

WTM 2012 Sees 3% Visitor Increase



World Travel Market 2012, the leading global event for the travel industry, experienced an overall accumulative 3% increase in visitors with each of the four days attracting more visitors than in 2011.

Overall WTM 2012 attracted almost 29,000 travel trade visitors, reveals unaudited figures.

The first day of WTM 2012 (Monday 5 November) was a resounding success with exhibitor invitation visitors up 5% on last year's event.

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.

The Monday morning Speed Networking session was a great success with a record number of both exhibitors (498) and WTM Meridian Club buyers (210) discussing business deals before the exhibition floor opened.

Matt Cheevers Purchasing Director Voyage Prive said: "Speed networking is a perfect way to start World Travel Market. Almost everyone I talked to was relevant, and in this context it is possible to get down to the key points of interest. Making the initial contact at the speed networking makes the follow up easier and more targeted."

The second day (Tuesday 6 November) experienced 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.

Wednesday November 7 saw a massive 9% visitor increase, compared to the equivalent day the previous year. The final day of WTM saw a 1% increase compared to the same day at WTM 2011, with Thursday Speed Networking - introduced this year to facilitate post-WTM business deals - attracting 372 exhibitors and 100 senior buyers from the WTM Meridian Club.

Reed Travel Exhibitions Director World Travel Market Simon Press said: "I am delighted with WTM's unaudited visitor figures. Every single day experienced an increase in visitors, which demonstrates how WTM delivers for its exhibitors.

"WTM 2011 facilitated an impressive £1,653 million in industry deals. I am confident that the increased visitor numbers alongside the success of the Speed Networking events will see WTM 2012 responsible for almost £2,000 million in travel deals."

Furthermore, World Travel Market 2013 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 #WTM

- World Travel Market is also launching a dedicated Luxury Showcase, in association with fellow Reed Travel Exhibitions 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

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.

"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 a high proportion of WTM visitors are interested in business travel, meaning 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.

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