

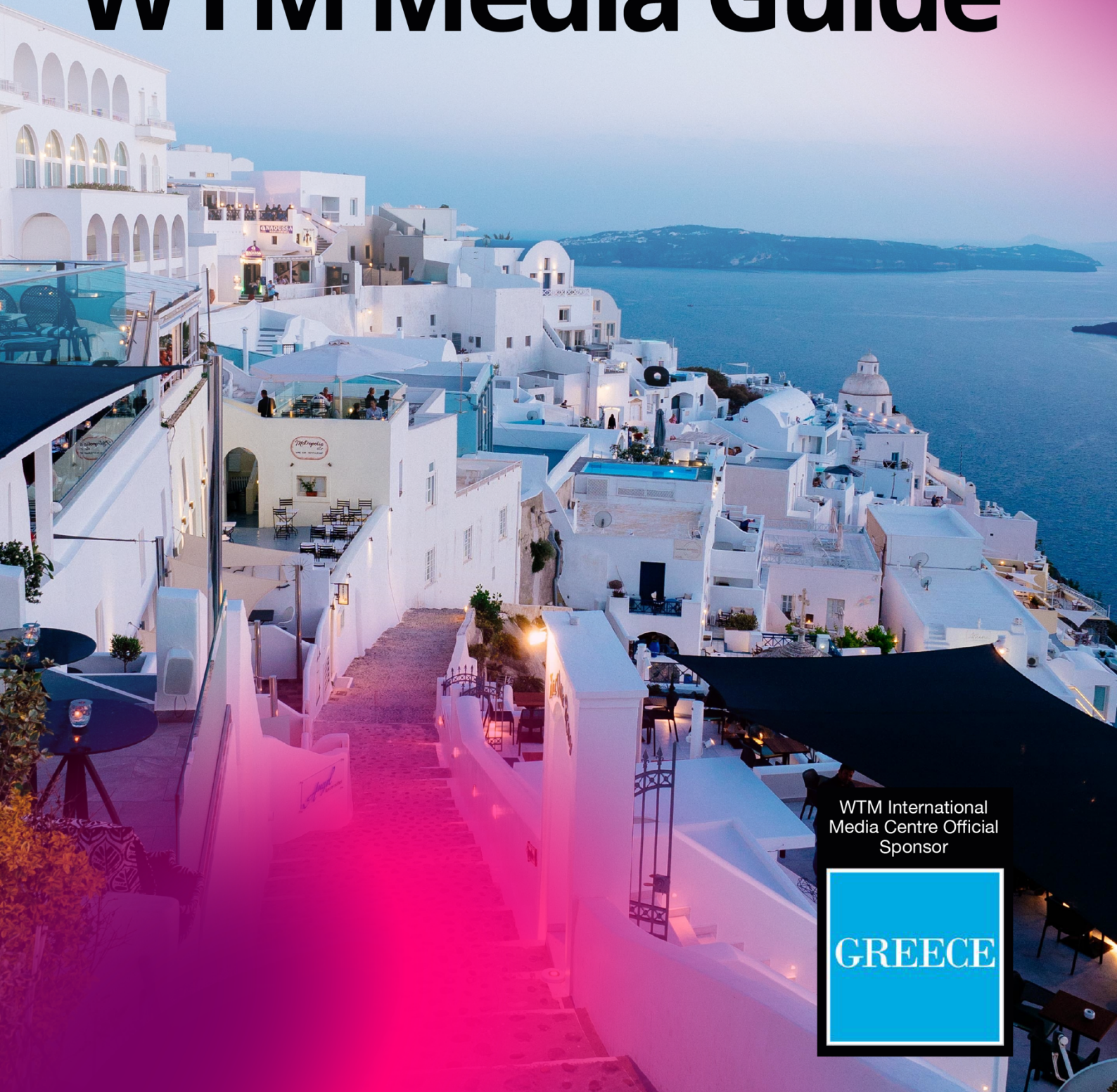


wtm[®]

LONDON

5-7 November 2024

WTM Media Guide



WTM International
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Welcome Letter

Dear WTM Media,

Welcome to World Travel Market London 2024.

We're thrilled to welcome you back to the 44th edition of World Travel Market here at Excel London.

WTM London is the world's most influential travel & tourism event and where the travel community gathers to exchange ideas, drive innovation, and accelerate business outcomes.

From Tuesday 5th November to Thursday 7th November 2024, WTM London will welcome around 4,000 exhibitors from 184 countries and more than 70 conference sessions with over 200 speakers to inspire and facilitate learning, exhibitor announcements, events and entertainment, and networking opportunities galore.

This WTM Media Guide combines important information about the Global Media Centre, press conferences, press receptions, exhibitor's events, press releases, and lists company executives and CEOs available for media interviews. You will also find the Interview Wall schedule along with other practical information to help make your time at WTM as productive as possible.

If you haven't already, make sure you download the WTM app which will help you locate all the exhibitors and the quickest routes to your next meeting, available on iPhone and Android phones

This year, we're pleased to work with a new revamped image [library](#) platform. In addition, you can find a link to some hero shots taken throughout the event [here](#).

We're in for a jam-packed yet productive few days and please don't forget to add the WTM Press Conference and Media breakfast in your calendar on Tuesday 5th November which will release the anticipated WTM Global Travel Report in association with Oxford Economics.

Please find a link to all the latest exhibitor news [here](#), along with WTM London's news [here](#).

We'll be located in the media centre and available at wtmp@daviestanner.com if you need any assistance throughout your time at WTM London.

We hope you have a great show and we're looking forward to seeing you there!

Davies Tanner
WTM London's PR Team

International Media Centre – Located at N1-500

WTM 2024 FLOORPLAN



The International Media Centre (N1-500) is an exclusive area for anyone with a media badge, serving as a base and focal point for news and information about the event and exhibitors. Here's what you need to know about the International Media Centre this year:

- International Media Centre Opening Times:
 - Tuesday 5th November & Wednesday 6th November - 09:30 - 18:00
 - Thursday 7th November – 09:30 – 17:00
- The International Media Centre is located next to the West Entrance (Custom House);
- Cloakroom: Media will have a dedicated cloak room located next to the Media Centre, and also be able to use the following cloakrooms at N1 (access from the Boulevard through hall entrance N2), Prince Regent entrance, and Level 0 (Car Park/ undercroft)
- New for this year the Media Centre will be serving barista style coffee, tea and cold drinks.
- Catering facilities will also be located just outside the media centre for that much needed fuel throughout the day
- Don't forget your water bottle as water stations will be available at the show;
- Bring your own laptop as no computers will be available;
- Please bring all your own charging devices as unfortunately we do not provide attachments, power stations are available
- There is no printer in the media centre, please visit the Business Centre in the undercroft for any urgent printing requirements
- Please note, the Ministers' Summit (Wednesday 6th November, 10:30am-12:30pm, Yellow Theatre) at World Travel Market in association with UNWTO and WTTC is a

- popular session and it's on a first-come, first-served basis. The room layout provides photographers and videographers with a dedicated media pen area to position cameras for the best shot/filming;
- For all WTM Connect Me app assistance, please visit one of the information points in the boulevard, or the Meeting areas in the Community Hubs (north and south)

WTM Exhibitor Press Conferences 2024

TUESDAY 5TH NOVEMBER

Sarawak Tourism Board – Press Conference

Tuesday 5th November 09:45am – 10.30am

Location: Stand: N9-420

The event will begin with a traditional welcome dance and an opening address by the Minister for Tourism, Culture, and Performing Arts Sarawak. Several exciting launches related to gastronomy and responsible travel will also be showcased.

Contact: ellen@atwtravelmarketing.com

WTM Opening Press Conference + Media Breakfast (media badge only)

Tuesday 5th November 10:00am – 11:00am

Location: International Media Centre (N1-500) – Press Conference Room

WTM London is proud to uncover the latest trends and insights shaping travel landscape, as well as a host of predictions for the future of our industry. The exclusive WTM Global TravelReport, in association with renowned researchers Oxford Economics, gives a voice to the changing needs of travellers in emerging and growing destinations and uncovers consumer behaviour for 2025 and beyond. Join the WTM PR team for a continental breakfast

Access the report via the QR code below:



Balearic Islands Tourism Strategy Agency – Press Conference**Tuesday 5th November at 11:00am – 11:30am**

Location: Stand: N5-220

The President of the Balearic Islands, Marga Prohens, together with the Minister of Tourism, Culture, and Sports, Jaume Bauza, will hold a press conference to update on the government's initiatives for promoting responsible tourism in the archipelago this year. The measures include the "Mesa per la Sostenibilitat (Board for Sustainability)" a key initiative accepting proposals from local communities to balance the economic, social, and environmental acts of tourism in the region.

Contact: marta@wearelotus.co.uk**Maldives Media Meet, Visit Maldives – Press Conference****Tuesday 5th November at 11:15am – 12:15pm**

Location: International Media Centre (N1-500) – Press Conference Room

Unveiling the regions latest developments and plans, join the Minister of Tourism Ibrahim Faisal as he discusses current strategies, new openings, culinary highlights and lesser-known experiences. Joined by Dr. Iruthisham Adam, High Commissioner of the Republic of Maldives to the United Kingdom of Great Britain and Northern Ireland, Abdulla Giyas Riyaz, Chairperson of MMPRC/Visit Maldives and Ibrahim Shiuree, CEO and Managing Director of MMPRC/Visit Maldives.

Contact: mala@slcrepresentation.com**Greek National Tourism Organisation – Press Conference****Tuesday 5th November at 12:30pm – 13:15pm**Contact: greecewtm@finnpartners.com**Region of Valencia – Press Conference****Tuesday 5th November at 13:30pm – 14:30pm**

Location: Stand: N5-520

The Region of Valencia will be hosting a press conference with the President of the Region and Minister of Tourism & Innovation. Returning to WTM for the second year, Nuria Montes, and Carlos Mazón will discuss their first year in office together, including the impact of reversing the tourism tax, visitor statistics and future communications plans.

Contact: pr@representationplus.co.uk**Egyptian Tourism Authority – Press Conference****Tuesday 5th November at 13:30pm – 14:15pm**

Location: ICC Room, Room 2, Level 3

His excellency Mr Sherif Fathy, Egypt's Minister of Tourism and Antiquities, and Mr Amrel El-Kady, CEO of the Egyptian Tourism Authority, are delighted to invite you to the press conference. In his first UK appearance in his new role, His excellency, the Minister of Tourism and Antiquities will be sharing updates on tourism in Egypt for 2025 and beyond, including a buffet lunch.

Contact: egypttourism@finnpartners.com

India Tourism – Press Conference**Tuesday 5th November at 13:45pm – 14:30pm**

Location: International Media Centre (N1-500) – Press Conference Room

Contact: khushnaz.m@hereandnow365.co.uk**Visit Palma – Press Conference****Tuesday 5th November at 14:00pm – 14:30pm**

Location: N5-220

The capital of the Balearic Island, Palma, will be showcasing its contemporary arts and cultural proposition at World Travel Market 2024. The Mayor of Palma, Jaime Martínez Llabrés, will present the latest updates and outline how this cultural renaissance is also reshaping travel to Palma, as visitors now seek out the city's artistic experiences, adding a new dimension to its appeal as a tourist destination.

WTM Networking Party**Tuesday 5th November at 17:30pm – 19:30pm**

Location: Community Hubs (North and South)

Join us to let your hair down, relax, and feel a part of your industry! We believe that celebrating together can create strong, meaningful connections that bring limitless opportunities for your career and business.

WEDNESDAY 6TH NOVEMBER**Sustainability and Slow Travel, Visit Malta & Visit Gozo – Press Conference****Wednesday 6th November at 11:00am – 11:30am**

Location: North Gallery 12

A short presentation followed by an expert panel, this press conference will centre around VisitGozo's rebrand covering sustainable tourism, what's new on the island and its mainland connections. Ministers and directors will discuss accommodation and new hotels, authentic artisan approaches and their vision for the future.

Contact: rachel.santacruz@finnpartners.com**Greek National Tourism Organisation: – Press Conference****Wednesday 6th November at 12:30pm – 13:15pm**

Location: International Media Centre (N1-500) – Press Conference Room

Join GNTO Secretary General Mr Andreas Fiorentinos for the Visit Greece Press Conference at WTM where he will provide an overview on Greece's record tourism year in 2024 and projections for 2025! Following the Press Conference, please join the team for Greek wine

and canapes on the Visit Greece Stand N2-220.

Contact: greecewtm@finnpartners.com

Al Balad – MOU signing

Wednesday 6th November at 13:45pm – 14:30pm

Location: International Media Centre (N1-500) – Press Conference Room

Contact: nsalem@hanovercomms.com

THURSDAY 7TH NOVEMBER

The Media & Influencer Forum

Thursday 7th November at 10:00am – 12:00pm

Location: International Media Centre (N1-500) – Press Conference Room

Organised by Frank Marr, Benjamin Bryant and partners to inject new ideas to evolve your current media, content and communication strategies, the Media & Influencer Forum is focused on the landscape, tools and cultural behavioural changes in tourism (locals, business & tourists). With a focus on digital journalism, content creation, and travel communications, the forum addresses critical changes in how the industry interacts

Greek National Tourism Organisation – Press Conference

Thursday 7th November at 12:30pm – 13:00pm

Location: International Media Centre (N1-500) – Press Conference Room

Uncover alternative Greece with the destination's experts in adventure, sports tourism, diving and wellness as they offer their top insights on seeing the islands.

Contact: greecewtm@finnpartners.com

WTM Influencers Lunch (pre-registered, limited spaces available)

Thursday 7th November at 13:45pm – 15:45pm

Location: International Media Centre (N1-500) – Press Conference Room

A chance for influencers, content creators, and photographers to connect with peers, as well

Interview Wall

The WTM Interview Wall is located in the **International Media Centre (N1-500)**. The WTM camera crew will interview important names of the travel industry and media badge holders are invited to take part.

TUESDAY 5TH NOVEMBER

10:00am – 10:30am:

Fernando Hurtado, Senior Director of Global Sales, Visit Las Vegas

11:00am – 11:30am:	Andreas Fiorentinos, Secretary General, Greek National Tourism Organisation
11:30am – 12:00pm:	Tricia Warwick, CEO, Visit Jersey
12:00pm – 12:30pm:	Hon. Edmund Bartlett, Minister of Tourism, Jamaica Tourism Board
12:30pm – 13:00pm:	Boon Sian Chai, Managing Director and VP International Markets, Trip.com
13:00pm – 13:30pm:	HE Khalid Jasmin Al Midfa, Chairman, Sharjah Commerce and Tourism Development Authority
13:30pm – 14:00pm:	Helgi Eysteinnsson, CEO, Iceland Travel
14:00pm – 14:30pm:	Harry Thaliwal, CEO, Cross Hotels & Resorts
14:30pm – 15:00pm:	Fahd Hamidaddin, CEO, Saudi Tourism Authority
15:00pm – 15:30pm:	Gilberto Salcedo Riberto, Vice President of Tourism, ProColombia
15:30pm – 16:00pm:	Lina Annab, Tourism Minister, Jordan Tourism Board
16:00pm – 16:30pm:	Raki Phillips, CEO, Ras Al Khaimah Tourism Development Authority
16:30pm – 17:00pm:	Andre Gomes, President, Algarve Tourism Authority

WEDNESDAY 6TH NOVEMBER

10:00am – 10:30am:	Khadeeja Sana, Director of PR & Marketing, Villa Resorts
11:00am – 11:30am:	Barbara Buczek, Chief Destination Experiences Officer, Cruise Saudi
11:30am – 12:00pm:	Turky Kari, Executive Director of Marketing, Aroya Cruises
12:00pm – 12:30pm:	Harry Theoharis, previous Greek Minister of Tourism and candidate for the UNWTO Secretary
12:30pm – 13:00pm:	William Rodriguez, Tourism Minister, Costa Rica Tourism Board

13:00pm – 13:30pm:	Andy Washington, General Manager EMEA, Trip.com
13:30pm – 14:00pm:	Latia Duncombe, Director General, The Bahamas Minister of Tourism
14:00pm – 14:30pm:	Isabella Amaduzzi, Marketing Manager, Emilia Romagna Region Tourism Board
14:30pm – 15:00pm:	Matongo Matamwandi, CEO & Evans Muhanga, Permanent Secretary, Zambia Tourism Agency
15:00pm – 15:30pm:	Ross McAuley, Director General, Qiddiya City
15:30pm – 16:00pm:	Joniston Bangkuai, Assistant Minister of Tourism, Sabah Tourism Board
16:00pm – 16:30pm:	Dr Ernest Hilaire, Minister for Tourism, St Lucia Tourism Authority
16:30pm – 17:00pm:	Bethan Jones, Sales Manager, The Celtic Collection

THURSDAY 7TH NOVEMBER

10:00am – 10:30am:	Martin Jones, CEO, TBO.com
11:00am – 11:30am:	Ibrahim Shiuree, CEO and Managing Director, Visit Maldives
11:30am – 12:00pm:	Dana AlSaad, Deputy CEO, Bahrain Tourism and Exhibitions Authority
12:00pm – 12:30pm:	Adam Barrett, Global Account Executive, Lemax
12:30pm – 13:00pm:	Tracy Berkley, CEO, Bermuda Tourism Authority
13:00pm – 13:30pm:	Abdulla Yousef, Director of Travel Trade and Markets Development, Department of Culture & Tourism Abu Dhabi
13:30pm – 14:00pm:	Carlos Micallef, CEO, Visit Malta
14:00pm – 14:30pm:	Irene Murerwa, Chief Tourism Officer, Visit Rwanda
14:30pm – 15:00pm:	Dona Regis-Prosper, CEO, Caribbean Tourism Organisation
15:00pm – 15:30pm:	Jonathan Heastie, World Travel Market London

15:30pm – 16:00pm: Nicola Cox, VP Sales & Partnerships, Walks Tours & Devour
Tours

On stand events

TUESDAY 5TH NOVEMBER

Greek National Tourism Organisation (N2-220)

Breakfast in Syros
10:00 – 10:30

The Canary Islands (N5-200)

STARMUS La Palma, The Island of The Stars
11:45am – 12.30pm

Sabah Tourism Board (N9-520)

A cultural celebration of Sabah
12:00 – 13:00

Egypt Tourism Authority (ICC Room 2)

Buffet lunch and conference
13:00 – 14:15

Greek National Tourism Organisation (N2-220)

A Greek Vegetarian Feast
13:30 – 14:00

Greek National Tourism Organisation (N2-220)

Virgin Olive Oil Tasting with MasterChef
UK Champion
15:00 – 15:30

Corendon Airlines (N8-506)

Meet & Greet
15:00 – 17:00

Bermuda (S6-208)

A Taste of Bermuda - 'Dark n Stormy'
17:00 – 18:30

Visit Gibraltar (N3-507)

Gibraltar Candytuft G&T tasting
16:00 – 18:00

Saint Lucia (S7-100)

Drinks reception with Julien Alfred courtesy of
Saint Lucia Distillers
16:30 – 17:00

WEDNESDAY 6TH NOVEMBER

Region of Valencia (N5-520)

Tapas breakfast with the Minister of Tourism &
Innovation of the Region of Valencia &
President of the Region.
09:30 – 10:30

Slovenian Tourist Board (N9-200)

Turning the Wheel of Time – A journey through
Ljubljana Cultural Gems – Travel Talks with
Holly Rubenstein
11:00

Tourism Authority of Thailand (N10-210)

Happy Hour
17:00 – 18:00

Greek National Tourism Organisation (N2-220)

A Greek Vegetarian Feast

13:30 – 14:00

Greek National Tourism Organisation (N2-220) Virgin Olive Oil Tasting with MasterChef
UK Champion 15:00 – 15:30

POMPERU (S5-210)

On-stand dance and presentation
12:30 & 16:00

Slovenian Tourist Board (N9-200)

A culinary journey through Ljubljana's flavours
and festival scene – Travel Talks with Holly
Rubenstein
12:00

Slovenian Tourist Board (N9-200)

Exploring the Julian Alps Transboundary Biosphere Reserve – Travel Talks with Holly Rubenstein 13:00

Villa Resorts (N11-422)
Celebrate the opening of Villa Haven
16:30 – 18:00

Sabah (N9-520)
Tuesday 5th – Thursday 7th
Live music and local dance performances

GK Telecom Ltd (N2-100)
Tuesday 5th – Thursday 7th
Spin the Wheel (giveaways and prizes daily)

AVAILABLE FOR MEDIA INTERVIEWS ONSTAND

VISIT RWANDA (S10-525)
Irène Murerwa, Chief Tourism Officer, Visit Rwanda
Contact: Isabel Bos, ibos@hillsbalfour.com

JAMACIA TOURIST BOARD (S6-318)
Hon. Edmund Bartlett, Minister of Tourism for Jamaica
Contact: Chloe Howman chloe@prm-global.plus

TRIP.COM (S3-530)
Boon Sian Chai, Managing Director and VP International Markets
Andy Washington, General Manager EMEA
Contact: Francesca Mazza, francesca.mazza@trip.com

SHARJAH COMMERCE & TOURISM (S10-210)
HE Khalid Jasim Al Midfa, Chairman of Sharjah Commerce and Tourism Development
Contact: Natalie Bigbie-Berry, natalie@wearelotus.co.uk

ICELAND TRAVEL (N7-300)
Helgi Eysteinnsson, CEO, Iceland Travel
Contact: Natalie Bigbie-Berry, natalie@wearelotus.co.uk

CROSS HOTELS & RESORTS (N10-210)
Harry Thaliwal, CEO
Contact: Jess Hopton, jess@atwtravelmarketing.com

VISIT SAUDI (S8 212)
Fahd Hamidaddin, CEO, Saudi Tourism Authority
Contact: Vida Rizq, vrizq-c@sta.gov.sa

JORDAN TOURISM BOARD (S10-420)
Mrs Lina Annab, Tourism Minister
Dr. Abed Al Razzaq, Managing Director
Contact: Mala Mistry, mala@slcrepresentation.com

RAS AL KHAMIAH TOURISM DEVELOPMENT AUTHORITY (S10 – 500)
Raki Phillips, CEO of Ras Al Khaimah Tourism Development Authority
Contact: Florence Christie, florence.christie@bcw-global.com

ALGARVE TOURISM BOARD (N4-200)
Andre Gomes, President of Algarve Tourism Authority
Contact: Niamh Folan, niamh.folan@p1communications.com

VILLA RESORTS (N11 -422)
Khadeeja Sana, Director of PR & Marketing
Contact: Julia Thomas, julia@wearelotus.co.uk

COSTA RICA TOURIST BOARD (S5-230)
William Rodriguez, Tourism Minister
Contact: Enrique Martin, enrique.martin@four.agency

TENERIFE TOURISM CORPORATION (N5-200)
Dimple Melwani, CEO
Contact: Enrique Martin, enrique.martin@four.agency

ZAMBIA TOURISM AGENCY (ZTA) (S12-225)
Matongo Matamwandi, Zambia Tourism Agency's CEO,
Evans Muhanga, Permanent Secretary
Contact: Kate Pernfuss
<kp@pc.agency>

SABAH TOURISM BOARD (N9-520)
Joniston Bangkuai, Asst. Minister of Tourism, Culture and Environment,
Sabah Contact: Julia Thomas, julia@wearelotus.co.uk

ST LUCIA TOURISM AUTHORITY

(S7-100)
Deputy Prime Minister, Dr. Ernest Hilaire
Contact: Liz Fay, lfay@stluciauk.org

HERITAGE RESORTS (N11-200)
Raoul Maurel, Chief Operating Officer
Contact: Niamh Folan, niamh.folan@p1communications.com

VISIT MALDIVES (N11-415)
Mr Ibrahim Shiuree, Chief Executive Officer and Managing Director
Contact: Mala Mistry, mala@slcrepresentation.com

BAHRAIN TOURISM AND EXHIBITONS AUTHORITY (S10-222)
Dana AlSaad, Deputy CEO
Contact: Enrique Martin
Enrique.Martin@four.agency

BERMUDA TOURISM AUTHORITY (S6-208)
Tracy Berkley, CEO
Contact: Lily Morrison, lmorrison@hillsbalfour.com

DEPARTMENT OF CULTURE & TOURISM ABU DHABI (S10-215)
Abdulla Yousuf, Director of Travel Trade and Markets Development
Contact: Florence Christie, florence.christie@bcw-global.com

CARIBBEAN TOURISM ORGANISTAION (S6-316)
Dona Regis-Prosper / CEO and Secretary General of the Caribbean Tourism Organization
Contact: Florian Valmy-Devillers
florian@caribbean.co.uk

THE BAHAMAS MINISTRY OF TOURISM (S6-310)
Latia Duncombe, Director General, The Bahamas Ministry of Tourism, Investments and Aviation

Contact: Jacob Mellors
jacob.mellors@finnpartners.com

EGYPTIAN TOURISM AUTHORITY
(S12-210)

His Excellency Mr Sherif Fathy, Egypt's
Minister of Tourism and Antiquities
Contact: Freya Lord-Jones, Freya.lord-jones@finnpartners.com

**DUBAI DEPARTMENT OF ECONOMY
AND TOURISM** (S9-220)

Hoor Al Khaja, Senior Vice President
Contact: Ellie Lowry, el@pc.agency

**LAS VEGAS CONVENTIONS AND
VISITORS AUTHORITY** (S7-420)

Fletch Brunelle, VP of Marketing
Contact: Izzy Bo,
ibos@hillsbalfour.com

VISIT JERSEY (N7-210)

Tricia Warwick, CEO
Contact: Gabriella Bustone,
Gabriella.bustone@finnpartners.com

CRUISE SAUDI (S8-212)

Barbara Buczek, Chief Destination
Experiences Officer
Contact: Julia Thomas,
julia@wearelotus.co.uk

EMILIA ROMAGNA REGION (N3-210)

Isabella Amaduzzi, Marketing Manager
Contact: Enrique Martin,
Enrique.martin@four.agency

THE CELTIC COLLECTION (N7-210)

Bethan Jones, Sales Manager
Contact: Beth Jones, bjones@celtic-collection.com