

# Meridian Club (WTM) Buyers Are Optimistic about 2011



The **travel and tourism industry is extremely optimistic** 2011 will see it leave the global financial downturn behind, reveals a survey of World Travel Market's Meridian Club - the industry's most senior buyers.

Almost eight out of ten (78%) Meridian Club members polled say they are optimistic for the industry's prospects in 2011.

Furthermore, more than half (**54%**) of the 330 senior buyers polled say the industry will perform better in 2011 than in 2010, with 37% believing the industry's performance will be on par with 2010.

"It's been a great start to the year so far following on from a good finish to last year," One Meridian Club member revealed.

Another senior travel industry buyer added: "People in general still have a good appetite for travel and London in particular will be boosted by the Royal Wedding."

A large majority of the Meridian Club members polled revealed more bookings have been made already this year compared to recent years, helping to instil confidence for the rest of 2011.

Meridian Club members are even more confident about their company's prospects with a massive 89% feeling optimistic for their organisation's prospects in 2011 - this compares to only seven out of ten members when asked the same question 12 months ago.

Furthermore, nearly 70% of the members believe their company will perform better in 2011 than it did in 2010 with a mere 4% expecting their organisation to perform worse this year than it did last year.

"Having had a growth strategy during the recession the company continues to grow and make positive returns on investments," one Meridian Club member responded.

Another buyer added: "So far it has been very busy and as long as interest rates do not go up it should stay that way."

Meridian Club Marketing Manager Ajay Ahluwalia added: "It is great news that the industry's senior buyers have such a positive outlook for 2011.

"It would appear the industry is leaving the tough times behind and has optimism for the future. Meridian Club members are the industry's most senior buyers and the people purchasing the tourism product making them the first group to see an uplift in consumer demand."

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About World Travel Market

World Travel Market, the premier 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 32nd year, is the event where the travel industry conducts and concludes its deals.

WTM 2009 generated £1,139 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.

RE holds more than 500 events in 38 countries throughout Americas, Europe, the Middle East and Asia Pacific covering 47 industry sectors including aerospace & aviation, healthcare, manufacturing and sport & recreation.

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