

36th edition of World Travel Market to open in London next week

By eTN Managing Editor
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WTM London, now in its 36th year, will be taking place from Monday, November 2, to Wednesday, November 5, 2015 at ExCel London. WTM® London is the leading global event for the travel industry, presenting a diverse range of destinations and industry sectors to over 50,000 UK and international travel professionals. In 2014, the show generated more than £2.5 billion of travel industry contracts.

The first day of WTM®, will host the hugely popular WTM® Speed Networking event for buyers' and exhibitors before the show opens, to facilitate business deals.

David Gill, former Chief Executive of one of the world's most valuable and well known football clubs, Manchester United will also open World Travel Market London 2015 at the WTM Leaders Lunch, which will host 200 of the industry's most senior executives. This year's lunch is organised in association with Mexico Tourism, WTM London's Premier Partner.

Tuesday 3 November sees the event open to everybody from the industry and will host the UNWTO & WTM Ministers' Summit.

Wednesday, 4 November sees the largest day of responsible tourism action in the world – World Responsible Tourism Day, while following a success debut last year the WTM® Festivals will return on the Wednesday evening. The final day of WTM® (Thursday 5 November) will host two speed networking sessions – one for buyers and one for bloggers – as well as the Family Holiday Association's annual conference, Holidays Matter.

WTM® Africa is proud to be part of the WTM® 2015 show and a large contingent of the African team as well as Africa's industry leaders, including the 2015 ASATA Diners Club Award Winners, will be in the UK next week to partake in the event. The spotlight will be on the ASATA award winners as they represent South Africa's top travel

industry professionals and, they will be given the opportunity discuss travel in Africa and its impact on the African economy.

General Manager of WTM® Africa, Chardonnay Marchesi, is looking forward to the show by saying, “WTM® London is an important date in our calendar. It is the flagship show of the WTM® portfolio and we are excited to engage with exhibitors and visitors alike on an international platform. There is a lot that we can take away from London each year. The African team will be on hand to assist any African exhibitors or visitors and we look forward to making WTM® Africa 2016 just as successful and strategic. We will be hosting an African Round table discussion on Tuesday, 3 November which will address the challenges and opportunities that doing business in Africa poses, with key industry players.”

WTM® London forms part of the Reed Travel Exhibitions WTM® Portfolio along with Arabian Travel Market, World Travel Market Latin America, World Travel Market Africa and International French Travel Market.

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