

Tourism Flanders Announced as Premier Partner at World Travel Market



Flanders has been confirmed as the Premier Partner at World Travel Market (WTM) in London for 2013 and 2014. This will ensure that Flanders will feature as a “guest region” at WTM for the next two years, at one of the most important tourism exhibitions in Europe.

Flemish Minister for Tourism, Geert Bourgeois said: “I am delighted with the exclusive co-operation agreement which has just been signed by Tourism Flanders and the organisers of WTM, Reed Exhibitions. This provides an ideal position to present “2014-2018 the Great War Centenary” to the attention of the travel industry. With this agreement we will also look forward to promoting a greater awareness of Flanders and Brussels as a tourism destination.”

More than 48,000 international tourism professionals visit WTM annually. WTM 2011 facilitated a massive £1,653 million in business deals for travel and tourism exhibitors over the four days. Furthermore, WTM is the most important trade fair in the world for English speaking markets and Commonwealth countries.

Each year, WTM focuses on one specific country or region to promote its “Premier Partnership”. Last year, Abu Dhabi had this opportunity.

“We are very proud to become the new Premier Partner at WTM for the next two editions. As Britain and the Commonwealth are the most important foreign target groups for the remembrance of The Great War Centenary, it is strategically very beneficial for Tourism Flanders to be able to deploy such a large promotional tool via this partnership, over the next couple of years at WTM,” Bourgeois added.

Tourism Flanders will use its position as the Premier Partner primarily to bring “2014-2018, The Great War Centenary” to attention in its association with the international travel industry. There will be a particular focus on the English speaking markets and the Commonwealth countries to promote this project.

The new partnership also provides a unique opportunity for Tourism Flanders to strategically brand itself at Excel during WTM in 2013 and 2014. Opportunities include the decoration and branding of several spaces at the Excel hall in line with its international marketing branding strategy. A clear emphasis on “2014-2018 the Great War Centenary” will be visible throughout. Examples include a “poppy pathway”, created using the image of 51 square metres of imaged tiles from the main entrance hall to the main Flanders stand.

Reed Travel Exhibitions Director World Travel Market Simon Press said: “I am delighted to welcome Flanders as WTM’s Premier Partner for the next two events in 2013 and 2014.

WTM is the event where the industry conducts its business, making it ideal for Flanders to promote its Great War Centenary. All at WTM look forward to helping Flanders achieve its objectives over the next two years.”

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Date: 2012-11-12

Article link:

<http://www.tourism-review.com/tourism-flanders-announced-as-wtm-premier-partner-news3471>