

World Travel Market launches New APP for WTM 2012



World Travel Market, the leading global event for the travel industry, has launched a brand new 2012 mobile App, available now to download to all major smartphones.

The App is perfect accessory for all World Travel Market participants before during and after the event, helping visitors and exhibitors to plan their time at WTM 2012.

The key new feature for WTM 2012 is the ability to upload and input your own schedule by including pre-arranged business meetings and WTM sessions. The App is completely synced with the My WTM and WTM Connections tools on the WTM website, so any changes made on a computer or different device will appear in your App (and visa-versa).

Other key features include;

- Keep up-to-date with all the latest news from WTM
- Find out more about WTM Exhibitors developments and plans
- Learn about a range of travel industry sectors in the WTM Blog (New)
- Stay in touch with everything WTM on social media
- View all WTM Exhibitors, Events and Speakers in advance
- Navigate your way around the event with the map and route finder tool
- Have all the essential WTM information at your finger tips

Reed Travel Exhibitions Director World Travel Market Simon Press said: “The WTM App is a great initiative which will improve all our participants’ experience at WTM, by increasing the ability to plan before WTM 2012 and maximise everybody’s time while attending the event.

“The App enables our audience to know everything about WTM at the touch of a button. It will allow visitors and exhibitors to interact with WTM from their mobile phones and encourage increased connections between exhibitors and visitors adding to the overall exhibition experience.

“The ability for this year’s App to be completely synced with the website meaning any updates made via a computer automatically appear in the App, improves its user-ability and functionality for all WTM participants.”

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About World Travel Market

World Travel Market, the leading global event for the travel industry, is the must-attend four-day business-to-business exhibition for the worldwide travel and tourism industry.

Almost 48,000 senior travel industry professionals, government ministers and international press, embark on ExCeL - London every November to network, negotiate and discover the latest industry opinion and trends at WTM.

WTM, now in its 33rd year, is the event where the travel industry conducts and concludes its deals.

WTM 2011 will generate £1,653 million of travel industry contracts, revealed independent research by Fusion Communications.

WTM is owned by the world's leading events organiser Reed Exhibitions (RE), which organises a portfolio of other travel industry events including Arabian Travel Market and International Luxury Travel Market.

In 2010, RE held more than 460 events in 36 countries bringing together more than seven million people from around the world generating billions of dollars in business.

About Reed Travel Exhibitions

Reed Travel Exhibitions (RTE) is the world's leading provider of exhibitions in the travel and tourism industry. Its wide-ranging portfolio of events around the globe covers leisure travel, luxury travel, business travel and the meetings and incentives industry.

In 2011 RTE 13 events were the catalyst for £2,807 million worth of travel and tourism business deals.

The 13 events are; World Travel Market (WTM), Arabian Travel Market (ATM), International French Travel Market (IFTM), La Cumbre, International Golf Travel Market (IGTM), International Luxury Travel Market (ILTM), International Luxury Travel Market Asia (ILTMA), Asia-Pacific Incentives & Meetings Expo (AIME) (owned by Melbourne Convention + Visitors Bureau), Global Exhibition for Incentive, Business Travel, and Meetings (EIBTM), Gulf Incentive, Business Travel and Meetings (GIBTM), Americas Incentive, Business Travel and Meetings (AIBTM), China Incentive, Business Travel and Meetings (CIBTM) and Business Travel Market.

April 2013 will see RTE launch World Travel Market Latin America in São Paulo.

RTE is a business unit of Reed Exhibitions. In 2011, six million participants attended RE's 500 events in 39 countries covering 44 industry sectors from aerospace and aviation to beauty and cosmetics to sports and recreation.

Reed Exhibitions is owned by Reed Elsevier, the world's leading provider of professional information and online workflow solutions.

About Reed Exhibitions

Reed Exhibitions is the world's leading events organizer, with over 500 events in 39 countries. In 2011 Reed brought together six million active event participants from around the world, generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organized by 33 fully staffed offices. Reed Exhibitions serves 44 industry sectors with trade and consumer events and is part of the Reed Elsevier Group plc, a world-leading publisher and information provider and a FTSE 100 company.

www.reedexpo.com

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