

# THOUSANDS DESCEND ON BUSY 11TH ANNUAL EDITION OF TRAVEL TECHNOLOGY EUROPE DESPITE TUBE STRIKE



Travel Technology Europe continued its popularity last week as thousands of Europe's top travel technology professionals overcame the tube strike to meet with nearly 70 exhibitors at Earls Court for an action packed two-day live event.

The largest event of its kind in Europe, the 11th edition of Travel Technology Europe saw exhibiting suppliers of reservation systems, digital marketing and other technology applications meet with new prospects, catch up with existing clients, exchange business cards and seal deals with travel technology buyers.

Sarina Patel, event manager, Travel Technology Europe commented: "The show continues to go from strength to strength and the 11th edition has been regarded by many as our best yet - despite the Tube strike. We have had overwhelmingly positive feedback on the standard of exhibitors, products, features and content of the conference programme. So much so that many exhibitors have already booked with an encouraging number planning to increase the size of their stands in 2015."

Europe's largest travel-related technology and marketing event, Travel Technology Europe has consistently focused on bringing together technology, travel trade and transport professionals to offer insightful expert guidance on technology purchases, useful advice on distribution, revenue, marketing and sales strategies and topical debates around the hottest technology issues affecting travel businesses.

Exhibitors and visitors were on a high following the success of the event.

Chris Lewis, director, Travelogix Data Systems commented: "As a start-up this was our first ever show and we've been extremely impressed with the quality of leads that have come out of it. We've had quite a lot of footfall on the stand and will most certainly be back for next year's edition at Olympia."

Dan Caplin, managing director, CWT digital added: "We increased our presence this year and are glad we did. Our rugby conversion simulator has brought a lot of traffic to the stand and despite the Tube disruptions Wednesday was just as busy as Tuesday. We're looking forward to building on this success next year in the new location."

Patel added: "While the dust has barely settled on TTE 2014, we're already hard at work on the move to Olympia. We plan on building on the very successful conference programme we had this year and will be looking at enhancing what proved to be a very popular VIP programme to continue to add value to the show for exhibitors and visitors alike."

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