

WTM 2011 to Generate More Business Than Ever Before



Poll of Meridian Club member's reveals WTM 2010's record £1,425 million of industry deals will be bettered at WTM 2011

World Travel Market 2011, the leading global event for the travel industry, is set to be the catalyst for even more travel industry business deals than ever before, reveals a poll of Meridian Club members - WTM's business club for senior travel industry buyers.

World Travel Market 2010 led to a massive £1,425 million travel industry deals, with almost 90% (89%) of Meridian Club members polled stating they expect to conduct a greater amount of business (in monetary value) at WTM 2011 than they did at WTM 2010.

More than two thirds (70%) expect to conduct at least 10% more business, with;

- Almost half (48%) planning to conduct between 10% - 25% more business
- 12% predict WTM will lead to them sealing deals worth between 26% - 40% more than WTM 2010
- While 3% expect to conduct at least 75% more business in 2011 than in 2010

Ambitious growth plans and strong company performance are the key reasons behind the increase in business, according to two thirds of the Meridian Club members polled.

Emerging markets were also identified as key reasons for conducting more business during the four days of WTM.

World Travel Market Exhibition Director Simon Press said: "World Travel Market's focus is to facilitating business between exhibitors and the industry's senior buyers in the WTM Meridian Club.

"I am delighted Meridian Club members are telling us they expect to conduct a greater amount of business than ever before. Each year the amount of business WTM generates increases; 2010's £1,425 million figure was an impressive 25% increase on 2009's £1,139 million.

To further help facilitate business between exhibitors and buyers the Speed Networking session will now take place as a one hour-long session before the exhibition opens on Monday 7 November at 9am - 10am in Platinum Suite 3 and 4.

Furthermore, the 'My WTM Connections' online tool is another great service which will enable business to be done effectively and efficiently by allowing buyers to connect with exhibitors and other participants before, during and after the event.

Last year 34,360 participants utilised this tool and almost 14,200 messages were sent out enabling participants to make the most of their time at WTM.

World Travel Market polled 180 Meridian Club members

- 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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