



## Registration live for Innovative Hybrid WTM London

Travel professionals from around the globe are able to register for WTM London 2021, which will be held for the first time in an innovative hybrid format.

The physical event will take place at ExCeL London on Monday, November 1-Wednesday, November 3, 2021, and will be followed by WTM Virtual – November 8-9, 2021.

WTM London will be one of the first key opportunities for those working in the world's travel and tourism to reunite in person as the industry embarks on the road to recovery.

The new hybrid format means buyers and exhibitors will be able to conduct business face-to-face – then the virtual element enables companies and organisations to increase their brand awareness and join networking opportunities – even if they are not able to physically attend the show.

An important advantage is the fact that all exhibitors who exhibit at the physical event will automatically be included in WTM Virtual as part of their package.

The physical event will feature all the elements for which WTM London has become well-known, including the WTM Ministers' Summit, Responsible Tourism Day & Responsible Tourism Awards, headline speakers, seminars, speed networking, research & trends, Travel Forward – the co-located travel technology show and more. There will also be exclusive networking opportunities for senior buyers to do business.

Simon Press, WTM London's Senior Director, said:

"WTM London is always a crucial time for the industry to gather together, in order to plan, network and generate ideas. This year it is vital for us to meet face-to-face, to renew business relationships and forge new partnerships as we look to recover.

"As well as 40+ years of experience organising physical events, the WTM team has been organising successful virtual shows over the course of the pandemic, which means we have unrivalled skills and knowledge to create an exciting, must-attend hybrid show.

“We organised a very successful Arabian Travel Market (ATM) in Dubai in May – which was the largest face-to-face travel and tourism event in the world since the start of the pandemic.

“ATM combined a four-day in-person event with a virtual event a week later, and generated very positive feedback from participants. The event shows how the hybrid format can offer the best of both worlds and support the industry in recovering, rebuilding and reconnecting as quickly and efficiently as possible.”

Press added:

“Recent research has demonstrated that buyers can’t wait to get back to physical events – and trade shows in particular – to look for new business opportunities.

“WTM London hybrid show will enable all delegates to keep ahead of their competitors and promotes themselves to a global audience.

“We offer virtual booths combined with an onsite brand presence and new digital tools to generate business leads and keep up to date with the latest industry trends.”

WTM London is working closely with local authorities, ExCeL London, Public Health England and Transport For London to ensure the highest possible levels of health and safety for attendees.

The global travel industry will attend WTM London to unite, generating business and ideas that will fuel the recovery of the travel and tourism industry.

ENDS

[World Travel Market](#) (WTM) Portfolio comprises leading travel events, online portals and virtual platforms across four continents, generating more than \$7.5 billion of industry deals. The events are:

**WTM Latin America** attracts around 19,000 participants – 11,586 unique. The trade show, which takes place in São Paulo, has a worldwide audience that meets to establish the direction of the travel industry. The event is recognised for attracting a high level of professionals from the segment, including buyers and travel agents. It also offers programmes with qualified content and plenty of opportunities for networking and generating business that is relevant to the travel industry

Next event: Tuesday 10 to Thursday 12 August 2022 – Expo Center Norte, São Paulo <http://latinamerica.wtm.com/>

**London Travel Week**, brought to you by WTM London, is the one-stop-shop for event hosts and visitors to be able to shape the next 12 months of travel together. The festival of events supports the global travel and tourism industry through capturing invaluable news and enhancing industry connections.

Next event: Friday 29 October – Friday 5 November 2021

<https://londontravelweek.wtm.com/>

**WTM London**, the leading global event for the travel industry, is the must-attend three-day exhibition for the worldwide travel and tourism industry. Around 50,000 senior travel industry professionals, government ministers and international media visit ExCeL London every November, generating over £3.71 billion in travel industry contracts.

Next live event: Monday 1 November to 3 November 2021 at ExCeL London

Next WTM Virtual: Monday 8 November to 9 November 2021 – Virtual

<http://london.wtm.com/>

**Travel Forward London** is the leading travel technology event, co-located with WTM London. Travel Forward is renowned for showcasing the next-generation technologies for the travel, tourism and hospitality industry. Over 19,000 travel officials and 150+ innovative solution providers attend for 3 days of cutting-edge insights, open debate

and unrivalled networking opportunities. The combination of a 2-day conference, interactive exhibition and start-up showcase makes Travel Forward truly unique.

Next live event: Monday 1 November to 3 November 2021 at ExCel London

Next Travel Forward Virtual: Monday 8 November to 9 November 2021 – Virtual

<http://travelforward.wtm.com/>

**WTM Virtual**, is the WTM Portfolio virtual platform, created to offer global delegates the chance to arrange one-to-one virtual meetings, to do business, attend conference sessions and roundtables, take part in speed networking and more. WTM Virtual embrace the global leading travel shows in one platform.

**WTM Africa** launched in 2014 in Cape Town, South Africa. More than 6,000 travel industry professionals attend Africa's leading inbound and outbound travel and tourism market. WTM Africa delivers a proven mix of hosted buyers, media, pre-scheduled appointments, on-site networking, evening functions and invited travel trade visitors. Next event: Monday 11 to Wednesday 13 April 2022 – Cape Town International Convention Centre, Cape Town <http://africa.wtm.com/>

**Arabian Travel Market (ATM)**, now on its 29th year, is the leading, international travel and tourism event in the Middle East for inbound and outbound tourism professionals. ATM 2021 showcased over 1,300 exhibiting companies from 62 countries across nine halls at Dubai World Trade Centre, with visitors from more than 140 countries over the four days. Arabian Travel Market is part of Arabian Travel Week. #IdeasArriveHere

Next in-person event: Sunday 8 to Wednesday 11 May 2022, Dubai World Trade Centre, Dubai  
<https://www.wtm.com/atm/en-gb.html>

**Arabian Travel Week** is a festival of events taking place within and alongside Arabian Travel Market 2022. Providing a renewed focus for the Middle East's travel and tourism sector, it includes ATM Virtual, ILTM Arabia, Arrival Dubai, Influencers' events, and activations, as well as Travel Forward. It also features the ATM Buyer Forums, ATM Speed Networking Events as well as a series of country summits.

<https://www.wtm.com/arabian-travel-week/en-gb.html>

**WTM Global Hub**, is the new WTM Portfolio online portal created to connect and support travel industry professionals around the world. The resource hub offers the latest guidance and knowledge to help exhibitors, buyers and others in the travel industry face the challenges of the global coronavirus pandemic. WTM Portfolio is tapping into its global network of experts to create content for the hub. <https://hub.wtm.com/>

#### **About RX**

RX (Reed Exhibitions) is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)

#### **About RELX**

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX. The market capitalisation is approximately £36.6bn, €42.4bn, \$51.5bn.\*

\*Note: Current market capitalisation can be found at <http://www.relx.com/investors>