiserreports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Organiser and ABC.

Published by

Reed Travel Exhibitions
Gateway House
28 The Quadrant
Richmond
Surrey, TW9 1DN

Tel: 020 8910 7910
Fax: 020 8910 7733
Web: www.reedtravelexhibitions.com



World Travel Market 2010

Certificate of Attendance for the event between 8 November 2010 and 11 November 2010

Total Unique Attendance	47,532
Visitor Attendance	31,153
Exhibitor Attendance	16,379

Event Details

Event Dates:	Monday, 8 November, 2010 to Thursday, 11 November, 2010
Event Venue:	ExCel, London
Stand Space Occupied (square metres):	42,032
Number of Stands:	625
Year Event Established:	1980
Event Frequency:	Annual
Next Event Dates:	Monday, 7 November, 2011 to Thursday, 10 November, 2011
Next Event Venue:	ExCel, London

Organiser's Descriptions (not verified by ABC)

Main product Groups/Services Exhibited:

Airline, Airport, Apartment Provider, Consulting Company, Destination Management Company, Event Management Company, Group Travel Organiser, Health Resort and Spa, Hotel/Resort, Incentive House Agency, Marketing Services Company, Meeting Planner, Technology Company, Tour Operator, Tourism Board, Travel Agency, Venue Finding Company, Wholesaler, Car Rental Company, Corporate, Coach Travel Company, Convention/Visitor Bureau, Cruise Line, Educational Establishment, Exhibition Organiser, Ferry Company, Financial Services Company, Golf Related Services Provider, Golf Resort, Ground Handling Agency, Guest House/Bed and Breakfast, Press/Media, Private Travel Arranger Venue Owner, Villa Company.

Target Audience:

Accommodation, Air Travel, Airports, Business & Financial Services, Corporates, Consultants, Destinations Management, Destinations, Educational Establishments, Event Management Services, Exhibition Organiser, Event Support Services, Group Travel Organisers, Golf Related Services, Ground Handling Services, Health Resort and Spa, Hotel/Resort, Incentive House Agency, Land Travel, Marketing Services Company, Media/Press, Medical Tourism, Ministers, Professional Conference Organisers, Private Travel Arranger, Technology Company, Ticketing Agent, Tourist Attraction & Entertainment, Tours, Trade Associations, Training/Recruitment, Travel Agents, Venues, Venue Owner, Water Travel.

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Glossary of Terms

Audit Status:

There are three possible stages of certification:

Organiser's Statement - Subject to Audit - The organiser has provided event data which has been prepared in accordance with ABC rules but not yet been audited by ABC.

Audit Complete - ABC have audited the Organiser's Statement and reported no changes to the data.

Audit Report - Audit Complete - this is a statement issued by ABC when problems found at audit show that there were material errors in the organiser's original return submission and subsequent certificate. A revised certificate is issued with the audit report entered on the front page of the certificate.

The audit status is shown at the top of each page of the certificate.

Total Unique Attendance:

The Total Unique Attendance is the number of individuals who attended the event.

Event Details:

Details of the current and next scheduled event, including:

Year Established: The year in which the event was first held .

Event Sponsors: If claimed, a list of any sponsors will be shown .

Organiser's Association Membership: If claimed, a list of any associations to which the event is registered/affiliated.

Organiser's Descriptions:

A free text area on the certificate is available for the organiser to describe the main products & services exhibited and the target audience. Neither of the descriptions are audited by ABC.