



CONTENTS

Subject	Page
WTM Welcome from the official sponsors of the International Press Centre 2009	3
Welcome to World Travel Market 2009	5
WTM International Press Centre Services	7
WTM Sponsors	8
Monday 9 November Diary of Events	9
Tuesday 10 November Diary of Events	17
Wednesday 11 November Diary of Events	29
Thursday 12 November Diary of Events	42
Interview Opportunities	53
Photographic Opportunities	59
Competitions & Promotions	62
WTM 2009 New Exhibitors	68
Late Entries	72



**GREEK NATIONAL TOURISM
ORGANISATION
WORLD TRAVEL MARKET 2009
OFFICIAL SPONSORS OF THE
INTERNATIONAL PRESS CENTRE**

***Greece welcomes you all to celebrate the 30th
anniversary of the World Travel Market***

Visit us on stand EM820

It is our great pleasure to welcome you on the 30th WTM and we would like to take this opportunity to sincerely thank you for your continuous support towards the Greek National Tourism Organisation. Greece's new tourism campaign has been created in a year different to the previous. We are in the middle of a global financial crisis, where everyone, more than ever, will strive to combine the best quality at the best possible price for their holiday. The challenge for the new campaign is to meet the needs of a potential visitor without debasing the country's image.

The Greek National Tourism Organisation's new campaign still retains the message "The True Experience" but is also adjusted to the new facts of the financial instability. The campaign carries a strong identity, represented by a central hallmark along with the message: "Greece, 5.000 years old". This hallmark has been created to express classical values with modern aesthetics, as well as the Hellenic finesse and quality.

The new campaign presents excellent idyllic but also real - everyday life pictures of Greece, which are summarised into nine sectors: Sun and Sea, Cultural Tourism, Nautical Tourism, Touring, Health and Wellness, Religious Tourism, Gastronomy, Conference Tourism as well as City Breaks.

Therefore, with our new campaign's slogan "Greece a masterpiece you can afford" in mind, we feel that we will be enjoying a fruitful and creative collaboration!



WELCOME TO WORLD TRAVEL MARKET 2009

The WTM PR team would like to extend a warm welcome to all of our attending press from around the globe to World Travel Market this year. Once again the World Travel Market International Press Centre is here to help you make the most of your visit to the world's most important annual international travel and tourism event.

All key programmes in this compact WTM Media Diary of Events are listed day by day and in chronological order enabling you to efficiently plan your time at WTM across all four days. There is a separate section for interview, photographic opportunities, and competitions and promotions. As well a list of all the new exhibitors to World Travel Market is included at the back of the diary.

World Travel Market's full seminar, conference and events programme are also clearly marked by date and time.

The WTM Exhibitors News (formerly known as the WTM Media Bulletin) will again be available to pick-up in the WTM International Press Centre on Monday, Tuesday and Wednesday. Providing members of the press with stories and details on some of the significant strategic exhibitor developments moving forward this year and into 2010, the WTM Exhibitors News is definitely worth keeping as a convenient reference for your office.

Additionally, all World Travel Market generated reports, press releases and on-site photography will be available on line at www.wtmlondon.com.

Our on-site team are on hand to help in identifying stories and feature opportunities and to answer any questions or queries you may have during the event. In addition, key WTM events will be covered by the PR team writers and available in hard copy and on line at www.wtmlondon.com each day.

We look forward, as always, to working with you and making your time at World Travel Market enjoyable and productive.

Micaela Juarez

Paul Nelson

Jane Larcombe

Nicole Collett

Araminta Sugden

Viviana Vianini

WTM INTERNATIONAL PRESS CENTRE SERVICES

The WTM International Press Centre is an exclusive area for WTM registered journalists.

Location and Opening Hours

Located in the Platinum Conference Centre, Levels 1, 2 and 3.

The Centre is open:

Sunday 8 November:	13.00 – 16.00
Monday 9 November:	08.00 – 18.00
Tuesday 10 November:	08.00 – 18.00
Wednesday 11 November:	08.00 – 18.00
Thursday 12 November:	08.00 – 17.00

Complimentary Facilities

- * Computers with internet and email connection
- * Printers
- * Laptop power/transmission points
- * High speed laptop connection points
- * Radio booths
- * Dedicated cloakroom
- * Dedicated refreshment area

Araminta Sugden and Nicole Collett are your dedicated WTM International Press Centre Managers to assist you within the WTM International Press Centre.

WORLD TRAVEL MARKET SPONSORS

World Travel Market, the premier global event for the travel industry, would like to thank Euromonitor International for producing the WTM Global Trends Report 2009; the Greek National Tourism Organisation for sponsoring the WTM International Press Centre, the UNWTO, for the Ministers' Summit – Roadmap for Recovery: Sustainable tourism in challenging times together with Sky News and National Geographic for sponsoring the Ministers' Summit; BBC World News for sponsoring WTM World Responsible Tourism Day and the UNWTO for its support of WTM World Responsible Tourism Day. We would also like to thank South Africa for being the main entrance sponsor and Istanbul for being the main boulevard sponsor as well as all the other supporters of themed events, conferences and seminars.



Diary of Events

MONDAY 9 NOVEMBER

Unless otherwise specified all events will be on exhibitor stands. Platinum Rooms 5 & 6 are on Level 2 of the Press Centre. North & South Gallery Rooms can be reached by taking the lifts to Level 2 at the back of the North & South Halls.

10.00 - 11.00 WTM Forecast Forum

Organised by WTM.
WTM Global Trends Report 2009, in association with Euromonitor International. Presented by Thalia Pellegrini, Journalist, BBC World. Exclusively for members of the press.
Conference Set, Platinum Suite 4, Level 3

10.00 – 11.00 Abu Dhabi Authority

Press Conference
Conference Set, Platinum Suite 6, Level 2

10.00 – 18.00 Israel Government Tourist Office – EM960

Roy Zaltsman, renowned professional Israeli mind reading artist, performing during WTM.

10.00 – 18.00 Israel Government Tourist Office – EM960

Dead Sea Scrolls exhibition and a Nabatean spice market. Enter the voting booth to vote for the Dead Sea as one of the Seven Natural Wonders of the World.

10.00 – 18.00 Trinidad & Tobago – CA1025

Dwight Yorke, national football hero, will be joining the Tobago Delegation.

11.00 – 11.30 Greek National Tourism

Organisation – EM820

Stand opening with the new Greek Minister of Culture & Tourism.

11.00 – 14.00 The Rezidor Hotel Group –

GV6600

Press reception.

11.00 – 14.00 South African Tourism – AF3200

Destination marketing initiatives from Roshene Singh, Chief Marketing Officer, specifically addressing the impact of the FIFA 2010 World Cup on the tourism industry. Celebrity footballer and South African Tourism's ambassador for the FIFA 2010 World Cup, Lucas Radebe, will be on the stand. Updates also available from the SAT UK team on sustainable and responsible tourism, new trade initiatives: Ubuntu Award, local market destination campaigns and MEETINGS AFRICA & INDABA 2010.

11.15 – 12.00 Continental Airlines – NA2350

Unveiling of the new BusinessFirst Flat Bed seat together with a question and answer session with Dave Hilfman, Senior Vice President Worldwide Sales.

**11.30 – 12.30 Croatian National Tourist Board –
Award Winning Croatia**

Speakers: Mr Damir Bajcs, Minister of Tourism and Mr Niko Bulić, Director, Croatian National Tourist Board with Jilly Goolden, celebrity wine expert who will be tasting and reviewing award winning Croatian wines. Invitation only
Press Conference Suite, Platinum 6, Level 2

11.30 – 13.30 WTM Official 30th Anniversary VIP

Opening & Reception

With Boris Johnson, Mayor of London. Hosted by Stephen Sackur, BBC Correspondent and Presenter.

Welcome by Fiona Jeffery, Chairman, WTM. Presentation of World Travel Market's Global Awards, followed by 30th Anniversary Reception.

By invitation only.
Conference Set, Platinum Suite 4, Level 3

12.00 – 13.00 Moscow City Committee for Tourism

Development Prospects for Moscow as International Tourist Centre. New International Programs, Advertising and Information Actions to Develop Inbound Tourism. Tourist Infrastructure in Moscow.

Speaker: Mr Grigory Antyufeev, Chairman, Moscow City Committee for Tourism

Press Conference Suite, Platinum 5, Level 2

12.00 – 14.45 Captains of Industry Lunch

Organised by WTM.

A focus on the key issues facing the industry followed by a question and answer session.

Speakers: Michael East, MD, Eastcastle Management Group and Ian McCaig, CEO, lastminute.com
Charitable donations will go to Just a Drop. By invitation only.

Silver Sturgeon, Royal Victoria Dock.

12.30 – 13.30 Municipality of Rome and the Lazio Region – EM340

Press conference.

- 13.00 – 14.00 Israel Government Tourist Office**
Light lunch press conference.
Speaker: Oren Drori, Senior Deputy
Director General & Head of
Marketing Administration, The Israel
Ministry of Tourism.
RSVP: Melissa@igto.co.uk
Press Conference Suite, Platinum 6,
Level 2
- 13.00 – 14.30 Greek National Tourism
Organisation – Annual Press
Conference**
Minister of Culture and Tourism will
be attending. Business lunch
Conference Set, Platinum Suite 1,
Level 3
- 13.00 – 14.30 Italian State Board – Liguria
Region – EM340**
“Espresso & Focaccia Party”.
- 13.30 – 14.30 Turkish Tourism Looking Ahead:
Strategy for the Future and
Launch of Istanbul, European
Capital of Culture 2010**
Turkish Culture and Tourism Office
press conference.
Speaker: Ertugral Gunay, Minister
for Culture and Tourism, Turkish
Culture and Tourism Office.
By invitation only. RSVP Ceyda
Pekenc at Redmint Communications
Ceyda@redmintcomms.co.uk or
0207 745 7255.
Press Conference Suite, Platinum 5,
Level 2
- 14.30 – 15.00 Corinthia Hotels – GV2650**
Informal briefing on Corinthia’s
development plans and the opening
of Corinthia’s first deluxe hotel in
London.
Speaker: Glenn Carroll, Senior Vice
President – Sales & Marketing,
Corinthia Hotels.

14.30 – 15.00 Oman Ministry of Tourism – ME3960

Organised by the Oman Ministry of Tourism.

Informal briefing on Oman's Sports tourism plans – the Asian Beach Games, the success of the National Sailing Team and the opening of first golf club.

14.30 – 15.30 The National Tourism Organisation of Serbia – 'Visit Serbia Year 2011'

The National Tourism Organisation of Serbia will be launching 'Visit Serbia Year 2011'. Press conference hosted by the Director of the Tourism Organisation and other high profile speakers.
South Gallery Room 28

14.30 – 15.30 Egyptian Tourist Authority – Egypt – the way forward

Speakers: HE Mr Zoheir Garranah, Minister of Tourism and Mr Amr El Ezaby, Chairman of the Egyptian Tourist Authority. Speaking in English, an important announcement will be made about a beautiful part of Egypt.
Press Conference Suite, Platinum 6, Level 2

14.30 – 16.00 The Dominican Republic Tourist Board – CA8000

The Dominican Republic Ministry of Tourism and The Dominican Republic Tourist Board invite you to join Francisco Javier Garcia, Minister of Tourism at a reception to toast the exciting new developments in tourism. Try the two Cs, coffee and Fair Trade chocolate.

**15.00 – 15.30 Sri Lanka Tourism Promotions
Bureau – AS5300**

Organised by Sri Lanka Tourism Promotions Bureau.
Informal briefing about the new developments brought about by the peace in Sri Lanka.

**15.00 – 16.00 Sports Tourism Takes Pole
Position**

Organised by WTM and sponsored by Eurosport.
Speakers: Daniel Alexander Jordaan, Chief Executive Officer, 2010 FIFA World Cup Organising Committee South Africa; Mark Howell, Director 2012 Games, Visit London; Susan Iris, Vice President, Strategic Initiatives and the 2010 Winter Games, Canadian Tourism Commission and Professor Tim Coles, Director for Sport, Leisure and Tourism Research, University of Exeter.
Conference Set, Platinum Suite 4, Level 3
This seminar will be as a webcast available from Friday 27 November at www.wtmlondon.com.

**15.00 – 16.00 Ecuador Tourist Board -
Increasing tourism but keeping
'Life at its Purest' in Ecuador.**

Press conference.
Press Conference Suite, Platinum 5, Level 2

**15.00 – 16.00 Italian State Board – Municipality
of Milan**

Press conference. City of Art and Culture
North Gallery Room 19

**15.00 – 16.30 Turkish Culture and Tourism
Office – EM120**

Networking Drinks Reception.

- 15.30 – 16.00 Uganda Wildlife Authority – AF2700**
Organised by Uganda Wildlife Authority.
Briefing by Donna Gelardi on the launch of “Friend a Gorilla” campaign.
- 15.30 – 16.30 Egyptian Tourist Authority – Egypt – the way forward – ME4000**
Wine and canapés.
- 15.30 – 18.00 LateRooms and AsiaRooms – GV2500**
10th Birthday Celebrations Press Reception. Invitation only.
- 16.00 – 16.30 Grenada Board of Tourism – CA1095**
Organised by the Grenada Board of Tourism and Allan Lamb & Nigel Felton, Grenada Sports.
Informal briefing on the development of Sports Tourism in Grenada.
- 16.00 – 18.30 Tourism Malaysia – AS6400**
Press Reception – Datuk Jimmy Choo OBE’s new role as Tourism Malaysia’s UK Ambassador
- 16.30 – 17.30 Namibia Tourism Board – AF1500**
New Five Year Strategic Plan Press Reception.
- 16.30 – 17.30 Goa Tourism – New Initiatives & Perspectives for Goa**
Press conference talking about the new initiatives that the Government have initiated to advance and aid tourism in Goa.
Speaker: Hon Minister of Tourism, Government of Goa
Press Conference Suite, Platinum 5, Level 2

**16.30 – 18.30 Brazilian Tourist Board
(EMBRATUR) – LA6000**

Drinks Reception to celebrate Rio's successful bid to host the 2016 Olympic Games together with Amazonian dancers

**17.00 – 18.00 Japan National Tourism
Organisation – AS2200**

Sake Happy Hour. Serving a range of drinks from Tokyo, Kyoto and Okinawa with sushi and Japanese snacks. Meet the JNTO press office staff, hoteliers, ground handlers, rail, airline & regional destination representatives.

17.00 – 18.00 Tourism Malaysia – AS6400

Press Conference launching Web TV, a new shopping guide and new regional brochures.
Speaker: Hon Datuk Seri Dr Ng Yen Yen, Minister of Tourism, Tourism Malaysia.

18.00 – 19.30 Graubünden Tourism - EM7000

Press reception - Switzerland
Tourism drinks.

18.00 – 19.30 VisitScotland

Winter White Party. Join VisitScotland for Scottish canapés and whisky cocktails together with Scotland's singer of the Year 2008/09, Emily Smith, and her band. By invitation only, press should contact Jude Henderson on 0131 472 2024 or jude.henderson@visitscotland.com
Waterfront Café Number 4

Diary of Events

TUESDAY 10 NOVEMBER

Unless otherwise specified all events will be on exhibitor stands. Platinum Rooms 5 & 6 are on Level 2 of the Press Centre. North & South Gallery Rooms can be reached by taking the lifts to Level 2 at the back of the North & South Halls.

10.00 – 14.00 UNWTO Ministers' Summit at World Travel Market - Roadmap for Recovery: Sustainable tourism in challenging times
Organised by UNWTO and WTM.
By Invitation only.
Conference Set, Platinum Suite 4, Level 3

10.00 – 18.00 Israel Government Tourist Office – EM960
Roy Zaltsman, renowned professional Israeli mind reading artist, performing during WTM.

10.00 – 18.00 Israel Government Tourist Office – EM960
Dead Sea Scrolls exhibition and a Nabatean spice market. Enter the voting booth to vote for the Dead Sea as one of the Seven Natural Wonders of the World.

10.00 – 11.00 Italian State Board – Trenitalia – EM390
Press conference on latest news on the Italian train network.

10.30 – 11.30 Slovenian Tourist Board – Sustainable Tourism and new Ski Initiatives

Ljubljana botanic garden will be celebrating its 200th Anniversary in 2010, the city will also be a World Book Capital, announced by UNESCO. 2009/2010 will celebrate the new cable car and piste being constructed to link the Kanin ski and the Sella Nevea Ski slopes.

Speakers: Mr Marjan Hribar, Director General, Directorate for Tourism, Mr Dimitrij Piciga, Director, Slovenian Tourist Board, Ms Petra Stušek, PR Manager, Ljubljana Tourist Board and Mr Andrea di Giovanni, Director, Turismo Friuli Venezia Giulia.

Press Conference Suite, Platinum 6, Level 2

11.00 – 12.00 Online and Onsale

Organised by Genesys – The Travel Technology Consultancy

Speaker: Paul Richer, Senior Partner, Genesys - The Travel Technology Consultancy
North Gallery Rooms 4 & 5

11.00 – 12.00 Airline CEO Panel Debate

Organised by JLS Consulting.

Chaired by John Strickland, Director, JLS Consulting who will be in discussion with James Hogan, CEO, Etihad Airways.

North Gallery Rooms 6 & 7

This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

11.00 – 12.00 Innovative Travel Marketing in a Recession

Organised by the Chartered Institute of Marketing Travel Industry Group (CIMTIG).

Speakers: Alistair McLean, MD, Activities Abroad; Gary Grieve, Managing Director, Capela Travel Training and Richard Carrick, Chief Executive, Hosasons Holidays
North Gallery Room 8

11.00 – 12.00 Adventure Tourism Industry Trends, Product Development and Marketing

Speakers: Bryan Kinkade, Director of Travel, National Geographic Adventure, Christina Heyniger, President, Xola Consulting, John Warner, General Manager, G.A.P Adventures and Shannon Stowell, President, Adventure Travel Trade Association

North Gallery Room 13

This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

11.00 – 12.00 PromPeru – Meet the Experts Seminar

Eco, community and responsible tourism in Peru.

Speakers: Mr Dan Linstead, Editor, Wanderlust, Mr Justin Francis, CEO, Responsible Travel and Mr Ben Box, Author, "Footprint Guide to Peru".
South Gallery Room 14

11.00 – 14.00 South African Tourism – AF3200

Destination marketing initiatives specifically addressing the impact of the FIFA 2010 World Cup. Speaker: Roshene Singh, Chief Marketing Officer. Celebrity footballer and South African Tourism's ambassador for the FIFA 2010 World Cup, Lucas Radebe, will also be available and signing footballs. Updates available on sustainable and responsible tourism, new trade initiatives: Ubuntu Award, local market destination campaigns and Meetings Africa & INDABA 2010.

11.00 – 16.00 Italian State Board – Basilicata Region – EM340

Open Day. Goody bag for all members of the press visiting the stand.

11.00 – 17.00 Italian State Board – Abruzzo Region and Consortium Abruzzo Relax – EM340

Local food and wine tasting. Goody bag for all members of the press visiting the stand.

12.00 – 13.00 PromPeru – LA3000

Drinks and Peruvian canapés.

12.00 – 15.00 Tourism Ireland – Ireland Means Business

Experience Irish hospitality with traditional Irish dancing and live music, plenty of Irish stew, Jameson Whiskey and Guinness.

Speaker: Martin Cullen, Ireland's Minister for Arts, Sports and Tourism, will be discussing the future of business and leisure tourism in Ireland at 12.45.

Conference Set, Platinum Suite 1, Level 3

12.30 – 13.30 Content Matters

Sponsored by 10BestSolutions and Frommer's Unlimited. Organised by Genesys – The Travel Technology Consultancy.

Speakers: Brice J Bay, President, Chief Executive Officer, and Founder, 10BestSolutions, Dave Howard, Managing Director, Trailstream, Joel Brandon-Bravo, General Manager, Frommer's Unlimited and Paul Richer, Senior Partner, Genesys – The Travel Technology Consultancy

North Gallery Rooms 4 & 5

This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

12.30 – 13.30 WTM Global Trends Report

In association with Euromonitor International.

Presented by Alex de Jong, CNBC
North Gallery Rooms 6 & 7

12.30 – 13.30 Advances in Travel Philanthropy

Part of the WTM World Responsible Tourism Programme.

Speakers: Dawid de Villiers, Chairman, UNWTO World Committee on Tourism Ethics and Chairman of the International Task Force for the Protection of Children in Tourism, Fiona Jeffery, Chairman WTM and Just A Drop, Sue Hurdle, Chief Executive, The Travel Foundation, Professor Harold Goodwin, Professor of Responsible Tourism Management, International Centre for Responsible Tourism, Leeds Metropolitan University.
North Gallery Room 8

12.30 – 13.30 Cruise Panel Debate

Organised by Travel Weekly and WTM.

Speakers: Andrew Magowan, Director Europe, Middle East and Africa, Yachts of Seabourn; Jane Archer, Freelance Cruise Journalist and Cruise Editor, Travel Weekly; Jo Rzymowska, Associate Vice-President and General Manager UK and Ireland, Royal Caribbean Cruises; Peter Pate, UK Chairman, MSC Cruises and Stephen Park, UK General Manager, Norwegian Cruise Line.

North Gallery Room 13

This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

12.30 – 13.30 Dakar 2011 – ‘Rally4Life’

Top rally drivers - Canada's Mark Jennings-Bates and veteran UK racer, Mick Extance will unveil plans to win the Dakar, the world's toughest rally. They will launch their bid at WTM to compete in the Dakar 2011. Canada's first ever entry in the Dakar. The duo, driving a Bowler off-road car, aim to raise four million dollars for Just a Drop, the travel industry's international charity and FeViva, providing clean water to children.

Press Conference Suite, Platinum 5/6, Level 2

12.30 – 14.00 India Tourism

Press Conference followed by lunch.

Speaker: Kumari Selja, Honourable Minister for Tourism & Culture in India.

North Gallery Rooms 14 & 15

**13.00 – 17.00 Greek National Tourism
Organisation – “Greece and the
UK market’s trends, within the
framework of the current financial
crisis”**

Speakers: Mrs Sofia Panayiotaki,
Director of GNTO UK & Ireland and
Mr Noel Josephides, Managing
Director of Sunvil Holidays with
members of ABTA & AITO Boards of
Directors.

Panellists will examine the difficulties
imposed by economic crisis and the
opportunities towards the
consumer’s attitude and the market
trends.

RSVP trade@gnto.co.uk or bring
business card to the event.
South Gallery Rooms 23 & 24

**14.00 – 15.30 WTM Ministers’ Lunch and
Interview Opportunities**

Sponsored by Sky News and
National Geographic.

By invitation only.

Enquiries: Visitor Customer
Services, telephone +44 (0) 208 271
2160, email: wtm@reedexpo.co.uk
Conference Set, Platinum Suite 3,
Level 3

14.00 – 15.00 Take the Money

Organised by Genesys – The Travel Technology Consultancy.
Sponsored by Paysafecard Group and Web Marketplace Solutions.
Speakers: David Hunter, CEO, Prepaid Services Company Ltd (Cash-Ticket); Mike Anderson, Managing Director, Web Marketplace Solutions; Paul Richer, Senior Partner, Genesys – The Travel Technology Consultancy; Sandeep Mander, Strategic Market Consultant, Cybersource and Steve Dobson, Director of Technical Development and Information Security Officer, Anite Business Systems.
North Gallery Rooms 4 & 5

14.00 – 15.00 What Will the Outbound UK Travel Market Look Like in 2023?

Part of the WTM World Responsible Tourism Programme. Organised by Forum for the Future and WTM.
Speakers: Dermot Blastland, CEO, TUI UK; Mike Greenacre, Managing Director, The Co-operative Travel and Stephanie Draper, Director, Change Strategies, Forum for the Future.
North Gallery Rooms 6&7.

14.00 – 15.00 Crisis Communications – What Crisis?

Organised by the Chartered Institute of Public Relations (CIPR).
Speaker: Laurel Hetherington, Freelance Public Relations Trainer, Chartered Institute of Public Relations (CIPR).
North Gallery Room 8

14.00 – 15.00 Working with the Media to Capitalise on Major Sporting Events

Organised by News International and supported by Eurosport.

News International will present how a well thought out marketing strategy is essential in the lead up to and following an event, if a destination is to increase visitor numbers outside of the event itself.

North Gallery Room 13

**14.00 – 15.00 WorldSIM – GV0925
'GET EXTRA – From Travel Extras'. More mobile roaming for travellers, More revenue for travel providers**

Speaker: Arif Reza, Commercial Director, WorldSIM.

Press only.

14.30 – 15.30 World Travel & Tourism Council (WTTC) – The Implications of the Changing World for Travel & Tourism

Press conference providing an update on its current activities and details of the WTTC strategies to adapt to the changing marketplace in anticipation of the recovery of Travel & Tourism demand.

Speakers: Jean-Claude Baumgarten, President & CEO, WTTC will be joined by Oxford Economics' Managing Director and WTTC Members.

Press Conference Suite, Platinum 5, Level 2

14.30 – 15.30 Nepal Tourism Board – “Naturally Nepal Presentation – Nepal Tourism Year 2011”

The Nepal Tourism Board and partners will be hosting a Press and Trade Conference to launch 'Nepal Tourism Year 2011'. The conference will be hosted and attended by special celebrity speakers, honoured guests and high profile friends of Nepal.

Press Conference Suite, Platinum 6, Level 2

14.30 – 15.30 Province of Rome and the Lazio Region – EM340

Press conference.

14.30 – 15.30 Tourism Society – VisitEngland - UK11700

The Tourism Society and the Tourism Management Institute announce the integration of the two membership organisations.

15.00 – 16.00 Lithuanian National Tourism Office – EM5050

Drinks and snacks reception.

Attending: Dr Oskaras Jusys, Lithuanian Ambassador HE; Mrs Nijole Kliukiene, Tourism Director; Mr Arnoldas Burkovskis, Vice-Minister of Economy and Augusta Jaudegyte, Director, Lithuanian National Tourism Office.

RSVP to Augusta Jaudegyte, Director Lithuanian National Tourism Office – info@lithuaniatourism.co.uk

15.15 – 16.15 ITT Question Time

Chaired by Tim Hames, Institute of Travel and Tourism (ITT) Conference Moderator. Steven Freudmann, Chairman, Institute of Travel and Tourism (ITT) will be joined by an elite panel of industry leaders for a panel discussion.

Conference Set, Platinum Suite 4, Level 3

**15.30 – 16.30 Mobile Technology in Travel:
Strategies and Tools for
Consumer Engagement**

Organised and hosted by
EyeforTravel.
Informative and practical industry
workshop.
North Galley Room 13

15.30 – 17.00 Paying the Cost of Visiting

Part of the WTM World Responsible
Tourism Programme.
Tourists and the Conservation of
Natural and Cultural Heritage.
Speakers: Maha Khatib, Minister,
Jordan Tourism Board; Dr David
Souden, Historic Royal Palaces and
Dr Simon Woodward, Tourism and
Heritage Industry Consultant
North Gallery Rooms 6 & 7
This seminar will be recorded and is
available from Friday 27 November
at www.wtmlondon.com.

**16.00 – 17.00 Bulgarian State Agency for
Tourism - Bulgarian Tourism –
Trends and Perspective**

Speaker: Mr Ivo Marinov, Deputy
Minister for Economy, Energy and
Tourism.
Press Conference Suite, Platinum 5,
Level 2

**16.00 – 17.00 UNWTO – Outcome of the
Ministers' Summit**

Press conference. Presentation of
the outcome of the Ministers'
Summit. The UNWTO will also
present some important results
based on Summer performance.
Speakers: Mr Taleb Rifai, Secretary-
General, UNWTO, Geoffrey Lipman,
Assistant Secretary-General,
UNWTO and Fiona Jeffery,
Chairman, World Travel Market
Press Conference Suite, Platinum 6,
Level 2

16.00 – 17.30 Leave a Lasting Legacy: How to Develop a Successful Business

Organised by U-GO Marketing & Events, The Guild of Travel and Tourism and FranklinWaugh, supporters of 'Just a Drop'.
Speakers: Chris Nash, HR Director, Leadership Alchemy; Paul Waugh, Chairman and CEO, FranklinWaugh Ltd; Shaun Cooper, Business Development Director, FranklinWaugh Ltd and Warren Vaughan, Special Projects Director, Blue Wave Development.
North Gallery Rooms 4 & 5

16.00 – 18.00 Taiwan Tourism Bureau – Happy Hour – AS6100

Happy Hour

16.30 – 17.30 World Tourism Awards

Organised by the World Tourism Awards (WTA).
Conference Set, Platinum Suite 4, Level 3

16.30 – 18.30 Netherlands Board of Tourism & Conventions – EM4000

Sponsored by World Horticultural Expo Floriade 2012.
Holland's Happy Hour with traditional Dutch drinks, flower themed cocktails and snacks.

17.00 – 18.00 South African Tourism – AF3200

Happy Hour – come and sample South African liqueur, Amarula.

Diary of Events

WEDNESDAY 11 NOVEMBER WTM World Responsible Tourism Day



WTM World Responsible Tourism Day 2009 is sponsored by BBC World News.

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10.00 – 11.00 Government of Rajasthan – Regal Rajasthan

Press conference addressed by Mrs Beena Kak, Hon Minister of Tourism, Government of Rajasthan and Mrs Ushma Sharma, Secretary – Tourism, Government of Rajasthan
Press Conference Suite, Platinum 6, Level 2

10.00 – 18.00 Israel Government Tourist Office – EM960

Roy Zaltsman, renowned professional Israeli mind reading artist, performing during WTM.

10.00 – 18.00 Israel Government Tourist Office – EM960

Dead Sea Scrolls exhibition and a Nabatean spice market. Enter the voting booth to vote for the Dead Sea as one of the Seven Natural Wonders of the World.

10.00 – 18.00 EyeforTravel – Travel Technology Summit

Organised by EyeforTravel. EyeforTravel are offering delegates the chance to join some of the most innovative senior executives in travel to discuss the key technology and e-commerce issues at the forefront of the industry.

Speakers: Anthony Rawlins, MD, Digital Visitor; Cameron Jones, Director of Business Development, Expedia; Chris Amenechi, Senior International e-commerce Director, Continental Airlines; Daniel Sumner, Developer, Microsoft; Elliott Pritchard, New Media Director, P&O Cruises; Frank Pon, e-Business Development Director, KLM; Gareth Gaston, MD, Octopus Travel; John T. Peters, President & CEO, Tripology; Justin Reed, Head of Online Marketing, Visit Britain; Katie Mansfield, Director, Direct Channel Management, Hertz Europe; Marko Balabanovic, Head of Innovation, lastminute.com; Matthias Mahr, e-Commerce & CRM Director, Eurostar; Michael Rhodes, e-Commerce Director, Leger Holidays; Sandra Leonhard, MD, Cheqqr.nl (Part of TUI Group); Stefanie Heucke, IT-Project Manager Mobile Services, Lufthansa; Vicky Brock, Co-Founder, Highland Business Research.
South Gallery Rooms 25 & 26

10.00 – 18.00 The Get Funded Show @World

Travel Market

Organised by EyeforTravel.

The Get Funded Show is a high-profile platform where the innovators of the industry will present the ideas that will shape the future of travel.

The unique event will catapult savvy start-ups into the limelight at the premier global event for the travel industry.

Speakers: Alex Hoye, CEO, Latitude Group; Board Member, Seedcamp and Cambridge Angel; Andy Phillips, Co-Founder, Active Hotels; Bill Morrow, co-Founder, Angels Den; Cree Lawson, Founder and CEO, Travel Ad Network; Daniel Smith, Assistant Director, New Investments, ISIS Equity Partners; David Scowsill, Chairman, YuuGuu.com; Debu Purkayastha, Principal - Corporate Development/M&A, Google; Deirdre Bounds, Founder, i-to-I; Dhruv Shringi, Founder, Yatra; Dinesh Dhamija, Founder, eBookers; Faisal Galaria, ex-Managing Director, Kayak Europe & Angel Investor; Glenn Fogel, EVP Corporate Development, Priceline; Hugo Burge, Executive Chairman, Cheapflights and Founder, Howzat Media; Jason Katz, Founder, KP Capital; Jeff Wasson, Founder, TravelNow.com; John Kent, Founder and CEO of youtravel.com and the founder of Aquis Hotels and Resorts; Nic Brisbane, Partner, DFJ Esprit; Patrick Hoffstetter, Managing Director UK, lastminute.com; Paul Evans, Founder and Chief Executive, Low Cost Holiday Group; Peter Waller, Group Mergers and Acquisitions Director, Thomas Cook; Roberto Bonanzinga, Partner, Balderton Capital; Roger Allard, Chairman, All Leisure Group; Steve Endacott, CEO, On Holiday Group;

**10.00 – 18.00 The Get Funded Show@World
Travel Market (continued)**

Speakers: Steve Schlenker,
Managing Partner, DN Capital, and
Will Fraser-Allen, Deputy Managing
Director, Albion Ventures.
South Gallery Rooms 23 & 24

**10.30 – 11.00 Official WTM World Responsible
Tourism Day Opening**

Part of the WTM World Responsible
Tourism Programme sponsored by
BBC World News.

Hosted by Stephen Sackur,
presenter, BBC's flagship news and
current affairs programme HARDtalk.
Guest of Honour: Andrew Mitchell,
world authority on rainforests, Found
and Director of Global Canopy,
advisor to the Prince of Wales
Rainforest Project.

Speakers: Fiona Jeffery, Chairman
at WTM and Just a Drop and Taleb
Rifai, Secretary General, United
Nations World Tourism Organisation
(UNWTO).

Conference Set, Platinum Suite 4,
Level 3

This seminar will be recorded and is
available from Friday 27 November
at www.wtmlondon.com.

**11.00 – 12.00 Virgin Holidays Responsible
Tourism Awards**

Sponsored by Virgin Holidays.
Organised by responsibletravel.com.
Conference Set, Platinum Suite 4,
Level 3

This seminar will be recorded and is
available from Friday 27 November
at www.wtmlondon.com.

11.00 – 12.00 Making Spa Accessible – Case Study of Butlins OCEAN SPA

Organised by the British International Spa Association (BISA).

Speakers: Andrea Knowles, Head of PR , Butlins and Robert Czik, Founder Member and Treasurer, British International Spa Association (BISA)

North Gallery Rooms 4 & 5

This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

11.00 – 12.00 The Medical Tourism Market: Opportunities and Trends

Organised by Treatment Abroad.

Speaker: Philip Archbold, Sales Director, Intuition Communication and Zahid Hamid, Director, Right Choice Healthcare UK and CEO, Euromedical Tours.

North Gallery Room 8

This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

11.00 – 12.00 Social Media for Marketers: Unpicking the 2.0 Hype

Organised by TravelWeekly.

Speakers: Jane Nicholson, Regional Director UK, Ireland and Nordic Region, Tourism Queensland; Jeremy Head, Travel Editor, iCrossing and Nathan Midgley, Web Editor, TravelWeekly.

North Gallery Room 13

11.00 – 12.00 Future of World Tourism - Crisis after Crisis

PATWA International Seminar.
Speakers: Mr Edmund Bartlett MP, Minister of Tourism, Jamaica Tourism Centre; Fiona Jeffery, Chairman, World Travel Market; Mr Geoffrey Lipman, Assistant Secretary General UNWTO; Mr Jean-Claude Baumgarten President, WTTC; Honorary Dato'Sri Dr Ng Yen Yen, Minister of Tourism, Malaysia; Mr Sultan Ahmed, Minister of State for Tourism, India; Mr Sujit Banerjee, Secretary, IAS, Government of India and Dr A C Mohandas, Commissioner of Tourism, Tamil Nadu, India.
Press Conference Suite, Platinum 5, Level 2

11.00 – 12.30 The Gay Marketing Puzzle – Solved by Out Now at WTM

Organised by Out Now Consulting.
Speakers: Ian Johnson, Founder and CEO, Out Now; Jeanette Schuchmann, Deputy Director, German National Tourist Office; John Tanzella, Executive Director, IGLTA; Lotte Jeffs, Travel Editor, DIVA – Millivres Prowler and Yaniv Waizman, Tel Aviv City Council Alderman and the Mayor's Tourism Advisor
North Gallery Rooms 6 & 7

12.00 – 12.30 WRTD Hot Seat

Part of the WTM World Responsible Tourism Programme sponsored by BBC World News.
Stephen Sackur puts Peter Long, Chief Executive of TUI Travel, Europe's largest tour operator, in the 'Hot Seat'.
Conference Set, Platinum Suite 4, Level 3

12.00 – 16.00 Ignatious Atigbi African Heritage Development Responsible Tourism Lecture and Award
Launch of the Ignatious Atigbi African Heritage Development Responsible Tourism Lecture and Award, part of the activities to commemorate the 30th Anniversary of WTM and the 2009 WTM WRTD.
South Gallery Room 9

12.30 – 13.30 Tourism and Social Responsibility: Increasing your Profit by Doing Good
Part of the WTM World Responsible Tourism Programme sponsored by BBC World News.
Organised by SNV Netherlands Development Organisation.
Chaired by Professor Harold Goodwin, Professor of Responsible Tourism Management, International Centre for Responsible Tourism, Leeds Metropolitan University
Speakers: Anna Spenceley, Senior Tourism Advisor, SNV; Anne-Maria Makela, Senior Tourism Advisor, SNV; Hamish Keith, Director of Business Development, Exotissimo; So Visothy, Marketing and Promotion Department, Ministry of Tourism Cambodia and Willem Niemeijer, Managing Director and co-founder, Khiri Travel.
North Gallery Rooms 4 & 5
This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

12.30 – 13.30 Innovate UK Travel Out Of the Recession: Taking Advantage of Knowledge Transfer Partnership Funding

Organised by London South Bank University.

Speaker: Andrew Sirs-Davies, Knowledge Transfer Development Manager, Centre for Knowledge Transfer, London South Bank University.

North Gallery Room 8

12.30 – 13.30 TTG Travel Intelligence Report.

Organised by Travel Trade Gazette.

Speakers: Jane Dyson, Managing Director, The Network; Lucy Huxley, Editor, TTG; Nick Salter, Sales Director EMEA, OAG and Sarah Smalley, Managing Director, GfK Ascent-MI.

North Gallery Room 13

12.30 – 13.30 Achievements and Success of Tourism in Albania 2009

Speakers: The Minister, Ministry of Culture, Tourism, Youth and Sports and Mrs Nada Kallçiu, General Director, Albanian National Agency of Tourism.

Press Conference Suite, Platinum 5, Level 2

12.30 – 14.30 WTM World Responsible Tourism Day Lunch

Organised and hosted by BBC World News.

By invitation only.

Conference Set, Platinum Suite 3, Level 3

13.00 – 14.00 Golden Slice of the Lucrative Disabled Market

Organised by Traveleyes.
Speakers: Amar Latif, Founder and Director, Traveleyes; Andy Wright, Managing Director, Accessible Travel and Margaret Manning, CEO, Reading Room.
North Gallery Rooms 6 & 7
This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

13.00 – 14.00 Greek National Tourism

Organisation – New Acropolis Museum and the City of Athens
Presentation for the New Acropolis Museum and the beautiful city of Athens.
Press Conference Suite, Platinum 6, Level 2

14.00 – 15.00 Tourism's Responsibility for Climate Change

Part of the WTM World Responsible Tourism Programme sponsored by BBC World News.
Speakers: Jonathan Counsell, Head of Environment, British Airways; José Luque, Managing Director, Fuerte Hoteles; Sue Hurdle, Director, The Travel Foundation; Toby Kent, Assistant Director, Sustainability and Climate Change, Waterhouse Coopers and Professor Harold Goodwin, Professor of Responsible Tourism Management, International Centre for Responsible Tourism, Leeds Metropolitan University.
Conference Set, Platinum Suite 4, Level 3

14.00 – 15.00 How can Hotels Contribute to, and Benefit from, Biodiversity Conservation?

Part of the WTM World Responsible Tourism Programme. Organised by The International Union for Conservation of Nature (IUCN).

Chaired by Giulia Carbone, Programme Officer, Business and Diversity Programme, The International Union for Conservation of Nature (IUCN).

Speakers: Andy Drumm, President, TROPIC; James Whittingham, Group Environment Manager, TUI Travel PLC; Jamie Sweeting, Vice President, Environmental Stewardship, Royal Caribbean Cruises and Richard Short, Health, Safety and Environmental Manager, ACCOR Hotels.

North Gallery Rooms 4 & 5

This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

14.00 – 15.00 The Changing Face of SPA Consumers

Organised by the British International Spa Association (BISA).

Speakers: Kevin Turnbull, Chief Executive, Spa Finder Europe and Tsvia Vorley, Sales & Marketing Manager UK and Ireland, Danubius Hotels Group.

North Gallery Room 8

14.00 – 15.00 How to Maximise Results from Exhibitions

Organised by The Exhibiting Agency.

Speaker: John Blaskey, Managing Director, The Exhibiting Agency.

North Gallery Room 13

- 14.00 – 15.00 South African Tourism – Deputy Tourism Ministers Walkabout - AF3200**
Attend the 'walkabout' and receive latest update from the Department of Tourism.
- 14.30 – 15.30 Airlines Panel Discussion: Environment and Industry Challenges**
Organised by JLS Consulting.
Speakers: John Strickland, Director, JLS Consulting; Richard Vaughan, Divisional Senior Vice President, Commercial Operations Worldwide, Emirates; Dr Andy Jefferson, Head of Environment, BAA Stansted and Dr Callum Thomas, Manchester University.
North Gallery Rooms 6 & 7
- 14.30 – 14.35 International Centre for Responsible Tourism (ICRT) India – AS4600/03**
Launch of Green Travel Circuit by Fiona Jeffery, Chairman, WTM.
- 14.35 – 14.40 Kurumba Village Resorts – AS4600/63**
Launch of traveltocare.com by Fiona Jeffery, Chairman WTM
- 15.00 – 17.00 Luxury Session**
Organised by International Luxury Travel Market (ILTM) and WTM.
Speaker: April Hutchinson, Editor, TTG Luxury.
Panel debate followed by networking reception. By invitation only.
South Gallery Rooms 7 & 8

15.30 – 16.30 Making Better Places for People to Live In

Part of the WTM World Responsible Tourism Programme sponsored by BBC World News.

Speakers: George Hickton, Chief Executive, Tourism New Zealand; Manda Brookman, Director, CoaST, Cornwall Sustainable Development; Nombulelo Mkefa, Director of Tourism, City of Cape Town; Oskar Hinteregger, Director, Austrian Tourist Board, Stephen Sackur, Presenter, BBC and Dr. Venu V, Secretary, Kerala Tourism.
Conference Set, Platinum Suite 4, Level 3

15.30 – 16.30 Travel and Tourism's Top Ten Emerging Markets

Organised by the Tourism Intelligence International.

Speaker: Dr Auliana Poon, Managing Director, Tourism Intelligence International Ltd.
North Gallery Rooms 4 & 5

15.30 – 16.30 Head to Head Airline

Organised by JLS Consulting.
Speakers: Emirsyah Satar, President and CEO, Garuda Indonesia and John Strickland, Director, JLS Consulting.
North Gallery Room 8

This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

15.30 – 16.30 Youth Travel Trends

Organised by the British Educational Travel Association (BETA).
North Gallery Room 13

**16.00 – 17.00 The US Packaged Travel Industry:
What Can International Tour
Operators Learn?**

Organised by the American Society
of Travel Agents (ASTA).

Speaker: William A Maloney, CTC,
CEO, American Society of Travel
Agents (ASTA).

North Gallery Rooms 6 & 7

This seminar will be recorded and is
available from Friday 27 November
at www.wtmlondon.com.

**16.30 – 18.00 WTM World Responsible Tourism
Day Networking Reception**

Part of the WTM World Responsible
Tourism Programme sponsored by
BBC World News.

Conference Set, Platinum Suite 3,
Level 3

**16.30 – 18.30 Netherlands Board of Tourism &
Conventions – EM4000**

Sponsored by World Horticultural
Expo Floriade 2012.

Holland's Happy Hour with traditional
Dutch drinks, flower themed cocktails
and snacks.

17.00 – 18.00 South African Tourism – AF3200

Happy Hour – come and sample
South African liqueur, Amarula.

18.15 – 20.00 WTM 30th Anniversary Party

Invited to join WTM for "The Best of
British Theatre" in association with
Dewynters starring the casts of
London's top West End Musicals:
MAMMA MIA!, Jersey Boys, Priscilla
Queen of the Desert and Chicago.

Diary of Events

THURSDAY 12 NOVEMBER

Unless otherwise specified all events will be on exhibitor stands. Platinum Rooms 5 & 6 are on Level 2 of the Press Centre. North & South Gallery Rooms can be reached by taking the lifts to Level 2 at the back of the North & South Halls.

09.00 – 17.00 The Global Nation Branding Masterclass

Organised by C Squared Communications.

Bookings and payments will be taken throughout the event at

www.nationbrandingevents.com

This is a paid for conference, which members of the press are able to attend free of charge.

South Gallery Rooms 19 & 20

10.00 – 17.00 Israel Government Tourist Office – EM960

Dead Sea Scrolls exhibition and a Nabatean spice market. Enter the voting booth to vote for the Dead Sea as one of the Seven Natural Wonders of the World.

10.00 – 12.30 Future You Conference

Organised by The Institute of Travel and Tourism and the Tourism Society.

For students only.

Conference Set, Platinum Suite 1 & 3, Level 3

10.00 – 13.00 The Get Funded Show@World

Travel Market – The Final

Organised by EyeforTravel.

The Get Funded Show is a high-profile platform where the innovators of the industry will present the ideas that will shape the future of travel.

The unique event will catapult savvy start-ups into the limelight at the premier global event for the travel industry.

Speakers: Alex Hoye, CEO, Latitude Group; Board Member, Seedcamp and Cambridge Angel; Andy Phillips, Co-Founder, Active Hotels; Bill Morrow, co-Founder, Angels Den; Cree Lawson, Founder and CEO, Travel Ad Network; Daniel Smith, Assistant Director, New Investments, ISIS Equity Partners; David Scowsill, Chairman, YuuGuu.com; Debu Purkayastha, Principal - Corporate Development/M&A, Google; Deirdre Bounds, Founder, i-to-i; Dhruv Shringi, Founder, Yatra; Dinesh Dhamija, Founder, eBookers; Faisal Galaria, ex-Managing Director, Kayak Europe & Angel Investor; Glenn Fogel, EVP Corporate Development, Priceline; Hugo Burge, Executive Chairman, Cheapflights and Founder, Howzat Media; Jason Katz, Founder, KP Capital; Jeff Wasson, Founder, TravelNow.com; John Kent, Founder and CEO of youtravel.com and the founder of Aquis Hotels and Resorts; Nic Brisbane, Partner, DFJ Esprit; Patrick Hoffstetter, Managing Director UK, lastminute.com; Paul Evans, Founder and Chief Executive, Low Cost Holiday Group; Peter Waller, Group Mergers and Acquisitions Director, Thomas Cook; Roberto Bonanzinga, Partner, Balderton Capital; Roger Allard, Chairman, All Leisure Group; Steve Endacott, CEO, On Holiday Group;

**10.00 – 18.00 The Get Funded Show@World
Travel Market – The Final
(continued)**

Steve Schlenker, Managing Partner,
DN Capital and Will Fraser-Allen,
Deputy Managing Director, Albion
Ventures.
South Gallery Rooms 23 & 24

**10.00 – 17.00 EyeforTravel – Travel Technology
Summit**

Organised by EyeforTravel.
EyeforTravel are offering delegates
the chance to join some of the most
innovative senior executives in travel
to discuss the key technology and e-
commerce issues at the forefront of
the industry.

Speakers: Anthony Rawlins, MD,
Digital Visitor; Cameron Jones,
Director of Business Development,
Expedia; Chris Amenechi, Senior
International e-commerce Director,
Continental Airlines; Daniel Sumner,
Developer, Microsoft; Elliott
Pritchard, New Media Director, P&O
Cruises; Frank Pon, e-Business
Development Director, KLM; Gareth
Gaston, MD, Octopus Travel; John
T. Peters, President & CEO,
Tripology; Justin Reed, Head of
Online Marketing, Visit Britain; Katie
Mansfield, Director, Direct Channel
Management, Hertz Europe; Marko
Balabanovic, Head of Innovation,
lastminute.com; Matthias Mahr, e-
Commerce & CRM Director, Eurostar
Michael Rhodes, e-Commerce
Director, Leger Holidays; Sandra
Leonhard, MD, Cheqqr.nl (Part of
TUI Group); Stefanie Heucke, IT-
Project Manager Mobile Services,
Lufthansa and Vicky Brock, Co-
Founder, Highland Business
Research
South Gallery Rooms 25 & 26

11.00 – 11.45 Sandals Travel Agents Training

Organised by Sandals Resorts
South Gallery Room 14

11.00 – 12.00 Into the Future

Organised by Genesys – The Travel
Technology Consultancy.
Speakers: Graham Cook, Vice
President, Product Strategy for
Europe, Expedia Worldwide; Hugo
Burge, Executive Chairman,
Cheapflights and Founder, Howzat
Media and Paul Richer, Senior
Partner, Genesys – The Travel
Technology Consultant.
North Gallery Rooms 4 & 5

**11.00 – 12.00 Is this the end of Consumer
Protection as we know it?**

Organised by ATOL Companies.
Speakers: Alan Bowen, Legal
Adviser, Association of ATOL
Companies and David Mortimer,
Chairman, Association of ATOL
Companies.
North Gallery Rooms 6 & 7

11.00 – 12.00 Maximising Earnings

Organised by the Institute of Travel &
Tourism.
North Gallery Room 13
This seminar will be recorded and is
available from Friday 27 November
at www.wtmlondon.com.

11.00 – 13.00 WTM Vision – The Global

Economic Forum

Chaired by former BBC financial journalist Peter Hobday.

Speakers: Carol Marlow, Managing Director, P&O Cruises; John Strickland, Director, JLS Consulting; Nic Marks, Founder, new economics foundation (nef); Peter Kerkar, Executive Director, Cox & Kings and Taleb Rifai, Secretary General, United Nations World Tourism Organisation (UNWTO).

Bookings and payments will be taken in the conference room before the forum begins.

This is a paid for conference, which members of the press are able to attend free of charge.

Conference Set, Platinum Suite 4, Level 3

This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

11.00 – 13.00 Travel Agents Caribbean Training

Organised by The Caribbean Tourism Organisation (CTO).
South Gallery Rooms 11 & 12

11.00 – 16.00 The Business Case for

Responsible Tourism Conference

Speakers: Andy Cooper, Director of Government and External Affairs, Thomas Cook; Catherine Mack, national journalist on responsible tourism; Emma Stratton, Co-Owner, Bedruthan Steps Hotel, Cornwall and Scarlet Hotel; George Hickton, Chief Executive, Tourism New Zealand; Justin Francis, Managing Director and co-founder , responsibletravel.com; Tim Williamson, Customer Director, TUI UK & Ireland and Dr Xavier Font, Director of Studies at the International Centre for Responsible Tourism, Leeds Metropolitan University UK.

Bookings and payments will be taken in the seminar room before the conference starts.

This is a paid for conference, which members of the press are able to attend free of charge.

North Gallery Rooms 14 & 15

12.00 – 12.45 Sandals Travel Agents Training

Organised by Sandals Resorts
South Gallery Room 14

12.30 – 13.30 Ask the Engines

Organised by Genesys – The Travel Technology Consultant.

Speakers: Neil McCarthy, Chief Sales & Marketing Officer, Latitude Group; Paul Richer, Senior Partner, Genesys - The Travel Technology Consultancy; Stephany van Willigenburg, Industry Manager Travel, Google UK and Tracey Cheffey, Category Director - Travel, Yahoo.

North Gallery Rooms 4 & 5

This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

12.30 – 13.30 Become a Cruise Expert

Organised by Travel Weekly.
Speakers: Bob Dixon, Senior Sales
Manager, Complete Cruise Solution;
Debbie Dale, Project Manager,
Association of Cruise Experts (ACE)
and Michelle Russell, Training
Manager, Royal Caribbean.
North Gallery Rooms 6 & 7

**12.30 – 13.30 German National Tourist Board –
“The Weakest Link”**

North Gallery Room 8

12.30 – 13.30 Dealing with Customers

Organised by the Institute of Travel &
Tourism.
North Gallery Room 13

**12.30 – 14.00 Jordan Tourism Board Travel
Agents Training – ME3000**

Organised by Jordan Tourism Board.

13.00 – 13.45 Sandals Travel Agents Training

Organised by Sandals Resorts.
South Gallery Room 14

13.00 – 15.00 Advice Clinics – Ask the Experts

Industry leaders will share their expertise to help businesses facing challenges in this current climate with one-to-one 15 minutes meetings. Sessions will cover topics from travel technology and responsible tourism to marketing over the airways and crisis communications.

Speakers: Alan Bowen, Legal Adviser, Association of ATOL Companies; Amar Latif, Founder and Director, Traveleyes; Andy Boyce, Managing Director, Travology Limited - The Travel Technology Experts; Ian Johnson, Founder and CEO, Out Now; Jane Richards, Director, Brighter Group; John Blaskey, Managing Director, The Exhibiting Agency; John Strickland, Director, JLS Consulting; Mark Hodson, Founder, Travel SEO; Nathan Midgley, Web Editor, TravelWeekly; Robin Searle, Features Editor, TTG; Dr Philip Alford, Senior Lecturer Tourism & Hospitality Marketing, Bournemouth University; Dr Xavier Font, Director of Studies at the International Centre for Responsible Tourism, Leeds Metropolitan University UK and Professor Dimitrios Buhalis, Deputy Director, International Centre for Tourism and Hospitality Research (ICTHR), School of Services Management, Bournemouth University.

South Gallery Rooms 31 & 32

14.00 – 15.00 Online and Onsale

Organised by Genesys – The Travel Technology Consultancy.

Speaker: Paul Richer, Senior Partner, Genesys – The Travel Technology Consultancy.

North Gallery Rooms 4 & 5

14.00 – 15.00 From Diploma to Diploma

Organised by The Tourism Society & Tourism Management Institute (TMI).
Speakers: Alan Fyall, Deputy Dean, Research & Enterprise, Bournemouth University; Aviva Pearson, Chief Executive, North Yorkshire Tourism Partnerships and Cathy Guthrie, Hon Secretary, Tourism Management Institute.
North Gallery Room 8

14.00 – 15.00 Selling During a Recession

Organised by Training for Travel and the Institute of Travel & Tourism.
North Gallery Room 13

14.00 – 15.30 Tourism Frontiers 3030

Organised by Professor Dimitrios Buhalis ICTHR Bournemouth University in partnership with the TravelDailyNews.
Eulogio Bordas, THR and Affiliate Members, UNWTO; Georgios Drakopoulos, Director General , SETE; Graham Cook, Vice President, Product Strategy for Europe, Expedia Worldwide; Kevin May, Editor, Tnooz.com; Martin Brackenbury, President, International Federation of Tour Operators; Philippe Rossiter, CEO, Institute of Hospitality; Steve Endacott, CEO, On Holiday Group; Taleb Rifai, Secretary General, United Nations World Tourism Organisation (UNWTO); Ufi Ibrahim, Chief Operating Officer, World Travel and Tourism Council (WTTC); Dr Jonathan Edwards, Head of Sustainable Development Research Group, International Centre for Tourism and Hospitality Research (ICTHR), School of Services Management, Bournemouth University; Dr Keith Wilkes, Dean, School of Services Management, Bournemouth University
Professor Dimitrios Buhalis, Deputy Director, International Centre for Tourism and Hospitality Research (ICTHR), School of Services Management, Bournemouth University and Professor John Fletcher, Director, International Centre for Tourism and Hospitality Research (ICTHR), School of Services Management, Bournemouth University
North Gallery Rooms 6 & 7
This seminar will be recorded and is available from Friday 27 November at www.wtmlondon.com.

**15.00 – 16.00 Travel Weekly and WTM Travel
Agents Passport Competition in
Association with Travel Channel**
Presented by Amanda Lamb,
Channel 4 presenter of A Place In
The Sun.
WTM East End Boulevard Stage

INTERVIEW OPPORTUNITIES

Listed by region

AFRICA (AF)

**Ignatious Atigbi African Heritage Development
Responsible Tourism Lecture and Award -
South Gallery Room 9**

Fatimat Alake Alli and Joachim Olatayo Dasilva,
Publishing & editorial Assistants, Treasury
Ventures.

Wednesday 11 November, 12.00 – 16.00

INDEBO India – AF2280

Ravi Ramaswamy, Executive Director, INDEBO
India.

Thursday 12 November, 12.00 – 13.00

Lesotho2010 – AF2000

Matthew Gammon, Head of Operations,
Lesotho2010.

Monday 9 November – Wednesday 11 November,
10.00 – 18.00 and Thursday 12 November, 10.00 –
17.00

Namibia Tourism Board – AF1500

Mr Digu Naobeb, CEO, Namibia Tourism Board.
Monday 9 November and Tuesday 10 November,
10.00 – 18.00

South African Tourism – AF1500

Roshene Singh, Chief Marketing Officer; Lucas
Radebe, celebrity footballer and South African
Tourism's ambassador for the FIFA 2010 World
Cup; Lebo Mokhesi, Country Manager, UK; Matt
Armstrong, Trade Relations Manager, UK and
Adam Weatherby, Trade Relations Manager, UK.
Monday 9 November, 11.00 – 14.00. Available for
interview on request, contact one of the UK team
by emailing lisa.donohue@fd.com or
bree.sims@fd.com or call 0207 269 7219/7173.

South African Tourism – AF3200

Roshene Singh, Chief Marketing Officer and Lucas Radebe, celebrity footballer and South African Tourism's ambassador for the FIFA 2010 World Cup.

Tuesday 10 November, 10.00 – 14.00. Available for interview on request, contact one of the UK team by emailing lisa.donohue@fd.com or bree.sims@fd.com or call 0207 269 7219/7173.

ASIA PACIFIC (AS)**Amari Hotels & Resorts – AS7250**

Mr Duncan Webb, Executive Vice President; Chief Marketing Officer, Amari Hotels & Resorts.

Monday 9 November, 11.00 – 16.00 and Tuesday 10 November, 10.00 – 17.00

India Tourism – AS4600

Kumari Selja, Honourable Minister for Tourism & Culture, India.

Wednesday 11 November, morning only. By prior appointment contact Vicky Hayes, Vicky.hayes@brightergroup.com

International Centre for Responsible Tourism, India – AS4600/03

Mr Gopinath Parayil, Managing Trustee, International Centre for Responsible Tourism, India and Founder & Chief Executive, The Blue Yonder. Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

Tourism Malaysia – AS6400

Hon Datuk Seri Dr Ng Yen Yen, Minister of Tourism, Tourism Malaysia.

Tuesday 10 November, 14.00 – 16.00

Nepal Tourism Board – AS4000

Minister of Tourism and Director of Nepal Tourism Board.

Contact Andrew at MPR Network on 0207 401 8400 or 07767 648797 to arrange an interview during WTM.

CARIBBEAN (CA)

The Dominican Republic Ministry of Tourism – CA8000

Francisco Javier Garcia, Minister of Tourism.
To arrange a one to one meeting to discuss new developments and plans for the future contact Esther Smith on 01962 711239 or 07768 901197 or email esp@esthersmith.biz

SuperClubs – CA1100

Mr Paul Pennicook, President, SuperClubs.
Monday 9 November, 10.00 – 18.00

EUROPE & MEDITERRANEAN (EM)

Croatian National Tourist Board – EM245

Mr Damir Bajs, Minister of Tourism.
By prior appointment, contact: Julia Berg,
julia@charismapr.co.uk
Monday 9 November, 13.30 – 14.30

El Gouna and Taba Heights – Egyptian Pavilion

Mrs Mayar Abdel Aziz, VP Marketing for Orascom
(Orascom is the developer & operator for El Gouna
and Taba Heights).
Tuesday 10 November and Wednesday 11
November, 10.00 – 16.30

Graubünden Tourism – EM7000

Mr Gieri Spescha, Head of PR and Brand
Management, Graubünden Tourism
Monday 9 November, 10.00 – 16.00

Greek National Tourism Organisation EM820

The new Greek Minister of Culture and Tourism
Available for interview upon request, please contact
pr@gnto.co.uk

Iceland Express – EM5020

Sigurður Valur Sigurðsson, Marketing Director,
Iceland Express and Valgeir Bjarnason, Revenue
Manager, Iceland Express
Monday 9 November and Tuesday 10 November,
10.00 – 16.30

Israel Government Tourist Office – EM960

Oren Drori, Senior Deputy Director General & Head
of the Marketing Administration.
Available for one to one interview, please contact
Melissa@igto.co.uk

Lithuanian National Tourism Office – EM5050

Dr Oskaras Jusys, Lithuanian Ambassador HE; Mrs
Nijole Kliukiene, Tourism Director; Mr Arnoldas
Burkovskis, Vice-Minister of Economy and Augusta
Jaudegyte, Director, Lithuanian National Tourism
Office.
Tuesday 10 November, 15.00 – 16.00

**València, Terra I Mar-Diputació de València –
EM830**

Mr. Isidro Prieto Giner, Deputy of Tourism, The
Province of Valencia
Tuesday 10 November, 12.00 – 14.00

GLOBAL VILLAGE (GV)

Gap Adventures – GV1875

Bruce Poon Tip, CEO, Gap Adventures and Mr
Richard Edwards, Director, Planeterra
Monday 9 November and Tuesday 10 November,
10.00 – 16.30

HotelREZ Ltd – GV5900

Daniel Simmons, Director of Operations, HotelREZ
Ltd
Monday 9 November – Wednesday 11 November,
10.00 – 18.00 and Thursday 12 November, 10.00 –
17.00

WorldSIM – GV0925

Arif Reza, Commercial Director, WorldSIM
Monday 9 November – Wednesday 11 November,
10.00 – 18.00 and Thursday 12 November, 10.00 –
17.00

LATIN AMERICA (LA)

PromPeru – LA3000

Elisabeth Hakim, Senior UK and USA Markets Co-
ordinator.
Monday 9 November – Wednesday 11 November,
10.00 – 18.00 and Thursday 12 November, 10.00 –
17.00.

PHOTOGRAPHIC OPPORTUNITIES

AFRICA (AF)

South African Tourism – AF3200

Lucas Radebe celebrity footballer and South African Tourism's ambassador for the FIFA 2010 World Cup.

Monday 9 November, 11.00 – 14.00

South African Tourism – AF3200

Lucas Radebe celebrity footballer and South African Tourism's ambassador for the FIFA 2010 World Cup and Zakumi the FIFA World Cup 2010 mascot.

Monday 9 November, 16.00 – 16.20

ASIA PACIFIC (AS)

International Centre for Responsible Tourism (ICRT) India – AS4600/03

Launch of Green Travel Circuit by Fiona Jeffery, Chairman, WTM.

Wednesday 11 November, 14.30 – 14.35

Kurumba Village Resorts – AS4600/63

Launch of traveltocare.com by Fiona Jeffery, Chairman WTM.

Wednesday 11 November, 14.35 – 14.40

Nepal Tourism Board – Press Conference Suite, Platinum 6, Level 2

Special celebrity speakers, honoured guests and high profile friends of Nepal.

Tuesday 10 November, 14.30 – 15.30

Tourism Malaysia – AS6400

Datuk Jimmy Choo OBE

Monday 9 November, 16.00 – 18.30

CARIBBEAN (CA)

Trinidad & Tobago – CA1025

Dwight Yorke, National football hero and recently appointed Trinidad & Tobago Tourism Ambassador.

Monday 9 November, 10.00 – 11.00

EUROPE & MEDITERRANEAN (EM)

Croatian National Tourist Board – EM245

Jilly Goolden, celebrity wine expert tasting and reviewing award winning Croatian wine.
Monday 9 November, 12.30 – 13.30

Greek National Tourism Organisation EM820

Stand opening with the new Greek Minister of Culture and Tourism.
Monday 9 November, 12.00

Israel Government Tourist Office – EM960

Roy Zaltsman, renowned professional Israeli mind reading artist, performing during WTM.
Monday 9 November – Wednesday 11 November,
10.00 – 18.00

LATIN AMERICA (LA)

Brazilian Tourist Board (EMBRATUR) – LA6000

Drinks Reception to celebrate Rio's successful bid to host the 2016 Olympic Games together with Amazonian dancers.
Monday 9 November, 16.30 – 18.30

Dakar – Rally4Life – LA1180

Top rally drivers – Canada's Mark Jennings-Bates and veteran UK racer, Mick Extance with their Bowler off-road vehicle for the Dakar Rally.
Tuesday 10 November, 12.00 – 12.30

MISCELLANEOUS

World Travel Awards and Just a Drop – West Entrance, ExCel

120 Miss Worlds and Fiona Jeffery, Chairman, WTM and Just a Drop
Tuesday 10 November, 15.00.

COMPETITIONS & PROMOTIONS

AFRICA (AF)

Namibia Tourism Board – AF1500

Win a place on the next agent FAM trip by correctly answering the on-stand quiz. The winner will be informed via The Namibia Tourism Board.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

South African Tourism – AF3200

Lucas Radebe celebrity footballer and South African Tourism's ambassador for the FIFA 2010 World Cup will be signing footballs on the stand.

Monday 9 November, 11.00 – 14.00

South African Tourism – AF3200

Africology spa products plus foot rubs and massages while sampling South African liqueur, Amarula.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

ASIA PACIFIC (AS)

Maldives Tourism Promotion Board – AS2800

As part of the destination briefings, Maldives Tourism Promotion Board invites travel agents to join them on stand to enter a quiz and win a free holiday for two people in Maldives.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

Taiwan Tourism Bureau – AS6100

Annual Happy Hour. Guests can enter competition to win flights and holidays to Taiwan.

Tuesday 10 November, 16.00 – 18.00

Tourism Malaysia – AS6400

Business card draw for agents to have the opportunity to win a pair of custom made Jimmy Choo couture shoes.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

CARIBBEAN (CA)**Trinidad and Tobago – CA1025**

Offering Just a Drop water on their stand.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

EUROPE & MEDITERANEAN (EM)**Graubünden Tourism – EM7000**

Guess the canton's native animal and win a trip to Graubünden.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

Greek National Tourism Organisation– EM820

Join the Greek National Tourism Organisation to learn about the new Acropolis Museum and the beautiful city of Athens, become an expert and you could win a free trip to Greece.

Wednesday 11 November, 13.00 – 17.00

Greek National Tourism Organisation– EM820

Offering Just a Drop water on their stand.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

Israel Government Tourist Office – Ahava Stand - EM960

Giveaways including *Holy Water* from the Jordan River, red bracelets from the home place of Kabbalah, Safed.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

Italian State Tourist Board – EM340

Collecting donations via their hospitality area in aid of Just a Drop

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

Italian State Board – Basilicata Region – EM340

Goody bag for all members of the press visiting the stand.

Tuesday 10 November, 11.00 – 16.00

Italian State Board – Abruzzo Region and Consortium Abruzzo Relax – EM340

Goody bags for visiting press.

Tuesday 10 November, 11.00 – 17.00

Ministry of Tourism Romania – EM2020

Charity prize raffle in aid of Just a Drop. Prizes are a weekend break to Bucharest which includes two nights B & B courtesy of the five star Radisson SAS and flights courtesy of the Romanian Airlines Tarom and a second prize of 12 bottles of Murfatlar wine.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

Netherlands Board of Tourism - World Horticultural Expo Floriade 2012– EM4000

Giving away free bottles of water to raise awareness for Just a Drop. Fundraisers dressed in Floriade 2012 themed outfits will also collect money for Just a Drop.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

Ukraine International – EM5075

Holding a charity raffle in aid of Just a Drop.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

GLOBAL VILLAGE (GV)

LateRooms and AsiaRooms – GV2500

10th Birthday celebration giveaway of Sony Readers.

Monday 9 November, 10.00 – 18.00

WorldSIM – GV0925

Get a free Global Roaming sim card and sim wallet with a £10 top-up.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

NORTH AMERICA (NA)

Colorado Tourism Office - NA4280

Agents can win a holiday for two to Colorado to celebrate its Centenary in 2009 by completing a short quiz. The prize includes two return flights with British Airways, car hire and accommodation for seven nights. The runner up wins a premium Colorado goody bag worth more than £150.

Entrants each receive a "Shining" key memento. The winner will be announced on Monday 23rd November 2009.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

UNITED KINGDOM & IRELAND (UKI)

The Leisure Pass Group, Eurostar and Groupe Frontenac – L3034/Stand 52

Business Card Draw to win a weekend in Paris for two. Visit the Paris Sightseeing Pass stand with Paris il de France or The London Sightseeing Pass stand. Winners will be notified by e-mail after the event.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

Visit London – L3000

The London Pass and its partner attractions have team up with Visit London to offer visitors the opportunity to get a one day London Pass for just a £10 donation to Just a Drop.

Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

EXHIBITION FLOOR

PATA – Voyage of Discovery – Exhibition Floor

Organised by PATA's UK Chapter. UK travel agents and tour operators will have the opportunity to win prizes by answering a series of questions. Answers will be available on various stands where participants can seek advice and insight from the consultants available. Answers can be submitted online at www.pataacademy.com.

Tuesday 10 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00

**WORLD TRAVEL MARKET 2009
NEW EXHIBITORS**

Region	Stand Number
AFRICA (AF)	
2010 Lesotho	AF2000
Almax Tours & Travel	AF2650
Colourgem publications cc/Where to stay Namibia	AF2150
Djibouti	AF3900
Embassay of the State of Eritrea	AF3815
Mali	AF3925
ASIA PACIFIC (AS)	
Amari	AS7250
China Xinhai International Travel	AS3075
Constance Hotels	AS2440
Elegant Voyage	AS6000
Excellent Tours & Travel	AS5325
Focus Travel	AS7175
HG Travel	AS7100
Kerala Tourism	AS1020
PANDAW CRUISES PTE LTD	AS7430
PECTA/Tajikistan	AS7230
Royale Indian Rail Tours Ltd	AS1150
Sarhad Tourism Corporation	AS7015
The Village, Coconut Island	AS6075
Top-Asia Tourist Company	AS5025
Travel Boutique Online	AS1100
Uzbekistan	AS5150
Yatra Exotic Routes	AS4450
Yeti Holidays	AS5050
CARIBBEAN (CA)	
Harlequin Hotels and Resorts	CA5000
MarChE - USAID	CA2018
EUROPE & MEDITERRANEAN (EM)	
Akay Travel Services	EM224
Colina del Paraiso	EM690
Consortio Transfronterizo de Ciudades Amuralladas	EM475
Corfu (Prefecture of Corfu)	EM865
DueCi Promotion	EM376
Duero Corporate Finance SL	EM690
Ferrovie Dello Stato Spa	EM390
FTI – Frosch Touristik GmbH	EM3050

Il Ciocco Hotels and Resorts	EM382
Inspira Santa Marta Hotel	EM392
Ivanovo Region	EM5070
La Closeraie de Pouzilha	EM265
MGF Comunicazione e Immagine	EM395
Path	EM267
Playing Together (Italy/Slov.)	EM3045
Provincia Olbia Tempio	EM472
Republic of Kosovo	EM5030
Sorrento Coast	EM476
The Divertraining Network	EM410
Travel Shop Turkey Murti's Tours	EM175
Unique Properties (Portugal) Ltd	EM222
WorldConnect AG	EM7500

GLOBAL VILLAGE (GV)

A.E.C - Verticalbooking	GV4100
Agricultural Tour Operators International	GV2020
Alba Travel	GV4450
ExeHotels	GV4800
Filmbank Distributors Limited	GV0900
Fine Things Packages	GV7450
Frasers Hospitality	GV2030
Green Globe Certification	GV0950
JJW Hotels & Resorts	GV2600
J.S. Travels Pvt. Ltd	GV0910
JUMBO TOURS ESPANA S.L.U.	GV2130
Newhotel Software	GV2125
Oberoi Hotels	GV2800
Rail Europe 4	GV1500
The CAM Foundation	GV0200
Travelzoo (Europe) Ltd	GV7300
Tucan Travel	GV2155
ViaEuropa	GV2450
Via One Corporation	GV0920
Visit Technology Group AB	GV3200
Worldsim	GV0925

LATIN AMERICA (LA)

AGEXPORT	LA1710
FITA 2010	LA3550
Latincoming S.A	LA3700
Latin America Travel	LA1160
William H Coleman Inc	LA3850

MIDDLE EAST AND NORTH AFRICA

Rida International	ME0100
Libya	ME4790

NORTH AMERICA (NA)

Meadowlands Xanadu NA2150

TECHNOLOGY & TELECOMMUNICATIONS (TT)

Axum Technology Ltd	TT3024
Cultuzz Digital Media GmbH	TT8095
Digital Trip Ltd	TT3065
DirectVision	TT9055
Dolphin Dynamics	TT6086
Easy-Shuttle	TT8075
Gateway NV	TT4050
GT Travel Technology Ltd	TT8097
HitchHiker Software GmbH	TT6087
IDEaS – A SAS Company	TT4075
Illusions Online	TT6085
ISO Travel Software	TT6087
Leadcall	TT9020
OAG	TT3075
Paysafecard group/Cash-Ticket	TT7085
Trailstream Ltd	TT8065
Webbens S.r.l.	TT5065
Xn Hotel Systems Ltd	TT5085

UNITED KINGDOM & IRELAND (UKI)

Chaucer Hotel	UKI5950
CheapHotelsCompare	UKI4100
ClickToSelect, Lda	UKI4100
Custom House Financial (UK)	UKI5630
Delfont Mackintosh Theatres	UKI1010
D4 Hotels	L5040
Eirebus Ltd	UKI5160
EustonTravel.com	UKI5475
Expedia	UKI5155
Explore Global Ltd	UKI5250
Expotel Hotel Reservations Limited	L4021
Identity and Passport Service	L4010
I&MI Media	UKI5650
Lebara Mobile UK Ltd	UKI2145
London Hotel & Tourism School	UKI5952
Netbiscuits	L5035
News International	L4023
Outsourced Registration Ltd	L4020
Personal Travel Group	UKI1550
Soho House Group	L5010
Snowdrop Travel Services	L3033
Talk Tourism Ltd	UKI5400
The Idea Works	UKI5460
Welcome to Yorkshire	UKI3200

World Tourism Electronic	UKI5355
Catalogue Ltd	
Xyzt, s.a.	UKI4000
Your Car Hire PLC	UKI5610

WTM Media Diary of Events 2009
Addendum

Unless otherwise specified all events will be on exhibitor stands. Platinum Rooms 5 & 6 are on Level 2 of the Press Centre. North & South Gallery Rooms can be reached by taking the lifts to Level 2 at the back of the North & South Halls.

AMENDMENTS/UPDATES

<p>Monday 9 November 10.00 – 11.00</p>	<p>Abu Dhabi Tourism Authority (ADTA) Press conference. Abu Dhabi Tourism Authority will unveil their Global Green Tourism Initiative. Press Conference Suite, Platinum 6, Level 2</p>
<p>Tuesday 10 November 16.30 – 18.00</p>	<p>Netherlands Board of Tourism & Conventions – EM4000 Sponsored by World Horticultural Expo Floriade 2012. Holland's Happy Hour with traditional Dutch drinks, flower themed cocktails and snacks.</p>
<p>CANCELLATIONS</p>	
<p>Monday 9 November 16.30 – 17.30</p>	<p>Goa Tourism – New Initiatives & Perspectives for Goa Press conference talking about the new initiatives that the Government have initiated to advance and aid tourism in Goa. Speaker: Hon Minister of Tourism, Government of Goa Press Conference Suite, Platinum 5, Level 2</p>
<p>Tuesday 10 November</p>	<p>IIPT to bring Greek and Turkish Cypriot Leaders</p>

<p>15.30 – 16.30</p>	<p>together for Historic Press Conference Organised by The International Institute for Peace through Tourism (IIPT). The International Institute for Peace through Tourism (IIPT) will bring together Greek Cypriot and Turkish Cypriot industry leaders to discuss the way forward towards a collaborative strategy in promoting Island wide tourism. North Gallery Room 8</p>
<p>Tuesday 10 November 17.00 – 18.00</p>	<p>Netherlands Board of Tourism – EM4000 Holding a drinks reception and charity raffle in aid of Just a Drop.</p>
<p>Wednesday 11 November 10.00 – 11.00</p>	<p>Government of Rajasthan – Regal Rajasthan Press conference addressed by Mrs Beena Kak, Hon Minister of Tourism, Government of Rajasthan and Mrs Ushma Sharma, Secretary – Tourism, Government of Rajasthan Press Conference Suite, Platinum 6, Level 2</p>
<p>NEW</p>	
<p>Monday 9 November 10.30 – 11.30</p>	<p>Maldives Tourism Promotion Board Press conference with Dr Ahmed Ali Sawad, Maldives Minister of Tourism. Addressing the media on the country's latest discussions and innovations on climate change. As global leaders on the topic,</p>

	<p>government ministers recently held an underwater Cabinet meeting to discuss the threat posed by global warming to the world's lowest-lying nation. Maldivian President, Mohamed Nasheed has promised to make the Maldives the world's first carbon-neutral nation within the next 10 years. Press Conference Suite, Platinum 5, Level 2</p>
<p>Tuesday 10 November 16.00 – 18.00</p>	<p>Maldives Tourism Promotion Board – AS2800 Cocktail Reception with canapés.</p>
<p>Monday 9 November 16.30 – 17.30</p>	<p>Dubai Department of Tourism and Commerce Marketing Press Conference. Press Conference Suite, Platinum 5, Level 2</p>
<p>Monday 9 November 16.00 – 17.00</p>	<p>Polokwane Press Conference - 2010 FIFA World Cup Host City and Limpopo: Proudly progressive and powerful. Find out what makes this province and city so dynamic... Platinum 6, level 2</p>
<p>Monday 9 November 14.00 – 16.00</p>	<p>New Russian Tourist Destinations The Federal Agency for Tourism of the Russian Federation invites tourism industry representatives and mass media to take part in the presentation "New Russian tourist product". Speaker: Deputy Head of the Federal Agency for Tourism of Russian Federation - Mr. Gennady</p>

	Pilipenko. South Gallery 23
Tuesday 10th November 12.30 – 13.00	A Winter in Ibiza Press Conference Pepa Marí (Tourism Counsellor) José Tur Olmo (President of Fomento de Turismo de la Isla de Ibiza) 4 Town Halls (speakers pending) Stand EM540
INTERVIEW OPPORTUNITIES	
Louvre Hotels – Stand No. GV5600 Olivier Derycke (CEO of Golden Tulip and V.P International of Louvre Hotels) as well as Pierre Frederic-Roulot (President & CEO of Louvre hotels & Golden Tulip) will be personally available for press interviews. Monday 9 November, 17.00	
PHOTOGRAPHIC OPPORTUNITIES	
Sandals and Beaches Stand – Stand No. CA4080 Photo Opportunity: Sesame Street's "Elmo" direct from Beaches Resort. Tuesday 10 th November, 10am – 4pm	
COMPETITIONS & PROMOTIONS	
Zuid-Holland - Holland Meeting Point - EM4000 (Keukenhof, Rotterdam or The Hague desks). Business card draw to win one of five three day short breaks for two to experience the highlights of Zuid-Holland. Explore the modern cosmopolitan cities of The Hague and Rotterdam or the charming towns of Leiden, Gouda and Delft. Enjoy the traditional Dutch sites of the Keukenhof flower gardens or the Kinderdijk windmills. Or visit the beautiful sandy beaches of Noordwijk, Katwijk and Scheveningen. Monday 9 November – Wednesday 11 November, 10.00 – 18.00 and Thursday 12 November, 10.00 – 17.00	
Maldives Tourism Promotion Board – AS2800	

<p>Join the team on the stand for the chance to win one of four holidays to the Maldives. Tuesday 10 November, 16.00 – 18.00</p>
<p>Barbados Competition – CA3000 Win 1 Week for 2 with Gems of Barbados at WTM - Guess the Gems and Win the Prize! Thursday 12 10am – 5pm</p>
<p>Ibiza Tourist Board – EM540 Join the Ibiza Tourist Board for a glass of wine at the at Balearics whilst they launch their new 2010 strategy. Monday 9 Nov - 12pm – 2pm</p>
<p>Regione Liguria – EM340 Authentic foccacia and espresso at the Regione Liguria stand (EM340) to find more out about the region and their exciting plans for 2010 Monday 6 Nov – 2pm – 4pm</p>

