

2 - 5 November 2015



WTM[®]

Why exhibit?



Promote your business to the world

More than
50,000**
attendees from
186 countries

More than
9,000**
buyers attend WTM

£2.5 billion*
of new business
generated at World Travel
Market 2014

Find out more

wtmlondon.com



2 - 5 November 2015 • London

About WTM® Portfolio

The World Travel Market Portfolio is comprised of the leading leisure travel events in the world; **World Travel Market** (WTM) in London, **Arabian Travel Market** in Dubai, **WTM Latin America** in Sao Paulo, and **WTM Africa** in Cape Town.

The WTM Portfolio creates personal and business opportunities through its leading world travel events and industry networks with global reach and regional focus, providing our customers with quality contacts, content and communities.



About World Travel Market 2015



World Travel Market, the leading global event for the travel industry, is the must-attend four day business-to-business event, where the global travel industry conducts its business deals. Through its industry networks, unrivalled global reach, WTM creates personal and business opportunities, providing our customers with quality contacts, content and communities. With more than 9,000 senior WTM Buyers' Club members in attendance from 186 countries, and unrivalled networking opportunities, WTM generates an estimated £2.5 billion in business deals.



A dedicated luxury programme at WTM.

International suppliers are given the opportunity to meet with high calibre buyers in up to 30 pre-scheduled appointments in an invitation only luxury lounge. This event also features an exclusive Champagne Networking Reception.

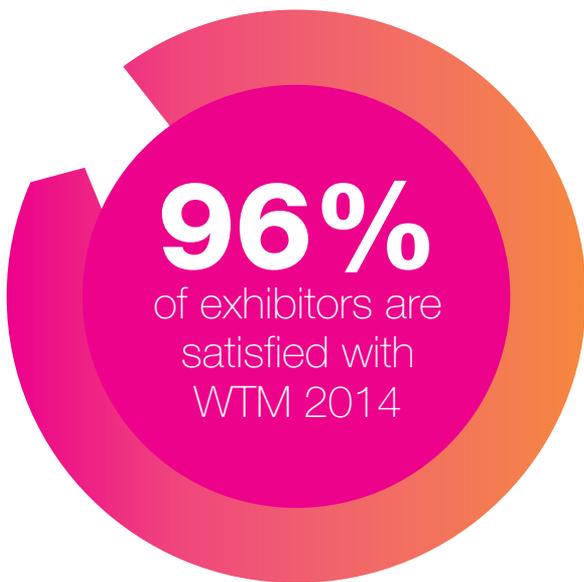


The UK's largest travel technology show.

With 11,000+ visitors interested in buying/gathering information on technology, this is the perfect platform to meet with key buyers from tour operators, travel agents, OTAs, hotels and transport.



WTM 2014 KEY STATISTICS



On average,
83
new customers
and 63 existing
customers visited
each stand.

96%
of exhibitors
consider it
important to exhibit
at **WTM**.

95%

of exhibitors
agree that WTM
delivers the right
target audience
for their business.



97%

of exhibitors agree that they
are likely to exhibit in 2015.

98%

of visitors are satisfied
with WTM.

DID YOU KNOW?

WTM's visitor attendance has
grown by more than 20%
over the last FIVE years.

5 KEY REASONS WHY YOU NEED TO BE AT WTM:

1 THE BEST PLACE TO REACH A GLOBAL AUDIENCE

- More than 51,000 participants
- 186 countries and regions
- 9,124 qualified buyers
- 4,914 exhibiting companies
- 38 industry sectors represented

2 WTM BUYERS' CLUB

9 out of 10 of WTM Buyers' Club
members have direct purchasing
responsibility.

3 MEET NEW & EXISTING CLIENTS

WTM acts as a relationship broker,
facilitating more than 300,000
NEW business opportunities for
exhibitors.

4 WTM SPEED NETWORKING

Opportunity to conduct business
with more than 300 buyers across
two speed networking sessions,
matching your requirements with
the buyers.

5 INTERNATIONAL PRESS

Up to 3,000 members of the
global media attend WTM to get
the latest stories from exhibitors.

WTM[®]

Visitor Profiles

WTM 2014 attendance

51,492 Total WTM Audience



PARTICIPANTS FROM THE UK
26,313

PARTICIPANTS FROM OUTSIDE THE UK
25,179

TRADE PROFESSIONALS

32,528

PRESS

2,841

STUDENTS & LECTURERS

1,289

MINISTERS & AIDES

119

186

COUNTRIES & REGIONS REPRESENTED

MAIN STAND HOLDERS

702

SHARERS

4,212

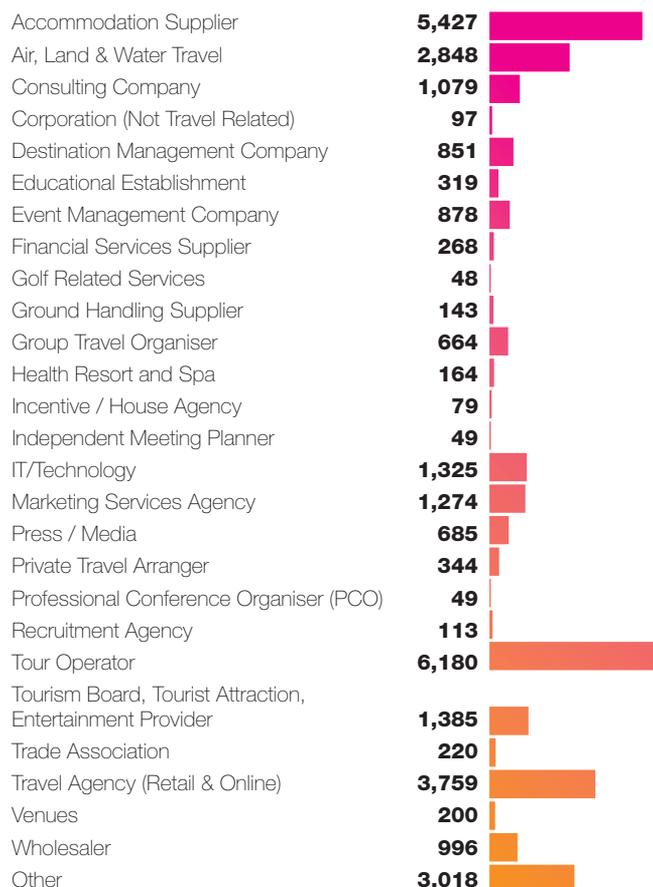
4,914

EXHIBITING COMPANIES

100

SEMINARS & CONFERENCES

MAIN COMPANY ACTIVITY



TOTAL
(SINGLE RESPONSE)

32,528

GEOGRAPHICAL REGIONS OF INTEREST



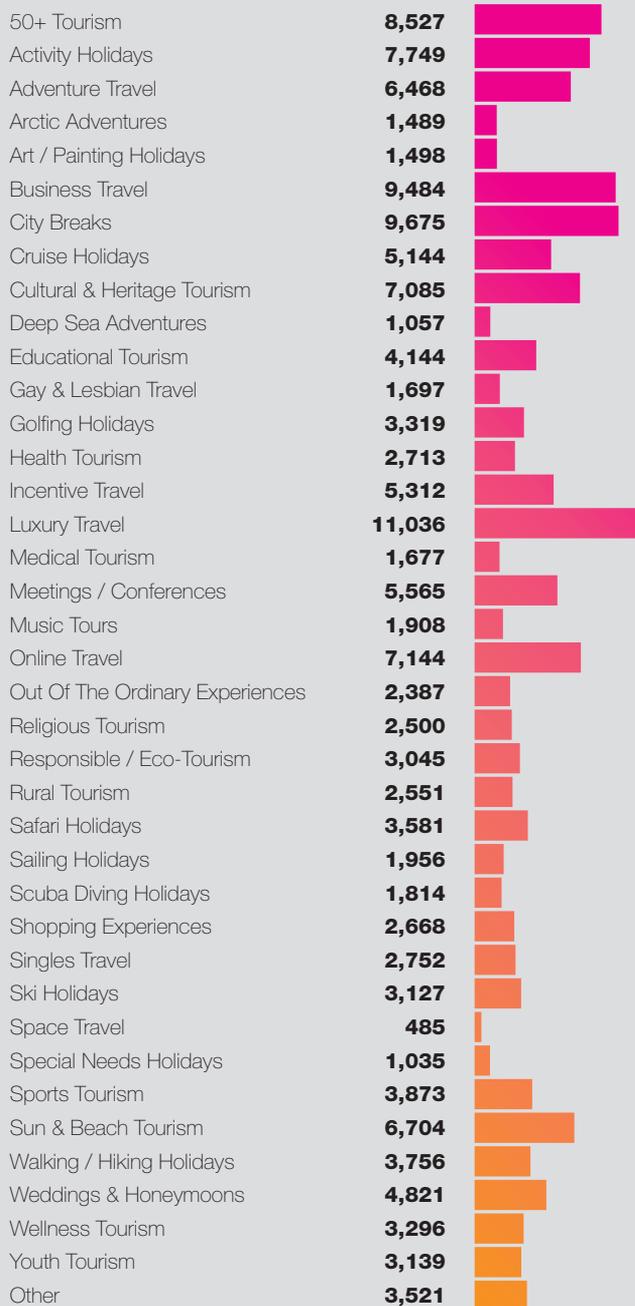
Which regions are you interested in buying from? (Multiple Response)

Africa	5,832
Americas & The Caribbean	10,440
Asia	10,974
Australasia / Pacific	4,545
Europe & Mediterranean	24,142
Middle East & North Africa	4,944
UK & Ireland	11,773



INDUSTRY SECTOR

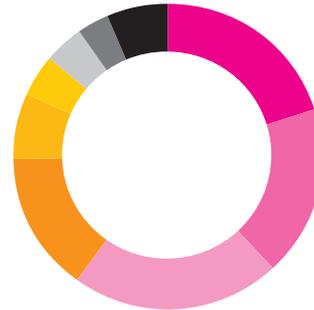
In which industry sector does your company operate?



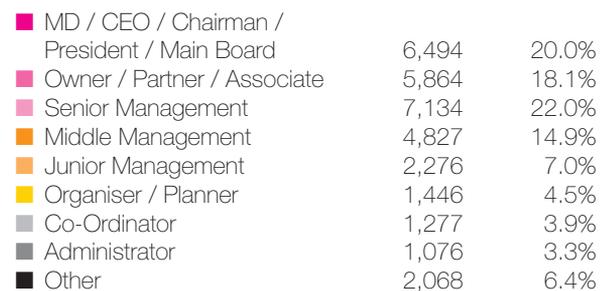
TOTAL
(MULTIPLE RESPONSE)

159,702

JOB STATUS



How would you describe your position within the company?



PURCHASING RESPONSIBILITY

What responsibility do you have for the purchase of travel products and services?



TOTAL
(SINGLE RESPONSE)

32,528

DID YOU KNOW?

Each year, WTM facilitates more than 300,000 new business connections.

Tools to help increase your ROI

Exhibiting at WTM provides you with many opportunities and benefits throughout the year, ensuring you receive the **best return on investment**. Benefits include:

BEFORE THE EXHIBITION



ONLINE PRESENCE

Complete your company profile for buyers' and travel professionals to view, including images, videos and press releases.



SUPPORT & GUIDANCE

Attend the live webinar sessions that help you plan and prepare for a successful exhibition.



PR EXPOSURE

Work with WTM's PR team to increase the coverage of your messages and stories, targeting your key markets.



SEARCH, CONNECT & ARRANGE MEETINGS WITH BUYERS BEFORE WTM

This tool will allow you to message and pre-arrange meetings with buyers, visitors and other exhibitors.

AT THE EXHIBITION



SPEED NETWORKING WITH BUYERS

Meet up to 300 qualified buyers within one hour, based on your business requirements.



MEET THE BLOGGERS

Connect with the top 100 bloggers covering travel and lifestyle, based on your regional and sector needs.



MAXIMISE MEDIA COVERAGE

Do you have a great story to tell? Gain media attention through WTM's reach of up to 3,000 members of international press, utilising interview walls, social media, and TV & Radio.



MAXIMISE LEAD GENERATION OPPORTUNITIES

Use lead capture devices to help you gather visitor information, analyse your data and gain a strong return on investment from exhibiting.

Meet the buyers



WHAT IS THE WTM BUYERS' CLUB?

WTM Buyers' Club, **the leading travel business network**, is World Travel Market's business club for senior international travel industry buyers with direct purchasing responsibility.

WTM Buyers' Club has an average **global membership of more than 14,000 members**, consistently attracting top-quality buyers and has the reputation for generating genuine business leads.

Membership is based on strict criteria, and is comprised of the following buyer profiles:

- Tour Operators (Domestic & Outbound)
- Group Travel Organisers
- Coach Tour Operators
- Corporate Travel Buyers
- Travel Agencies & TMCs
- MICE
- Online Travel Companies
- Wholesales



DID YOU KNOW?

WTM Speed Networking is the largest event of its kind.

Nowhere else would you find, the sheer number of business meetings taking place within one room, within one hour.



9/10

members are 'middle management' and above

78%

of buyers work in areas of Procurement, Contracting and Commercial Management.

76%

of buyers have an annual budget of more than \$50,000 for the purchase of travel products.

87%

of buyers are very or extremely likely to attend WTM 2015.

WTM Portfolio Sales Team

To book your space or discuss your partnership with any of the WTM Portfolio exhibitions, please contact your account representative via the details below.

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“ The perfect platform to promote new products and retain brand awareness. ”

Aleksandr Shvedov
i'way
Chief Commercial Officer

“ It was a great opportunity for us to showcase our company and to meet the most influential decision makers in the industry. ”

Timo Zinkgraf
Grand Hotel Europa
Director of Sales and Marketing

“ Great event not to be missed ”

Margaret Edwards
Central Asian Travel System (CATS Ltd)

WTM Portfolio



*Source: Independent research by Fusion Communications, January 2015

**ABC Audited figures, February 2015

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