



## Certificate of Attendance

The dates of the event were 10 November 2008 to 13 November 2008

**Trade  
Exhibition**

## World Travel Market 2008

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### The Primary Market Sector for this event is:

Travel Industry

This certificate expires on 28 February 2010 unless ABC has issued a new certificate before that date.

#### Issued by

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ABC Ref: A8773/15836195

#### Certification Statement

This certificate was issued on 27 January 2009. The data included is derived from a return of attendance prepared by the organiser: Reed Exhibitions Ltd.

The Organiser has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit reports 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

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**World Travel Market 2008**

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<b>Total Attendance</b>	<b>49,963</b>
<b>Total Visitor Attendance</b>	<b>28,394</b>
Free and Paid Attendance	28,394
Transfer Attendance	-
<b>Other Attendance</b>	<b>21,569</b>

**Event Details**

Event Dates:	Monday, 10 November, 2008 to Thursday, 13 November, 2008
Event Venue:	ExCel, London
Stand Space Occupied (square metres):	43,412
Number of Stands:	616
Year Event Established:	1980
Event Frequency:	Annual
Next Event Dates:	Monday, 9 November, 2009 to Thursday, 12 November, 2009
Next Event Venue	ExCel, London

**Organiser's Descriptions (not verified by ABC)****Main product Groups/Services Exhibited:**

Airline,airport,apartment provider,car rental co,coach travel co,conference organiser,consulting co,convention/visitor bureau,corporates,cruise line,destinations management co,educational establishment,event management co,exhibition organiser,ferry co,financial services co,golf related service provider,golf resort,ground handling agency,group travel organiser,guest house/bed & breakfast,health resort&spa,hotel/resort,incentive house agency,marketing services,meeting planner,press,private travel arranger,rail co,recruitment agency,technology co,ticketing agency,tour operator,tourist attraction,tourism board,trade association,travel agency,venue finding co,wholesaler,venue owner,villa co.

**Target Audience:**

Accommodation, air travel, airports, business & financial services, destinations management, destinations, event management services, exhibition organiser, golf related services, ground handling services, land travel, media, professional conference organisers, technology company, ticketing agent, tourist attraction & entertainment, tours, trade associations, training/recruitment, travel agency, venues, water travel, event support services.

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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 Visitor Attendance:

The Total Visitor Attendance is the number of individuals who registered for and attended the event as a visitor, or transferred from an event running concurrently at the same venue.

### Other Attendance:

Other attendance is the number of individuals who attended the event but did not register as a visitor, including press, exhibitor personnel or non registered attendance.

### Transfer Attendance Breakdown:

Where transfer attendance has been claimed, a list of the transfer events and the number of attendees from each are shown.

### 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.