

WTM 2012 Visitors Up 4% For First Three Days



The first three days of World Travel Market 2012, the leading global event for the travel industry, experienced an impressive visitor increase of 4%.

Monday 5 to Wednesday 7 November saw 38,735 visitors walk through the doors of ExCeL - London to attend WTM 2012, reveals unaudited figures. This compares to 37,331 across the first three days of WTM 2011.

Wednesday November 7 saw a phenomenal 9% visitor increase, compared to the equivalent day the previous year, taking the total visitor number 13,638.

On Tuesday 6 November more than 17,000 (17,105) visitors came to WTM, a 1% increase on the second day of last year's event. Tuesday is the busiest day of WTM as it is the first day the event is open to the whole industry following on from the exhibitor-invite only policy on the Monday.

The first day of WTM 2012 was a resounding success with exhibitor invitation visitors up 5% on last year's event to almost 8,000 (7,992).

The Monday of WTM is an exhibitor Invite-only day with the aim of allowing exhibitors to hold discussions and negotiations with those buyers that they want to conduct business with.

Reed Travel Exhibitions Director World Travel Market Simon Press said: "I am delighted with the visitor attendance of WTM 2012 across the first three days. These figures demonstrate the power and importance of WTM to the industry and the role it plays in facilitating business for sector.

"WTM 2011 generated £1,653 million in industry deals, with this year's event poised to facilitate even more business for our exhibitors."

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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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