

Japan and Brazil - The Focuses for WTM's Origin Markets Programme



World Travel Market 2013, the leading global event for the travel industry, will focus on Brazil's and Japan's travel and tourism potential in its Origin Markets programme.

The programme, organised by the European Tour Operators' Association (ETOA), starts on Tuesday 5 November at 2.30pm in Platinum Suite 1, asking Where Next for Japan?

Outbound tourism from Japan has grown from 128,000 in 1964 to a record 17 million last year. ETOA will unveil results from specially-commissioned research looking at how Europe can return to being the number one destination for Japanese tourists.

That session is quickly followed at 3.45pm by The Growing Pains of Brazil which will debate if Brazil is an underperforming source market for Europe. The country's burgeoning middle class has seen it singled out as one of huge potential; furthermore it offers a visa-free regime with Europe alongside a number of cultural and linguistic ties.

ETOA will again unveil specially-commissioned researched on the Brazilian tourism market to Europe.

Reed Travel Exhibitions, Director, World Travel Market, Simon Press said: "The Origin Market programme will give a fascinating insight into two of the world's most important tourism source markets - Japan and Brazil.

"Japan has grown to be an established tourism source market and it is important for Europe that it continues to attract a large percentage of Japanese tourists.

"While all the focus on Brazil at the moment is around inbound tourism and the potential hosting the football World Cup and Olympic back-to-back over the next three years will create. This has seen the country's potential as source market somewhat forgotten about, however its fast growing middle class with a greater disposable income makes it a very important market."

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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 34th year, is the event where the travel industry conducts and concludes its deals.

WTM 2012 generated £1,860 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 2012, 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.

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, meetings, incentives and business travel, as well as golf, ski and spa travel.

The 19 events are; World Travel Market (WTM), World Travel Market Latin America (WTM Latin America), Arabian Travel Market (ATM), International French Travel Market Top Resa (IFTM), International Golf Travel Market (IGTM), International Ski Travel Market (ISTM), International Luxury Travel Market (ILTM), International Luxury Travel Market Asia (ILTM Asia), International Luxury Travel Market Americas (ILTM Americas), International Luxury Travel Market Africa (ILTM Africa), International Luxury Travel Market Japan (ILTM Japan), International Luxury Travel Market Spa (ILTM Spa), 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), India Incentive, Business Travel and Meetings (IBTM India) and Business Travel Market.

September 2013 will see the launch of IBTM India in Mumbai, India, and another exciting launch in the ski travel sector, with International Ski Travel Market in March 2014.

RTE is a business unit of Reed Exhibitions.

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: 2013-08-20

Article link: <https://www.tourism-review.com/japan-and-brazil-in-focus-of-the-wtm-2013-news3813>