

Visitor Brochure

WTM. Means Business

07-10 NOV 2011 • ExCeL LONDON



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**world
travel
market** 

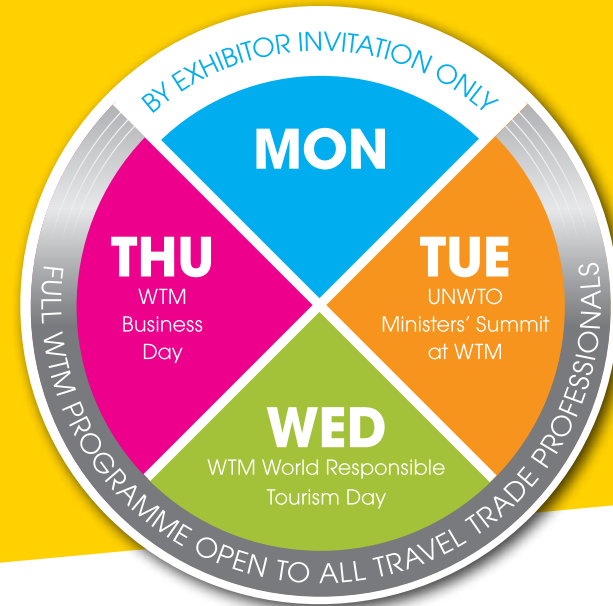
07-10 Nov 2011 ExCeL London
The Leading Global Event for the Travel Industry

Free to attend. Register now at

WTM. Means Business

Staged annually in London, **World Travel Market (WTM)** is a vibrant, must attend, four-day business-to-business event presenting a diverse range of destinations and industry sectors to global travel professionals.

WTM is the place to do business; bringing together worldwide buyers and sellers from every sector of the travel industry. WTM will provide you with tools to take back to your business that will set you apart from the competition to drive growth and future prosperity. WTM offers the opportunity to discover the latest trends and do business with key players in the industry.



Why You Should Attend WTM*

- Meet with more than **5,000** exhibitors representing **189** countries and regions
- WTM has improved the business opportunities for **93%** of visitors
- Almost **7 out of 10** (69%) WTM visitors met new key contacts
- Conduct business with nearly **550** exhibitors at the WTM Speed Networking sessions. (Meridian Club members only)
- Acquire market intelligence and industry forecasts and trends from our cutting edge conference content
- **43% of visitors do not go to any other travel show. WTM is the focal meeting point for global buyers**

*Source: Independent research by Fusion Communications, November 2010



Industry Attendance 2010

47,532** Total WTM 2010 Industry Attendance

8,185 Meridian Club Members

18,610 Trade Professionals

26,795 Total Visitors

2,648 International Press

178 Ministers and Aides

5,053 Total Exhibiting Companies (625 Main Standholders, 4,428 Exhibiting Partners)

189 Countries and Regions Represented

**Figures submitted for 2010 ABC Audit

WTM Exhibitors

WTM welcomes exhibitors from 189 countries and regions across Europe, Americas, Asia/Pacific, Africa, Middle East and UK & Ireland – covering the industries key sectors from Hotels, Technology & Online Travel, Cruise, Airline, Responsible Tourism and Luxury. With 150 new exhibitors in 2010 and an impressive increase of 13% in the Technology & Online Travel sector and 10% in the Asia area WTM is the place to do business.

WTM 2010 achieved a 97% visitor satisfaction rate by showcasing exhibitors from the areas visitors want to see: Accommodation, Technology & Online Travel, Tour Operators and Air, Land and Water Travel. In 2010 WTM hosted 1,138 accommodation providers, 82 technology and online companies, 619 tour operators and 187 air, land and water travel companies along with many more travel sectors.

To view a list of the WTM exhibitors visit

Maximising Your Return on Investment

All registered participants of WTM can take advantage of My WTM, our dedicated event planning and connection tool. By signing in using your surname and WTM badge number you will be able to:

- Request meetings and appointments with other WTM participants in advance to maximise your time at ExCeL, London
- Find the exhibitors and event programme sessions you want to see
- Connect with other WTM participants before, during and after the event
- Plan your WTM journey, plotting exhibitors of interest on the WTM floorplan
- Save exhibitors or sessions of interest in a favourites list

WTM Seminar, Conference and Event Programme

The WTM 2010 Seminar, Conference and Event Programme delivered 100 content rich events by senior industry figure heads both on the exhibition floor and in the dedicated seminar rooms. **The WTM Seminar, Conference and Event Programme saw 222 speakers and 8,550 people attending.**

The sector focus for WTM 2011 includes:

- Adventure Travel
- Airline
- BRIC Economies
- Cruise
- Communications & Media
- Disabled Session
- Gay & Lesbian Travel
- Hotels
- Luxury Travel
- Responsible Tourism
- Sports Tourism
- Technology & Online Travel
- Travel Agents
- Trends Forecast
- Spa & Wellness

Visit the WTM Player at [www.wtm.com](#) for regular updates on the 2011 WTM Seminar, Conference and Event Programme.

Social Networking

For up-to-the-minute news and the opportunity to network with your industry colleagues before the event, make sure you join the WTM social networking groups.



“ Brilliant - WTM simply is the best meeting place on the planet for doing business in the Travel & Tourism sector. The benefit to our business at myMAPofSeychelles.com is almost immeasurable ”

David Clarke, Managing Director, myMAPofSeychelles.com

Key Findings

The independent figures below demonstrate the value of attending WTM to both visitors and exhibitors.

What WTM Visitors think*

97% of visitors are likely to return in 2011

97% are satisfied with their visit to WTM

93% of visitors thought WTM met or exceeded their expectations

What WTM Exhibitors think*

96% of exhibitors see WTM as important to their business

94% of exhibitors were very satisfied / satisfied with their visit to WTM 2010

92% of exhibitors are likely to return for WTM 2011

*Source: Independent research by Fusion Communications, November 2010

WTM World Responsible Tourism Day



supported by UNWTO



Wed 9 Nov 2011

The business case for responsible tourism has been proven beyond doubt. WTM World Responsible Tourism Day (WRTD) is a brilliant means of raising your international profile, attracting customers and increasing profits.



Since we have displayed the WTM WRTD logo, we have been approached by actors in the tourism industry and environmental NGOs for a global partnership to promote poverty alleviation through employment and income generation towards local communities in Africa.



Serge Makoundou, Vice-President & UK Co-ordinator, ZM Finance Project

WTM WRTD, in association with the UNWTO, is the world's most ambitious and successful initiative.

With a focus on the actual day – Wednesday 9 November – this hugely popular and unique global movement has highlighted the commercial, as well as the socio-economic value of responsible tourism.

If your company is involved in responsible tourism tell us more about your activities and you can be approved to use the official 2011 WTM WRTD logo on all your sales and marketing materials.



To apply to use the WTM WRTD logo contact:

Araminta Sugden
+44 (0) 1892 535 943



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The work done by Just a Drop is truly inspirational. I see providing clean water to my own children as their basic human right. So I am personally thrilled that with Dubai Tourism's support, Just a Drop will be able to make that same clean water more accessible to children that need it so desperately. The whole team at Dubai Tourism in the UK is committed to Just a Drop and raising this money through many creative group enterprises and sponsored individual activities.



Ian Scott, UK & Ireland Director, Dubai Tourism & Commerce Marketing

A splashing good way to improve your brand



Just a Drop, the international water-aid charity bringing clean water to more than a million children and their families in 29 countries, is not only a creative means of identifying with customers, suppliers and staff - but is also a sure-fire winner for helping businesses to grow.

Dubai Tourism and Commerce Marketing, for example, is raising money for a mother and baby water project in Afghanistan with innovative promotional ideas that are making a splash!

Working with the experienced Just a Drop team can also help improve staff motivation, empowerment, teamwork and a sense of fun.

The decision means that Dubai is able to attract attention in a totally different way, meeting growing consumer demands for a more ethical, caring and environmental approach.

Just a Drop can form part of an effective strategic marketing tool to gain a competitive edge.

Contact Just a Drop's Fundraising Manager Nikki Davis at _____ **or** _____ **visit the website on** _____ **to learn more about how you can commit to saving children's lives.**

