

# WTM 2013 to Be the Biggest and Best



World Travel Market 2013, the leading global event for the travel industry, will be the biggest and best ever with an increased focus on three growth sectors of travel technology, luxury and business travel.

The new look WTM 2013, which takes place between Monday 4 - Thursday 7 November, will see;

- The Travel Technology region becomes its own event within WTM called The Travel Tech Show at WTM
- World Travel Market is also launching a dedicated Luxury Showcase, in association with fellow Reed Travel Exhibitions (RTE) event International Luxury Travel Market, and
- Business Travel Market (BTM), WTM's sister event, will co-locate with WTM at ExCeL for Wednesday 6 and Thursday 7 November

Travel Technology has been the event's fastest growing region over the past few years. In 2011 the region grew by 40% and has increased by a further 30% for WTM 2012. WTM 2011 generated more than £102 million in industry deals for travel technology exhibitors and is the biggest travel technology event in the UK (in terms of floor space, exhibitors and events programme).

The success and size of the Travel Technology region merits it being an event in own right. Technology purchasing is done by different buyers to holiday contracting and this will be recognised by The Travel Tech Show at WTM, with dedicated focus and resource.

The Travel Tech Show at WTM will take place across the four days of WTM (Monday 4 - Thursday 7 November).

Recognising the growing importance of the luxury sector WTM is launching a two-day Luxury Showcase event, which will take place on Monday 4 - Tuesday 5 November at ExCeL, London.

The first day will be appointment-led with the second day including a dedicated conference programme.

Finally, RTE research shows 17,000 WTM visitors are interested in business travel meaning the co-location of Business Travel Market with WTM improves the offering for exhibitors and visitors for both events and demonstrates RTE's continued commitment to deliver new business opportunities for its stakeholders.

Reed Travel Exhibitions Chairman World Travel Market Fiona Jeffery said: "World Travel Market is the event where the industry comes together to conduct its contracting. WTM 2012 will generate close to £2 billion of industry deals, following on from WTM 2011 facilitating £1.7 billion.

"The increased focus on travel technology, luxury and business travel will only increase the business opportunities for both WTM exhibitors and visitors across the four days of WTM 2013.

“Travel technology at WTM has been phenomenally successful over the past few years so it was the natural and obvious progression to give it its own event status.

“The luxury market has ridden the recent global financial downturn better than any other sector and is a growing market around the world. While the high proportion of WTM visitors interested in business travel means the co-location of Business Travel Market will increase the business potential for exhibitors and visitors from both events.”

### **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 Exhibition**

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.

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Date: 2012-11-22

Article link:

<https://www.tourism-review.com/wtm-2013-to-be-focused-on-travel-technology-luxury-and-business-travel-news3481>