

# WTM Invites Industry Buyers to Apply for Meridian Club Membership



World Travel Market (WTM), the leading global event for the travel industry, is inviting the industry's most senior buyers to apply for Meridian Club membership for WTM 2011.

Meridian Club - the leading global business network: making contacts, concluding deals - is WTM's exclusive business club for the travel industry's most senior buyers with direct responsibility for purchasing.

An example of Meridian Club member would be a buyer for a tour operator looking to purchase product from exhibitors to put in its brochures, or an IT director looking to purchase a technology for its organisation.

WTM 2010 saw more than 8,500 Meridian Club members attend the event helping the show to generate a record £1,425 million in industry deals.

Membership is open to the entire travel industry with a strict selection process in place to ensure that only the most senior industry buyers are granted membership. To apply, buyers should visit [www.wtmlondon.com](http://www.wtmlondon.com).

Meridian Club facilitates business opportunities between buyers and exhibitors to meet, network and conclude business deals.

At event benefits include the Speed Networking session and exclusive Meridian Club lounges (situated on the exhibition floor for the first time last year) and access to private meeting rooms and fast-track cloakroom.

Year round Meridian Club benefits include annual discounts on trade conferences, opportunities to attend Meridian Club Think Tanks on key issues within the industry and discounts at high-street tailor TM Lewin.

Head of Meridian Club Micaela Juarez explains: "Meridian Club is the industry's only truly global buyers club. All buyers should register at [www.wtmlondon.com](http://www.wtmlondon.com) to guarantee their entry to WTM 2011.

"WTM 2010 was a great success for Meridian Club's buyers with members agreeing contracts worth £1,425 million with exhibitors, thanks to an array of facilities including the expanded Speed Networking and the Meridian Club lounges being on the exhibition floor for the first time."

- Ends -

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

WTM 2010 generated £1,425 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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