

Media Guide 2021

WTM Media Centre
Official Sponsor



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WTM London Press Releases

Access: <https://hub.wtm.com/category/press/wtm-london-press-releases/>

Travel Forward Press Releases

Access: <https://hub.wtm.com/category/press/travel-forward/>

Welcome Letter

Dear Media,

We're so excited to be back! WTM London and Travel Forward 2021 will be the largest gathering of industry professionals over the last 18 months and it's a must-attend event for you, journalist and digital influencer.

We're proud to present you to our very first **WTM & TF Digital Media Guide**.

Our Media Guide will combine important information, including press conferences taking place during WTM London and Travel Forward physical shows, WTM's and exhibitors' press releases, executives and CEOs available for media interview, dedicated events to media, interview wall schedule and what to expect of our shows this year.

Our Media Library will offer you printable press photos of all sessions, stands, Ministers, logos, etc. Access: <https://wtm.mediafiler.net/wtm/start/index>

International Media Centre – Located at ME170

The International Media Centre is THE 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:
 - Sunday 31 October -13:00-16:00
 - Monday 1 November - 8:00-18:00
 - Tuesday 2 November - 8:00-18:00
 - Wednesday 3 November - 8:00-18:00

- Please bring your own laptop as no computers will be available
- Media will be able to use the main cloakroom located in Halls S1 and 2 (LA02), as there is no cloakroom in the Media Centre. Don't worry about the queue; media badges will be prioritised
- And of course, tea and coffee will be available

Media Diary of Events 2021

Available for Interview

Interview opportunity with Jamaica's Minister of Tourism, Hon. Edmund Bartlett

He will speak knowledgeably about Jamaica and could give you a comprehensive update on the destination following reopening of the borders; the James Bond effect and what this means for Jamaica, as well as plans for the upcoming 60th anniversary.

Jamaica has been welcoming visitors back to her tropical shores since borders reopened in June 2020. Jamaica's extensive health and safety protocols, developed in conjunction with authorities across health and tourism sectors, were among the first to receive the World Travel & Tourism Council's Safe Travels recognition.

Jamaica is continuing to develop and focus on the "Jamaica Cares" focused programme that delivers robust Tourism COVID-19 health and safety protocols as well as innovative Resilient Corridors.

To arrange an interview, contact: Frances Shonde

Frances.shonde@fourcommunications.com

Jamaica@fourcommunications.com

Interview Opportunity with Turkish Minister of Culture and Tourism, Mehmet Ersoy

The Turkish Minister of Culture and Tourism, Mehmet Ersoy, will be available for interview on Day 2 of WTM. He can provide early insights into recovering visitor numbers from the UK to Turkey since it was removed from the UK Government's Red List on 22nd September 2021, and forward predictions for travel demand in 2022, including upcoming launches and new experiences available to tourists in Turkey.

To arrange an interview, please contact Charlie Hampton by telephone (+44 07884 187 297) or email (charlie@pembrokeandrye.com)

Date: 2 November (Tuesday)

Time: 12:00 – 16:00

Location: Stand EU1850

Tourism Malaysia Media Meetings & Interviews

For the most up to date news on Malaysia's 2022 tourism strategy, please come and meet us at WTM. Whether looking for inspiration for your next story or a comment on Malaysia's tourism outlook, we will have a number of spokespeople available throughout the show to share their passion for the destination.

Special guests in attendance this year at WTM, include:

- High Commissioner-Designate of Malaysia to the UK, Ambassador Zakri Jaafar

- Tourism Malaysia, Senior Director of International Promotions (AERO), Dato Dr Ammar Abd Ghapar
- Tourism Malaysia, UK Director, Mr Shahrir Ali

Dates: 1 November (Monday) and 2 November (Tuesday)

To schedule a meeting or interview, please RSVP to hannah@athousandwords.info

Press Reception

GNTO (Greece National Tourism Organisation) Press Reception

Greece is delighted to invite journalists and influencers to lunch on 2 November at the Greek stand to meet some of the key new Greek travel start-ups as well as some of the key team at the Greek National Tourism Organisation.

Date: 2 November (Tuesday)

Time: from 12pm

Location: Stand EU1100-1150

RSVP: frances@wearelotus.co.uk



The Egyptian State Tourist Office Press Reception

The Minister of Tourism and Antiquities, H.E. Dr. Khaled El-Enani, will be speaking about the latest discoveries, the Grand Egyptian Museum, new tourism projects and developments.

Mr. Mohamed Ismael, ETPB London director, will welcome the guests and there will be refreshments at the stand.

Date: 2 November (Tuesday)

Time: 16:00

Location: Stand AF350

Press Conferences 2021

Monday 1 November

WTM Media Breakfast

Monday 1 November at 9:30am – 10:00am

Location: International Media Centre (ME170)

Join the WTM London Media Team for a continental breakfast and a chance to network, leading on to the opening WTM London press conference.

Open to media only.

For media enquiries:

Natalia Hartmann – natalia.hartmann@rxglobal.com

WTM London & Travel Forward Press Conference Industry Report

Monday 1 November at 10:00am – 10:50am

Location: International Media Centre (ME170)

The opening conference to WTM London will unveil the official WTM London Industry Report. The report sets to gauge the conversations taking place on the WTM London exhibition floor, the sentiment of the industry and UK holidaymakers, as well as to discover the popular destinations for the following year. There is an undoubted pent-up demand from people to travel in 2022, so it's crucial your business is one-step ahead in helping to plan for the future.

Moderated by Simon Calder – UK Travel Journalist & Broadcaster

Location: WTM Global Stage

For media enquiries:

Natalia Hartmann – natalia.hartmann@rxglobal.com

Thailand Press Conference

Monday 1 November at 10:45am – 11:45am

Location: South Gallery Room 23

The Tourism Authority of Thailand (TAT) and Ministry of Tourism & Sport welcome you to this special press conference to update you on Thailand's reopening strategy as travel restrictions to the country ease from 1st November.

TAT will also announce its new marketing plans '**Visit Thailand Year 2022 – a New Chapter**' and will share the country's latest news, developments and ideas sure to both inform and inspire you. The presentations will include the latest detailed reopening

information and inspiration for what travellers can expect in amazing Thailand in 2022 and beyond.

Speakers:

H.E. Mr. Phiphat Ratchakitprakarn, Minister of Tourism & Sport

Mr. Siripakorn Cheawsamoot, Deputy Governor for Marketing Communications, Tourism Authority of Thailand

For media enquiries:

Joanna Cooke – joanna@tourismthailand.co.uk

Ras Al Khaimah Press Conference

Monday 1 November at 13:00pm – 15:00pm

Location: Ras Al Khaimah Stand (ME340)

Ras Al Khaimah, the Northernmost Emirate of the UAE, has unveiled a new vision and destination brand. At the heart of this is the Emirate's identity as a nature-based travel destination, offering fulfilling moments inspired by nature's wonders. This new identity fits seamlessly with an Emirate famed for its mountain peaks, sprawling deserts and pristine beaches and elevates it to even greater heights.

Ras Al Khaimah is delighted to welcome you to our stand, for a chance to learn more about the Emirate's ambitious growth plans including the multi-million-pound investment into more than 20 sustainable tourism development projects; aligning with Ras Al Khaimah's Sustainable Tourism Destination Strategy that will see the nature-based Emirate become the regional leader in environmentally conscious tourism by 2025, the launch of the largest Hampton by Hilton Marjan Island which made its debut in July 2021, and further international hotel brands set to open in the destination including Movenpick, InterContinental, Anantara, Radisson and Sofitel.

Speakers:

Raki Phillips, CEO of Ras Al Khaimah Tourism Development Authority

Iyad Rasbey, Executive Director of Destination Tourism Development & MICE at the Ras Al Khaimah Tourism Development Authority

For media enquiries and RSVP:

Phoebe Irving: phoebe@prm-global.com

Ama Grigore: ama@prm-global.com

[Visit Greece Press Conference](#)

Monday 1 November at 14:00pm – 15:00pm

Location: International Media Centre (ME170)



GREECE

PRESS CONFERENCE VISIT GREECE

MONDAY 1 NOVEMBER AT 14.00 AT THE WORLD TRAVEL MARKET PRESS CENTRE:
IMC ME170

Greek Minister for Tourism Mr. Vassilis Kikilias will present the latest updates from Greece with a re-cap of 2021 and a projection towards 2022 alongside new developments in the tourism sector.

Guest speaker Vassos Alexander, acclaimed BBC and Virgin radio presenter, will talk about how his own Greek heritage has provided him with some unique perspectives into modern Greek culture, landmarks and gastronomy.

RSVP: PR@GNT.CO.UK

Greek Minister for Tourism Mr. Vassilis Kikilias will present the latest updates from Greece with a re-cap of 2021 and a projection towards 2022 alongside new developments on the tourism sector. Q&A to follow.

Guest speaker Vassos Alexander, acclaimed BBC and Virgin radio presenter, will talk about how his own Greek heritage has provided him with some unique perspectives into modern Greek culture, landmarks and gastronomy.

For media enquiries and RSVP:

Panos Papadopoulos: pr@gnto.co.uk

Dur Hospitality New Brand Launch Press Conference

Monday 1 November at 16:30 – 17:30

Location: Press Conference Room – International Media Centre (ME170)

Dur Hospitality is planning for a New Brand Launch the new brand will be announced on **1st Nov 2021** with the attendance CEO & President of Hotel Operations of Dur Hospitality, the press conference will consist of the following:

- Opening statement and Welcoming remarks
- Introducing the spokespeople at Dur Hospitality
- Presentation/video around the new brand.
- Q&A session with CEO and President of HoP
- Closing Statement

Speakers:

- Mr. Sultan Al Otaibi – CEO
- Mr. Hassan Ahdab – President of Hotel Operations
- Mr. Hamad Alsalman - Corporate Communication and Marketing Director
- Mr. Bandar Alshamrani - Marketing Manager

For media enquiries and arrangements:

Mr. Hamad Alsalman – Corporate Communication and Marketing Director

Email: halsalman@dur.sa

Tuesday 2 November

Lemax Press Conference

Tuesday 2 November at 10:00am – 11:00am

Location: Lemax Stand (TT415)

Mate Kostovski, CEO and founder of Lemax will be speaking about the importance and impact of technology in the tourism industry. While travelers in the "new normal" times are looking for more unique, personalized offers, free cancellations and rebookings, digital presence and faster responses from agencies, etc; travel companies are struggling to meet their needs because of a huge lack of staff they're facing currently. By implementing new technologies - primarily automation and digitalization of business processes, travel companies can operate faster and be focused on the quality of their products and satisfying the needs of the new generation of travelers, regardless of the lack of workers.

Speaker: Mate Kostovski, CEO and founder of Lemax (www.lemax.net), one of the world's leading software companies for tour operators, travel agencies and DMCs,

For Media Enquiries:

Ines Rudan - ines.rudan@lemax.net - 00385953888797

Slovenia Tourism Board Press Conference

Tuesday 2 November at 11:00am – 12:00pm

Location: Slovenian Tourism Board Stand (EU1800)

Together with a number of key partners, the representatives of the Slovenian Tourism Board are looking forward to attending World Travel Market 2021 and sharing 2021's key highlights in addition to an exciting announcement for 2022.

Key events include a press conference on Tuesday 02 November at 11am outlining why Slovenia is a must-visit destination for 2022 (Stand EU1800) followed by a panel discussion with the individual representatives.

One-to-one interview opportunities and meetings with media and key strategic tourism partners are also available with Slovenia representatives, including Global Communication Manager Aleksandra Lipej.

To arrange a meeting and register your interest in the press conference, please email sophia@blackdiamond.co.uk

Balearic Islands Press Conference

Tuesday 2 November at 12:30pm – 1:30pm

Location: Balearic Islands Stand (EU500)

The representatives of the Balearic Islands are looking forward to attending World Travel Market 2021 as tourism starts to bounce back. The archipelago comprising Mallorca, Menorca, Ibiza and Formentera will feature at the leading travel trade show, together with a number of their key tourism partners.

Key events will include a press conference on Tuesday 02 November at 12.30 focused on post-pandemic tourism recovery (Stand EU500) followed by a panel discussion with the individual island representatives.

One-to-one interview opportunities and meetings with media and key strategic tourism partners are also available with representatives from the Balearic Islands including tourism director Rosana Morillo and tourism director Xisco Mateu.

To arrange a meeting and RSVP, please email balearicislands@wearelotus.co.uk

Jordan Press Conference

Tuesday 2 November at 13:00pm – 14:00pm

Location: International Media Centre (ME170)

Jordan is open and ready to welcome back UK visitors with warm Middle Eastern hospitality. The Jordan Tourism Board will be holding a press conference to share news of an exciting update on the country's future tourism plans. In addition, media will hear from H.E. the Minister of Tourism & Antiquities of Jordan and the Managing Director on the country's current status and development plans around sustainability, aviation and UNESCO World Heritage sites and experiences.

Jordan's Minister of Tourism & Antiquities H.E. Nayef Al-Fayez and Managing Director for the Jordan Tourism Board, Dr. Abed Al Razzaq Arabiyat, will both be available for interviews after the press conference.

Interview requests should be made to Mala Mistry; mala@slcrepresentation.com.

WTTC and the Philippine Department of Tourism Press Conference

Tuesday 2 November at 13:30pm – 14:30pm

Location: South Gallery Room 20

Join the World Travel & Tourism Council and the Philippine Department of Tourism at WTM London

WTTC and the Philippine Department of Tourism is delighted to invite you to a joint press conference with Julia Simpson, WTTC President & CEO, and Bernadette Romulo-Puyat, Honourable Secretary of Tourism of the Philippines.

Hear more about the highly anticipated Global Summit taking place in Manila from 14-16 March next year, and how the Philippines is recovering from the COVID-19 pandemic and its forecast for 2022.

WTTC is will also reveal new ground-breaking research which looks at the recovery of global business travel, an industry which before the pandemic struck, contributed more than US\$272 (£215) billion a year.

This joint press conference will be held on Tuesday, 2 November, 13:30–14:15, Room 20, South Gallery, ExCel London during WTM

For further information please contact the WTTC press office at press.office@wttc.org

Maldives: Media Meet - A press conference by Visit Maldives

Tuesday 2 November at 14:30pm – 15:30pm

Location: International Media Centre (ME170)

Attend the Maldives press conference to learn about how the Maldives is redefining MICE. Sandy white beaches and a backdrop of crystal clear turquoise waters will replace board rooms in the future of MICE. The Maldives, celebrating 50 years of tourism next year, is leading the way.

Speakers:

H.E Dr. Abdulla Mausoom - Minister of Tourism

Mr. Thoyyib Mohamed - Chief Executive Officer & Managing Director, Visit Maldives

Ms. Zuley Manik, Executive Director, Sun Siyam Resorts

For Media Enquiries:

Daniel Machado-Gibbs

maldives.uk@aviareps.com

Interview Wall

Monday 1 November

10:00 – 10:30 Berthold Trenkel, COO, Qatar Tourism

11:00 – 11:30 Vasyl Zhygalo – Portfolio Director of IBTM and WTM brands

11:30 – 12:00 Raki Phillips, CEO, Ras Al Khaimah Tourism Development Authority

14:00 – 14:30 Simon Press, Exhibition Director, WTM London and Travel Forward

15:00 – 15:30 Siddhartha Kothari, General Manager, Rev.ai, RateGain

15:30 – 16:00 Sheo Shekhar Shukla, Managing Director, Madhya Pradesh Tourism Board

16:00 – 16:30 Joss Croft, CEO, UKinbound

Tuesday 2 November

10:00 – 10:30 Abdulrahman Aljefri, Strategy & Research Associate Director, Diriyah Gate Development Authority

10:30 – 11:00 Manuel Aragonés, CEO, Travel Compositor

11:00 – 11:30 James South, Group Chief Executive Officer, Igoroom

11:30 – 12:00 Vijay Sharma, Managing Director, Karnataka State Tourism Development Corporation

12:00 – 12:30 Joy Jibrilu, Director General, The Bahamas Ministry of Tourism, Investments & Aviation

12:30 – 13:00 H.E. Khalid al Midfa, Chairman, Sharjah Commerce & Tourism Development Authority (SCTDA)

13:00 – 13:30 Mate Kostovski, CEO, Lemax

13:30 – 14:00 David Lavoral, CEO, SITA
14:00 – 14:30 Simon Press, Exhibition Director, WTM London and Travel Forward
14:30 – 15:00 Yoel Razvozov - Minister of Tourism (Israel)
15:00 – 15:30 Ambassador Zakri Jaafar, High Commissioner - Designate of Malaysia
15:30 – 16:00 Klemens Langus, Julian Alps Association

Wednesday 3 November

10:30 – 11:00 Rebecca Vanin, Head of Purchasing, Happy Tours
12:00 – 12:30 Katerina Buglova, Project & Trade Manager, Czech Tourism
14:00 – 14:30 Simon Press, Exhibition Director, WTM London and Travel Forward
14:30 – 15:00 Frank Marr, AM+A Marketing and Media Relations/PRCA Travel and Tourism Chairman
15:00 – 15:30 Csaba Faix, CEO, Budapest Brand

Exhibitor News

Europe

[Julian Alps Association set to announce NEW 52km Juliana SkiTour, launching in time for the 2021/22 ski season](#)

Following on from the success of the Juliana hiking and Juliana Bike trails, the Julian Alps Association are set to unveil the NEW four-day Juliana SkiTour, a 52km expedition which will showcase the stunning sights of the Julian Alps.

This year the Julian Alps Association is set to unveil a four-day ski touring expedition across the Julian Alps, launching in time for the 2021/22 ski season. The total length of the expedition is 52km, with an average stage length of 13km. Each stage should take roughly 5-6 hours to complete. For those that manage to complete the entire trail, they will have climbed 4367m and skied down 4891m, more than the height of Mont Blanc!

Four ski tours connected for the first time

Rather than being one long connected tour, it is actually four separate ski tours which can be combined to showcase the amazing landscapes of the Julian Alps. When connected, the trails stretch all the way from Kranska Gora in the north to Tolmin on the south side.

The Juliana SkiTour aims to make ski touring more accessible to a wider range of mountain visitors. Each stage has the option of an easier route or a more ambitious trail so skiers can adapt depending on the conditions of the mountain. Rather than staying in mountain huts, skiers will return to the valley after each day, which will give them the opportunity to relax in comfortable local accommodation and refuel with delicious local Slovenian cuisine.

A responsible tourism product

As with the existing Juliana and Juliana Bike trails, the new Juliana SkiTour has been designed with responsible tourism in mind. When they're not enjoying the snow, skiers will have the opportunity to enjoy authentic Slovenian accommodation and gastronomy.

Skiing from a pristine winter peak offers a much more powerful experience than skiing alongside ski lifts. Snow-capped mountains can be reached on skis without the need for ski lifts or artificial snow, both of which can interfere negatively with the environment. Ski touring offers the opportunity to explore places that would otherwise be largely inaccessible while having a minimal impact on local communities and landscapes.

For more information visit www.julian-alps.com/en/p/juliana-skitour/62466923/

Stand Number: EU1800

PR contact: Tom Watts

Email: tom@welcometoama.com

Polish National Tourist Office Appoints New UK and Ireland Director

The Polish National Tourist Office has appointed its new UK and Ireland Director ahead of a busy year welcoming back travellers to the country after the pandemic. The new appointment comes at an exciting time for Poland with new tactical marketing campaigns continuing to build up Poland's image as one of Europe's premier destinations for diverse city breaks, unforgettable nature escapes, and outdoor adventure.

New appointment to bring innovative approach

The Polish National Tourist Office (PNTOT) has announced the appointment of Dorota Wojciechowska, former Head of Marketing of the PNTOT, as the new UK and Ireland Director in London. Ms. Wojciechowska will bring extensive industry and marketing experience and will be implementing comprehensive strategies in the UK and Irish markets.

Promoting tourist attractions through wide reach digital campaigns

Ms. Wojciechowska's core strategy will be to promote Poland as the ideal European destination for post-pandemic city breaks, in addition to showcasing the country's stunning nature. By running tailored online campaigns and placing key tourist attractions in TV shows with large audiences, Ms. Wojciechowska plans to improve Poland's image among the British travellers who have never been to Poland before. These campaigns will showcase the country's amazing cities, culture and illustrious history.

Increased online presence to expand Poland's reach

As global travel continues to return to pre-pandemic levels, Ms. Wojciechowska will utilise her vast experience to help position Poland as a leader in Europe's tourism market. The PNTOT plans to work closely with high profile influencers, opinion leaders and media to create targeted and highly effective online campaigns. Press trips will offer the opportunity for media and travel agents to get an authentic experience of Polish culture and history. Similarly, the

PNTD plans the host webinars to help travel agents learn about Poland and what makes it a must-visit destination.

Tourism returns as UK visitors experience Polish culture once again

Poland remains one of Europe's most affordable and easily accessible destinations, offering visitors the chance to experience an epic weekend break and uncover unique locations. Poland is easily accessed via some of Europe's best transport links with direct flights operated daily from across the UK. Poland is currently on the UK's amber travel list. Fully vaccinated travellers currently do not have to quarantine upon arriving in Poland or when returning to the UK. Moreover, visitors do not need to take a COVID test before their departure to Poland.

Further marketing opportunities will come from collaborating with one of London's most respected media and communications agencies, [AM+A Marketing and Media Relations](#), who integrate creative, digital PR techniques and an ethically minded focus.

"The Polish travel industry is inspired to make travel happen again and we want to be a part of that journey by taking part in this year's WTM. It's vital for us to meet face-to-face with our British partners and renew our business relationships as we look to recover. We are looking forward to welcoming back all foreign tourists, particularly those arriving from the UK, which is one of the reasons why I'm delighted that we'll be promoting our key cities and regions along with Polish tour operators at WTM in London" states Dorota Wojciechowska, UK and Ireland Director of the Polish National Tourist Office in London.

Stand Number: EU1500
PR contact: Jack Farthing
Email: jack@welcometoama.com

[The Polish Tourism Organisation 2021/2022 Announcements & Media Stories](#)

Poland is ready to welcome back tourists as the industry begins to recover from the pandemic. From a new site being added to the UNESCO World Heritage List, to a new Director who hopes to harness the power of Poland's diverse city break offering to kickstart the country's tourism revival, there are plenty of exciting opportunities ahead. Whether you are looking for rich culture and history or the freedom of outdoor exploration, Poland has it all and is set to be one of Europe's premier tourism destinations in 2022. www.poland.travel/en

Announcements & Media Stories

Poland to prioritise its city break offering in 2022 road to recovery

The Polish Tourism Organisation will look to harness the pull of its city break offering in the recovery of its tourism industry in 2022, from Krakow and Katowice to Warsaw and Wroclaw. This will involve showcasing the lesser-known cities, such as the gorgeous golden Gdansk on the Baltic coast. In addition to this, the Polish Tourism Organisation plans to work with influencers and TV shows to highlight new sides to well-known destinations and some hidden gems. The tourist board hope that the diversity of their cities, the rich historical and cultural experiences on offer within them, and their ease-of-access from major UK cities thanks to regular flights will help to position Poland as one of Europe's premier city break destinations in 2022.

NEW Polish site added to the UNESCO World Heritage list

The Ancient and Primeval Beech Forests of the Carpathians are the newest site from Poland to be enshrined in the UNESCO World Heritage Site list. The forest, located in the Bieszczady National Park, was added along with forests in five other European countries. The Polish beech reserves cover a staggering 3,300 hectares and are a protected, untouched haven for wildlife. The Bieszczady National Park itself covers almost 30,000 hectares, making it the third largest national park in Poland. It's a habitat for brown bears, wolves, lynx and more. This addition takes Poland's total of UNESCO-protected sites to 17, over 10 more than the world average. Other sites can be found here: www.poland.travel/en/heritage/unesco-sites-2

Stand Number: EU1500
 PR contact: Jack Farthing
 Email: jack@welcometoama.com

CzechTourism Announces NEW 2022 Tourism Focus: Traditions

CzechTourism, the tourism board of the Czech Republic, has announced their new marketing strategy for 2022, which will be centred on Czech traditions. This overarching focus will act as a guiding force for campaigns that promote the Czech Republic's key tourism products: city breaks, outdoor adventure, spa and wellness, history and culture and sustainable tourism.

Traditions touch every part of this historic country, from spa treatments that have been around for hundreds of years, to beer brewing techniques that have given the world the very first Pilsner lager. These traditions still shine through in modern Czech life, from a gastronomy scene that has refined and fused traditional dishes with a modern twist, to buildings and architecture that provides a new, interesting take on more traditional architectural styles.

CzechTourism will aim to highlight how these traditions have helped shape the country's tourism offering with a series of marketing social media, PR and press trip campaigns for consumers, media and trade. The hope is that by highlighting traditions in the country, it will allow visitors to not only see the best parts of the country, but to really experience them. There is a growing desire amongst consumers for more experiential travel, and this marketing focus will show there is always something new to learn when travellers dive deeper into a

destination, discovering the treasures of old and how this history has helped shape the Czech Republic as we know it today.

Katarina Hobbs, CzechTourism's UK and Ireland Director said: "The Czech Republic offers an endless range of traditions and crafts, customs full of music, breath-taking architecture and unforgettable landscapes and scenery. Introducing our country and all the distinct regions that are a part of it, through centuries-old traditions, will be our main focus for next year. Whether it's North Bohemia's tradition of jewellery manufacturing and delicate glassmaking, or Moravia and Silesia's beautiful vineyards, magical wine cellars, and ravishing folklore, all of our regions and their unique experiences come with a story that needs to be explored to truly know our beautiful country."

For more information on Czech traditions, visit: www.visitczechrepublic.com/en-US/search/traditions

Stand Number: EU1600

PR contact: Jack Farthing

Email: jack@welcometoama.com

CzechTourism 2021/22 Announcements & Media Stories

With the UK government scrapping the amber list for international travel, CzechTourism are ready to kickstart their tourism plans for 2021 and 2022. The following year will see the tourism board focus on the countless traditions that make the country one of Europe's most diverse, unique destinations. These range from their UNESCO-protected town centres and industry-leading spas to their picturesque landscapes and outdoor adventure experiences. For more information, visit: www.visitczechrepublic.com/en-US

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UNESCO awards World Heritage status to two NEW sites in the Czech Republic

UNESCO has awarded two new sites in the Czech Republic with World Heritage status. [The West Bohemian Spa Triangle](#) which consists of Karlovy Vary, Mariánské Lázně and Františkovy Lázně (as part of the Great Spas of Europe), in addition to the [Jizera Mountains Beech Forest](#) (as part of the Ancient and Primeval Beech Forests of the Carpathians) were the 15th and 16th sites from the Czech Republic to be added

to the prestigious list. This means the Czech Republic has 10 more sites than the average country. These sites were added for their cultural significance and vital biodiversity respectively.

CzechTourism launches Czech Academy online training platform

The new platform is geared towards educating tour operators and trade professionals on the key tourism offerings of the Czech Republic. Those that enroll in the academy will be able to complete six modules packed with interesting and useful information. The six modules are as follows:

- Welcome to the Czech Republic
- Spa and Wellness
- Culture and Gastronomy
- LGBT
- MICE
- Cities: Gateways to Regions

Once all modules are complete, participants will receive a master certificate to showcase their unrivalled knowledge of the country. www.czechtravelacademy.com/

Stand Number: EU1600

PR contact: Jack Farthing

Email: jack@welcometoama.com

TURKEY SIGNALS STRATEGIC IMPORTANCE OF UK MARKET

Confirms significant presence at World Travel Market
Culture and Tourism Minister to visit on Day 2

The Turkish Tourism Board in the UK has announced that the Turkish Minister of Culture and Tourism, Mehmet Nuri Ersoy, will be attending Day 2 of World Travel Market 2021 in London on 2nd November, 2021.

World Travel Market is the only travel trade event in the UK that Minister Ersoy is attending in 2021. He will provide early insights into recovering visitor numbers from the UK to Turkey since it was removed from the UK Government's Red List on 22nd September 2021, and forward predictions for travel demand in 2022, during meetings with travel industry executives.

Around 2.5 million British travellers chose Turkey in 2019 as a holiday, culture, history and gastronomy destination. The UK is one of Turkey's five largest inbound travel markets.

Since the removal of travel restrictions between the UK and Turkey, the Turkish Tourism Board has committed to a significant presence at World Travel Market, with a 300m2 stand and a substantial delegation of 20 companies and institutions from key tourism and hospitality businesses across Turkey, including Turkish Airlines.

Media are invited to visit the Turkey stand (EU1850) and speak to these representatives about upcoming launches and new experiences available to tourists in Turkey. These include the opening of the country's first Underwater Museum in Gallipoli, Taş Tepeler-Şanlıurfa Neolithic Age Research Project, Beyoglu Cultural Route and Ataturk Cultural Center in Istanbul, and European Museum Academy Special Award receiver, Troy Museum.

All visitors to the stand are welcome to enjoy a range of refreshments and entertainments and discover the wonders of Turkey from Turkish travel experts.

For more information, visit www.goturkiye.com

Stand Number: EU1850

PR Contact:

Charlie Hampton / Rosie Causer

Pembroke and Rye

Email: Charlie@pembrokeandrye.com / Rosie@pembrokeandrye.com

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Full Schedule Confirmed for Active Living Week with Amy Williams MBE at Four Seasons Fairways, Quinta do Lago, Algarve, Portugal 21st – 28th November 2021

[Four Seasons Fairways](#) is thrilled to release full plans for their [Active Living Week](#) in November 2021, hosted by Amy Williams MBE. From 21st – 28th November, Skeleton Olympic Gold Medallist, Amy Williams MBE will spend the week with guests who will have the opportunity to join her for a range of stretch and mobility classes in the grounds of the resort, HIIT, Full Body Burn, Core & Abs sessions. Guests will also have the chance to join her for a bike tour of the local area as well as taking to the water for a Kayak Safari along the Ria Formosa. Activities will be tailored to suit all ages, levels and fitness abilities!

Full details of the classes and extras have now been announced and include:

- **Welcome drinks with Amy:** A chance to meet Amy and have an informal chat
- **Active Stretch & Mobility Class:** A gentle mobility session and stretch, working your whole body, steadily flowing through a routine from head to toe. This session will leave guests feeling relaxed and energised.
- **Kayak Safari** with Amy along the Ria Formosa nature reserve, a scenic swirl of seawater lagoons, sandy islands, salt marshlands and diverse bird life.
- **HIIT Class:** Wake up, get the body fired up and working. This class will get your endorphins flowing. A whole-body workout to get the heart rate high and the body working. All levels still welcome, there will be different levels per exercise.
- **Bike Tour:** Join Amy for a gentle bike tour of Quinta do Lago.

- **Full Body Burn Class:** A low impact workout that will get your muscles working hard in a short amount of time! Working back-to-back exercise targeting legs, glutes, upper body and abs.
- **5KM Run:** Join Amy for a 5KM run in Quinta do Lago.
- **Core & Abs Class:** Getting the core switched on, and the abs working. Low level core stability exercise to help with posture, balance and stability, then working up to some harder exercise for those that want an extra little ab burn!

"If you're lacking motivation, finding someone to exercise with can be a great support, so come and join me in November for Active Living Week at Four Seasons Fairways. Sharing ideas, being able to help, push and encourage each other, knowing you're not alone and being held accountable can make a big difference" commented Amy.

"Keeping active and getting fit can be about toning up and shifting weight but daily activity, no matter how basic, is so important for general wellbeing, a healthy heart and for good mental health. I am so thrilled to be heading out to Four Seasons Fairways next month – there's nothing like a change of scene and the feeling of sun on your skin to spur you on and now is the time to prioritise time for yourself and also, most importantly your health."

Active Living Week with Amy Williams

Join Amy Williams MBE for an exclusive *Active Living Week* 21st – 28th November 2021 from £725pp www.fourseasonsfairways.com. Guests will receive all the benefits off the [Active Living Package](#) *plus four morning stretch/fitness classes, kayak safari, run, bike ride along the Ria Formosa and a meet & greet with Amy.

*Price based on 2 guests sharing a villa/apartment for x7 nights with daily a la carte breakfast at VIVO restaurant, VIP welcome with fruit & mineral water upon arrival, mountain bike hire for duration of the stay, complimentary access to tennis courts including racket hire and balls, x2 complimentary PT classes, 5km run of the week and complimentary fresh oranges delivered to the villa. Supplement for additional guests sharing the same villa available, T&C's apply, transfers and flights not included. See website for full details.

Further Information on Four Seasons Fairways

Just a 3hr flight from the UK and with a wealth of facilities on site, Four Seasons Fairways is surrounded by some of Quinta do Lago's world class golf courses and is just a stone's throw from the beach and stunning Ria Formosa nature reserve, a scenic swirl of seawater lagoons, sandy islands, salt marshlands and diverse bird life, making it the perfect setting for walking, running and cycling.

Four Seasons Fairways, one of the Algarve's most prestigious villa resorts is nestled within the privacy and security of the Ria Formosa nature reserve in Quinta do Lago. This discreet and elegant private resort features 132 villas and apartments set in beautifully landscaped gardens with each featuring its own pool or jacuzzi, terrace or garden area and outdoor

BBQ/cooking station. It is also home to a Clubhouse boasting Kids' Club, two restaurants, wine cellar, treatment rooms and stunning indoor-outdoor bar.

Four Seasons Fairways is also home to two stunning heated pools (indoor & outdoor), fully equipped gym and two tennis courts where guests can brush up on their racket, fitness and court movement skills with the professional tennis coach*. For those that enjoy lower intensity sports, yoga & tai chi are available*, bikes can be hired to explore the local area and Four Seasons Fairways is conveniently located close to a stunning stretch of beach and the beautiful Ria Formosa. Quinta do Lago is also famed for its golf (Four Seasons Fairways guests benefit from reduced green fees) and you really are spoiled for choice with numerous championship courses on your doorstep including Quinta North & South, Pinheiros Altos, Laranjal and San Lorenzo which offers stunning views of the Ria Formosa.

[*Professional tennis coaching, yoga & tai chi all available on request](#)

Stand Number:

PR contact: Angela Viegas, Direct of Sales & Marketing, Four Seasons Fairways

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'Drop & Scoff' Four Seasons Fairways, Quinta do Lago Launch NEW Food Delivery Service

[Four Seasons Fairways](#), Quinta do Lago's leading villa resort is excited to launch their new 'Drop & Scoff' food delivery service. An enhancement to their already popular take-away service (and to allow for greater and more flexible ways to adhere to social distancing), guests are now able to order food and beverages from the resort's VIVO Bistro & Cocktail Lounge and enjoy delivery straight to their villa - they drop, you scoff!

Choose your favourite dishes from their extensive breakfast, lunch, dinner, and drinks menus, sit back, and relax (children's menu available too). Choose to dine in the comfort of your own villa or make the most of the Algarve's temperate climate and head out to your private terrace or garden - many for Four Seasons Fairways villas boast far reaching views of the resort and of the neighbouring fairways, greens and bunkers!

What's on the menu

To start the day, order in some traditional pastel de nata, French toast and perhaps their Feta, Cheese & Rocket or Wild Berry Breakfast Bowls accompanied by a fresh juice, smoothie, tea or coffee.

Lunch dishes include Gazpacho, Piri-Piri Prawns, a mouth-watering salad selection including Thai Roast Beef and Tuna. Crab cakes, steak, grilled fish of the day along with the famous Club Fairways sandwich, chicken and vegetable quesadillas. Hamburgers, pasta and home-made pizzas a plenty too.

Dinner options include Foie Gras Ganache, Oysters, Smoked Salmon Millefeuille or local Ria Formosa Clams, Octopus 'a Lagareiro', Crispy Monk Fish Thai Green Curry, Lamb Wellington, Slow-Cooked Pork Tenderloin, Mushroom Risotto, Avocado with Grilled Tiger Prawns Salad and a variety of pasta, home-made pizza and burgers.

Or, if you'd prefer to cook at your leisure on your very own outdoor BBQ, the resort also offers DIY BBQ Packs with a choice of meat or fish to cook at your villa – think Sirloin & Ribeye Steaks, Lamb Chops, Sea Bass & Salmon and spend over 40Euros and they'll throw in a complimentary bottle of house wine!

Delivery available 7 days a week from 9am – 9pm with a special Algarvian Menu available on a Tuesday evening.

For 2021, Four Seasons Fairways (www.fourseasonsfairways.com) offer 7 nights in a two or three-bed villa or apartment with swimming pool or Jacuzzi from €1,250 to €3,950 / £1,150 to £3,550 on a self-catering basis.

Stand Number: EU909

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Budapest Switches to High Gear in 2022

After easing the restrictions of the pandemic, Budapest is focusing on boosting its tourism. **Budapest Brand Plc.**, the city's official organization for tourism is excited to share the developments for the upcoming tourist seasons.

The **Budapest Advent and Christmas Fair**, one of the most impressive in Europe will be the main attraction at the end of the year (Nov 19 – Dec 31, 2021).

The **Budapest Card, the official city pass** will be expanded to offer even more discounts in 2022 to get the most out of your stay. A special **holiday gift of 10% discount** will be given at the vendors at the Christmas market at Vorosmarty square and Budapest Card owners will also receive a complimentary mulled wine (conditions apply).

Budapest offers a lot of experiences during the **winter season**. Visit world-class museums, relax in pampering thermal baths and choose from a kaleidoscope of cultural programs or put on your ice skates to enjoy **one of the largest outdoor rinks in Europe** for a truly enchanting time.

Find more information at www.budapestinfo.hu or visit the **BudapestInfo Tourist Information Centers** at Budapest Airport and at the new downtown location to pick up your Budapest Card and free maps.

New in Budapest

Coollest neighbourhoods in the world

Time Out Magazine ranked **Budapest's 11th district** as one of the “coolest neighbourhoods in the world”. **Bartok Boulevard** offers an off-the-beaten path atmosphere with artsy cafes, exceptional restaurants and contemporary art galleries.

The Hungarian State Opera reopens

The building has undergone a complete renovation from the basement to the attic and will reopen to the public in March 2022 with four premieres.

Liget Budapest

Europe's most ambitious urban cultural development envisions the complete renewal of Budapest's largest and most iconic 200-year-old City Park. It will become a green oasis in the middle of the city offering unrivalled leisure and cultural experiences including The Museum of Ethnography and The House of Hungarian Music.

Spago by Wolfgang Puck @ Matild Palace, a Luxury Collection Hotel

Worldwide-renowned industry leader and trendsetter Master Chef Wolfgang Puck brings the Beverly Hills culinary and social phenomenon Spago to Budapest, igniting the city's dining scene into a gastronomic epicenter at the iconic 120-year old building.

Events in Budapest 2021-2022

MTV Europe Music Awards

The 2021 MTV EMAs will broadcast live from Budapest. A global celebration of music for all, this unforgettable night will host performances and appearances by the world's biggest stars. November 14, 2021.

Budapest Spring Festival

One of the greatest Hungarian annual cultural festival with over 200 events and a focus on classical forms of art. Early Spring.

ASTA Global River Cruise Expo

The American Society of Travel Advisors will host the inaugural river cruising expo designed specifically for travel advisors. March 16-20, 2022

Bocuse d'Or European Final

The Hungarian capital will once again host the European final of the most prestigious cooking competition in the world. This will be one of the first major international events of the renewed **HUNGEXPO Budapest Congress and Exhibition Center**. March 22-24, 2022.

Giro d'Italia

Budapest is planned to be the starting host for the professional cycling race on May 6-7, 2022.

Sziget Festival

The iconic music festival on the "Island of Freedom" is back for Summer 2022. Expect an over the top lineup of live music acts and art performances. August 10-15, 2022.

Budapest Autumn Festival

Annual contemporary, experimental and innovative art festival that incorporates public spaces. October 2022.

Budapest welcomes its visitors from the United Kingdom and all around the world again! For the latest entry rules and regulations, please check before you travel.

For WTM 2021 participants only: Budapest Card Giveaway

Budapest Brand is hosting a daily lucky draw to help you +1 experience the city. Enter to win the **Budapest Card Plus 72h** at www.budapestinfo.hu/wtm2021 that includes airport transfers, public transportation, guided walking tours, 20+ museums and a thermal bath.

Meet with us at **WTM 2021 @Visit Hungary EU1520**.

More information: www.budapestinfo.hu

Press - press@budapestbrand.hu

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Stand Number:

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Americas and the Caribbean

Surf, Sun, Sand & Serenity

Florida's Northeast Coast is incredibly diverse with 4 distinct destinations. From Amelia Island, Jacksonville & The Beaches, St. Augustine, Ponte Vedra & The Beaches and Clay County, enjoy 75 miles of beautiful serene sandy beaches, scenic golf courses, a full menu of activities and attractions, world class restaurant scene, upscale shopping and family friendly activities. Delivering a coastal road trip, we are easily accessible by car from nearby Florida cities Orlando, Tampa or Miami airports or Georgia's Atlanta airport. Whether you are traveling solo, seeking a romantic getaway or surprising the family with an experience they won't soon forget, we invite you to come make memories with us.

Amelia Island offers an unspoiled setting for relaxing and rewarding getaways. The tranquility of an uncrowded beach, allure of wide-open outdoor spaces, enchanted rivers, marshes and greenways, alfresco dining - forces one to embrace the wonders of nature. Amelia Island is edged with natural Appalachian quartz beaches and framed by sand dunes as tall as 40 feet! Treasured for her long stretches of quiet beach; 13 miles long, Amelia Island is consistently ranked among the best of the best with both the island and its partners winning countless awards.

Florida's Northeast Coast boasts the United States largest city by area - Jacksonville - as well as some of the most, historical attractions and a full menu of nature-based activities such as kayaking and birding. Jacksonville's museums, art galleries and theaters are complemented by its 22 miles of beaches, sunset cruise options, extensive park system, world class fishing, historic neighborhoods, coastal cuisine and an extensive craft beer scene. Jacksonville proudly boasts the largest urban park system in the United States with more than 80,000 designated acres.

Home to nation's oldest continuously occupied European settlement, St. Augustine abounds with historic sites, national monuments, architecturally rich churches and Old-World ambiance. From Castillo de San Marcos National Monument in historic St. Augustine area is also home to the history of golf. The World Golf Hall of Fame in the World Golf Village, delivers shopping alternatives and, award winning restaurant Murray Brother's Caddyshack. Actor-comedian Bill Murray, opened the first-ever Murray Bros. Caddyshack restaurant, on the Walk of Champions at World Golf Village. The Hall of Fame serves as a steward of the game through engaging, interactive storytelling and exhibitions featuring artifacts, works of art, audio, video significant to the history of golf and its members.

The spacious Clay County is famous for fishing, cycling, and boating, hiking and biking trails and RV parks. Our fresh and salt water preserves provide visitors with a unique glimpse of unspoiled ecosystems, including dunes, tidal creeks, estuaries, salt marshes, and mangroves. Clay County is home to more than 93,000 acres of parks and 39 square miles of waterways - making it a great place for exploring the outdoors. Step away from the hustle and bustle. Unwind with events suited for everyone from couples, families, or solo travelers.

Read full press release [here](#).

Stand Number: NA200

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[What's hot for 2022: Saint Lucia](#)

Saint Lucia, the 'Helen of the West Indies', is known for its natural beauty, golden beaches, honeymoon havens and diverse experiences. With new attractions and hotel developments over the next 12 months, there are lots of fresh reasons to visit.

NEW DIRECT FLIGHTS FROM BRITISH AIRWAYS AND VIRGIN ATLANTIC

From 15th November, British Airways will operate additional direct flights to Saint Lucia from London Heathrow and London Gatwick, resuming its daily service pre-pandemic. From 18th December, Virgin Atlantic returns to Saint Lucia with three direct flights a week from London Heathrow. TUI continues its weekly flights from London Gatwick with a winter schedule switch from Fridays to Tuesdays from 2nd November.

SMALLER BOUTIQUES, INNS, B&BS AND VILLAS – GET OFF THE BEATEN TRACK IN 2022

The Saint Lucia Tourism Authority is launching a bespoke marketing programme to specifically support the 200-plus smaller accommodation properties (under 35 rooms) on the island. Look out for a new branded campaign and booking directory for trade and consumers.

NEW GOLF COURSE & RESIDENTIAL COMMUNITY COMES TO SAINT LUCIA

Cabot, the world-class and award-winning property and golf resorts developer is building 300 homes on Point Hardy in the north. Opening in 2022, the community will feature 130 homes, 170 turnkey villas, world-class amenities and a boutique resort, anchored by an ocean-side golf course.

TRADE SUPPORT

SLTA plans to return to a live Showcase event in September 2022. Leading up to this key week, engagement and training continues through the Saint Lucia Expert training portal as well as the reintroduction of fam trips and roadshows.

NEW FROM OUR HOTEL PARTNERS

November 2021 sees the opening of the brand new Soco Hotel in Rodney Bay and the re-opening of Sugar Beach, A Viceroy Resort, in the south after extensive renovations. Other tempting new experiences and offerings include: An immersive chocolate experience; an 18-hole golf course from Sandals; a carpentry workshop, immune boosting and wellness gardens; Singlemoon stays; Creole barbecue and beer-tasting, new chefs and new vegan menus.

Stand Number: CA250

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From Spectator to Speaker: Resort's Path to Carbon-neutral Leads from UN's Rio Earth Summit 1992 to Glasgow COP26, 2021

Caribbean's only carbon-neutral hotel to share framework for guilt-free regenerative vacations

It has been 29 years since the world-famous [1992 United Nations Rio de Janeiro Earth Summit](#) and Ewald Biemans, Owner/CEO of [Bucuti & Tara Beach Resort](#) in Aruba is still as inspired as the day he heard the call to action given to the world at that conference. An avid news follower, Biemans feverishly read and watched all the coverage he could find on the tiny island of Aruba as the pivotal 1992 gathering took place. Describing it as “a wake-up call,” the conference accelerated his early efforts to what is now the Caribbean’s most eco-awarded and first carbon-neutral hotel by 2018 and ultimately, a United Nations honoree.

Last year, Bucuti & Tara became the first hotel in United Nations’ history to win the coveted Global UN 2020 Climate Action Award for Climate Neutral Now. This year, Biemans has been invited to attend as a speaker at UN’s 26th annual climate change conference, Conference of the Parties, or [COP26](#), November 1-12, 2021 in Glasgow, Scotland and expects to draw 30,000 attendees. COP26 is deemed the world’s most significant summit on climate change in the race to keep a temperature rise limit of 1.5 degrees within reach cited by the [2015 Paris Agreement](#) with just [nine years](#) left before ecological consequences would be catastrophic and irreversible.

Giving away the solution: “highly scalable and replicable” for the hospitality industry

While the topic of climate change is daunting, Biemans’ appearance will provide more than hope as he will provide solid support and actionable initiatives that can be implemented in hotels and similar businesses. Upon awarding Bucuti & Tara, the UNFCCC Secretariat commended the resort for being “highly replicable and scalable,” thus uniquely positioning it to help others throughout the world’s massive travel and tourism sector representing 10% of global GDP. Biemans’ COP26 appearance will help demystify the process of going net-zero, how to structure the necessary framework, and share how hoteliers can deliver a memorable vacation that is both financially successful as well as regenerative.

“Every day I reflect on the UN’s Rio Earth Summit of 1992 as the call to action we heeded at Bucuti & Tara Beach Resort in ultimately leading us to provide a guilt-free vacation that lets guests trade carbon footprints for sandy ones, and it will be an honor to share at COP26 with others our sustainability solutions so that we are all winners, because we must all win to have a healthier, safer, more resilient future,” shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort. “Climate change is the largest pandemic of this lifetime.”

Vacationing that saves the future

Bucuti & Tara has an eye on the future by helping guests plan regenerative vacations for the present. It knows guests seek vacations to take a break from the daily grind and often times to reconnect with one another. Vacations are a time when indulgences are given into and Bucuti & Tara is helping guests do so [while still protecting the planet](#) for generations to come.

As the [Caribbean’s first and only certified carbon-neutral hotel](#), the *resort stay* is already guilt-free. Now with the addition of a **Carbon Offset Concierge**, guests can make their *entire vacation* guilt-free from wheels up to wheels down.

To learn more, visit Bucuti.com.

Stand Number: CA250

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Carbon-neutral, Guilt-free Vacation Elevated at Bucuti & Tara, Aruba

World's first Carbon Offset Concierge added as resort is honored by United Nations at COP26

[Bucuti & Tara Beach Resort](#) is helping guests take vacations today that protect the vacations of tomorrow. As the [Caribbean's first and only certified carbon-neutral hotel](#), the resort stay is already net-zero and guilt-free. Now with the addition of the world's first **Carbon Offset Concierge**, guests can elevate their experience by making their *entire vacation* guilt free by offsetting their travel emissions. This timing complements the upcoming 2021 United Nations Climate Change Conference (COP26) where Bucuti & Tara will be honored and Owner/CEO Ewald Biemans will present solutions other hotels can adopt in the collective race to stop climate change.

How it works

Every major airline servicing Aruba offers carbon emissions offset purchases on its website. Guests can certainly select that on their own or have their travel professional do so at the time of booking their air travel. For those guests who prefer to have assistance from the resort, the Carbon Offset Concierge readily handles the request.

Bucuti & Tara helps guests discover how simple it is to take a carbon-neutral vacation:

- Step 1. Stay at Bucuti & Tara for a 100 percent carbon-neutral hotel visit.
- Step 2. When booking air travel, purchase carbon emissions offsets or select Bucuti & Tara's Carbon Offset Concierge assistance within their resort confirmation or by emailing sustainability@bucuti.com.

This new guest service is complimentary and guests will pay directly for their chosen offsets. Guests can opt-in for covering their travel to and from the airports as well as their flights. A guest flying roundtrip between New York and Aruba can offset their carbon emissions for just US \$11.86 on American Airlines through their carbon offset partner, [Cool Effect](#). A guest flying KLM roundtrip from Amsterdam to Aruba will pay only €22.40 through the airline's [CO2ZERO](#) offset initiative. By neutralizing their carbon footprints through offsets, the purchases go to verified, high-quality programs such as renewable energy through wind and

solar farms, or programs that provide reforestation, protect waterways and safely employ people in different parts of the world.

This new guest service complements Bucuti & Tara's Owner/CEO Ewald Biemans' upcoming speaking engagement at the United Nations' much-anticipated COP26. Being held Nov. 1 -12, 2021 in Glasgow, the news is abuzz deeming it the world's most critical conference on climate change since the 2015 Paris Agreement. Biemans' appearance recognizes the best practices that led to Bucuti & Tara becoming the first hotel in United Nations history to win a Global UN 2020 Climate Action Award.

Vacationing that saves the future

Bucuti & Tara knows guests seek vacations to take a break from the daily grind and oftentimes to reconnect with one another. Vacations are a time when indulgences are given into and Bucuti & Tara is helping guests do so while still protecting the planet for generations to come. While it holds the Caribbean's most eco-certifications, it is second to none with accolades as the Caribbean's best hotel for romance and guest service, providing guests with a gratifying, guilt-free vacation.

The forward-thinking resort [reflects what vacations will have to look like](#) so people can continue to take them. As demand for more plant-based dining and authentic dishes soars, guests have equal access to these healthy options just as they do traditional cuisine. They enjoy amenities such as private birding excursions and in-hotel art exhibits by famed local artists rather than ATV tours that destroy wildlife habitats and the island's delicate landscape. Guests sip from reusable, keepsake water bottles rather than single-use plastic. As guests bond with staff, they're even invited to join in monthly beach clean-ups to keep Bucuti's white sand beach pristine and safe for marine life such as vulnerable nesting sea turtles. Even the [in-room channel](#) shares how they've chosen the Caribbean's most regenerative vacation experience, the only type of travel that will help curb climate change.

"Here at Bucuti & Tara Beach Resort, we want to continue helping our guests keep healthy habits portable so that when they are traveling here for a carbon-neutral resort stay, that can begin from the moment they take off until the moment they touch back down thanks to offsetting their travel emissions," shares Ewald Biemans, Owner/CEO of Bucuti & Tara Beach Resort and noted environmentalist. "We want to help them discover the joy and efficiency of a memorable regenerative vacation that protects the planet for future vacationers."

To learn more, visit Bucuti.com.

Stand Number: CA250

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New Reasons to Visit Orlando

Visit Orlando is joining WTM London Virtual this year and is excited to share all that's new in the Theme Park Capital of the World.

Orlando has experienced widespread growth with major theme park openings such as the Jurassic World VelociCoaster at Universal Orlando Resort. Walt Disney World Resort's 50th anniversary celebrations began Oct. 1. Coming in 2022 are SeaWorld Orlando's new Ice Breaker roller coaster in February and the world's first Peppa Pig theme park at LEGOLAND Florida Resort.

There is plenty going on beyond the parks too, including new celebrity dining from Gordon Ramsay Fish & Chips and Ole Red by country superstar Blake Shelton at ICON Park. Also new to Orlando this year is Orlando Slingshot™ and Orlando Free Fall™ – two world-record-setting attractions opening this December and Wild Florida doubled the size of its Drive-thru Safari Park this summer to be 170 acres with 4 miles of driving space now with 150 animals to see. Next year sees the opening of Steinmetz Hall at the Dr. Phillips Center for the Performing Arts; the facility achieves an N1 sound rating, the lowest level at which humans can detect sound.

There has also been booming hotel growth with brand new properties opening this year including the Walt Disney World Swan Reserve, Lake Nona Wave hotel and the AC Hotel Orlando Downtown. Airlift continues to expand with new routes from Manchester to Orlando on Aer Lingus.

Showcasing at WTM this year will be Visit Orlando's brand new 'The Wonder Remains' advertising campaign featuring brand new creative to recapture travellers' imaginations and inspire them to visit The Theme Park Capital of the World when they are ready to travel.

The campaign, running through to 31 January, was developed to remind travellers that Orlando is still the place to play, explore, escape and create lasting memories with loved ones. The multichannel strategy includes national television, paid social and SEM.

"Our goal with this new campaign is to bring Orlando to life for those who are dreaming of and planning for their 2022 holidays," said Casandra Matej, president & CEO of Visit Orlando. "There is huge pent-up demand for Orlando, and after a very challenging year for the travel industry, this campaign will help increase sales and revenue opportunities for our trade partners."

Visit Orlando plans to relaunch a new look Orlando Travel Academy in early 2022 – its online learning program created specifically for travel agents - to further support the trade in their learning development.

Stand Number: EBP452

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Glampings in Argentina — a Growing Trend That Goes Hand in Hand with Sustainable Tourism

As of November 1st, Argentina opened its borders to the world. Innumerable landscapes throughout the country make glamping one of the best options to connect with nature and feel immersed in it.

Would you like to sleep in a huge bed in the moonlight? Impressive mountains, endless green vineyards, glorious sunsets on the horizon, star-filled skies, and the forests' pure aromas could be the scenery of your next room in Argentina. How? Glamping, the accommodation trend that allows you to connect with nature in its purest state.

If you want to travel in harmony with nature, glamping satisfies the green requirement. The areas are conditioned so as not to invade the environment using a variety of resources. For example, solar panels, recycled materials, and fine-material geodesic domes are used; local food is served, there's minimal plastic use, and outdoor activities are promoted. The aim is to reduce as much as possible the impact on nature so that tourists can responsibly enjoy the benefits of the environment.

Where Can You Enjoy It in Argentina?

1. Patagonia —Live an Immersive Experience in the Mountains

It's not surprising that most glamping has been developed in some areas of the wonderful Argentinian Patagonia. From Santa Cruz to Bariloche, Villa La Angostura, Calafate, El Chaltén, San Martín de los Andes and even the well-known End of the World, Ushuaia. Southern Argentina destinations offer around 20 glamping alternatives to admire the essence of the south from the front row. For instance, El Chaltén Camp location is privileged as it stands at the foot of the unmistakable Fitz Roy mountain peaks in Santa Cruz. If it's about sustainability, Huemules is a true paradise in Esquel. Immersed in the 6,000 hectares of the Mountain Reserve, this glamping honours this part of the globe, promoting sustainability in every detail: recycled wood, personnel trained in environmental management, waste sterilisation, and more great practices. In Bariloche, the Mallin Alto glamping is characterised by its 1,700 metres high above sea level. In Ushuaia, the world's most southern city, Llanos Ecolodge decorates the winter scenery with domes that turn the mountain refuge into a perfect place.

2. Mendoza —Sleep Surrounded by Grapes and Vineyards.

Don't you find sleeping surrounded by mountain ranges, vineyards, and the world's best wines tempting? In this destination, adventure tourism in different landscapes and worldwide prize-winning wineries coexist. It's almost a must choosing accommodation immersed in this natural environment, at the foot of the Andes. Valle de Uco Alpasion Lodge is one of the alternatives if you are looking for that. Entre Cielos has high standards with avant-garde architecture, and private terraces with hot tubs. After hiking, mountain biking, kayaking, or skiing, having a glass of wine surrounded by an Andean portrait is the perfect icing on the cake.

3. North —in Jujuy Salt Flats

When someone asks you at the airport for your accommodation address, you'll be able to say Salinas Grandes or the Great Salt Flats, and you won't be lying. This amazing glamping invites you to sleep in the endless white field of the wonderful salt flats in Jujuy. Four domes play the leading role in the glamping that offers you a night's sleep in one of Argentina's Seven Wonders.

As of November 1st, Argentina welcomes worldwide travelers without the need to quarantine. You will be able to travel freely around the country and to different provinces, and enjoy the distinguished diversity of the End of the World country.

Requirements to travel to Argentina

- Complete COVID-19 vaccination record. You must have received the last dose at least 14 days prior to your arrival.
- A negative COVID-19 PCR test taken no more than 72 hours prior to boarding.
- A second negative COVID-19 PCR test between the 5th and 7th day of your stay.

Stand Number: LA355

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Middle East

[The Northernmost Emirate of the UAE, Ras Al Khaimah, sets Sustainable Tourism Destination Strategy to Become Regional Leader in Sustainable Tourism by 2025](#)

[Ras Al Khaimah Tourism Development Authority](#) has announced its comprehensive Sustainable Tourism Destination Strategy that will see the Emirate become the Regional Leader in environmentally conscious tourism by 2025.

The strategy maps out steps for the Emirate to secure long-term sustainability that will drive overall tourism growth objectives and contribute directly to national and international climate change and environmental policy commitments.

The Sustainable Tourism Destination Strategy follows the authority's earlier announcement of over 20 new sustainable tourism initiatives across the Emirate marking an investment of approx. £96 million in partnership with RAK Hospitality Holding and RAK Chamber of Commerce and Industry.

The new features are split between three distinct locations: mountain, beach and desert/land. Among the mountain projects are four new staycation options, ranging from the wild to super luxury: a food and beverage village, 'Instagrammable' swing, two new attractions for thrill seekers, and a range of outdoor activities.

“This multi-million investment plan further demonstrates our resolve and commitment to tourism, despite the global challenges faced this past year that continue to shake our industry today. These projects also align with our vision and strategy moving forward with our new brand identity, based on the destination’s natural topography – the sea, desert and of course, our spectacular mountains – as well as our desire to progress, grow and evolve in tune with tourism aspirations and needs,” said Raki Phillips, CEO of the [Ras Al Khaimah Tourism Development Authority](#).

To reposition itself as a nature-centric sustainable destination, RAKTDA has also adopted a new vision and strategy. The new positioning has since captured the imagination of a growing segment of travellers who desire something different in the new normal – one that is defined by sustainability, wellness, adventure and uncharted moments. As a result, [Ras Al Khaimah](#) has emerged stronger than ever as a destination. The launch of its new brand vision and strategy, coupled with its world class safety protocols, ongoing innovations and communication, has led to the highest number of visitors ever recorded to the Emirate in July. The Emirate also achieved a visitor satisfaction score of 98% for the first half of 2021, the highest ever percentage reported for the destination.

[Ras Al Khaimah](#) is also strengthening its hospitality infrastructure through new hotels, such as the Hampton by Hilton Al Marjan Island which opened this summer 2021, comprising of 515 rooms, the largest Hampton by Hilton globally and the first to offer an all-inclusive resort concept.

Other upcoming openings include the Banan Beach Glamping Resort, opening at the end of 2021, offering visitors the chance to enjoy a haven of relaxation with sustainably built chalets and tepee designed tents, along with the Radisson, Mövenpick InterContinental, Anantara and Sofitel brands, also set to join [Ras Al Khaimah’s](#) diverse accommodation portfolio.

Stand Number: ME340

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[An Unorthodox DMC](#)

After participating in the virtual WTM London in 2020, we were told by agents that our collection of, award winning, tours was not enough, we needed to bundle them into packages which would also include hotels.

“We” is not your average travel company, it's a collective of tour guides, working together offering private tours in the Old City in Jerusalem and a daily Boutique Tour from Tel Aviv to Jerusalem.

The custom-made software was created and offered by serial entrepreneur Menno de Vries, who is a licensed tour guide himself and has over 25 years' experience in the world of hospitality.

Every booking has its own dedicated professional guide assigned to it, being responsible for all communications. Some traditional agents have to get used to it or simply refuse this direct contact with their clients.

We firmly believe that direct contact with the executing professional guarantees quality of, means personal attention and most of all no tricks and surprises, with the aim of exceeding expectations.

TripAdvisor Travellers' Choice put us in the list of Top Experiences in the Middle East, for the last two years, and on WTM 2021, as an exhibitor in the official Israel Pavilion, we are ready to present ourselves as a full-service DMC but in a different way from what is generally accepted.

ITA Travel & Tourism Ltd.

Rothschild Boulevard 59

6578506 Tel Aviv, Israel

www.amazingjerusalem.com

AmazingJerusalem.com and Booqify.com are trade names of ITA Travel & Tourism LTD.

Stand Number: EU1550

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Saudi Arabia's At-Turaif UNESCO World Heritage Site opens to the world

Travellers eager to discover one of the world's last frontiers in 2022 will be met with an array of cultural and historical gems, dotted throughout Saudi's breath-taking landscape, following the country's recent opening to tourists just before the pandemic.

On the list of places to visit is the birthplace of the Kingdom, At-Turaif, which opens to the public for the first time in 2022. Built in 1766, At-Turaif is regarded as one of the most important historical and political sites in Saudi Arabia, being the original home of the Saudi royal family and the country's first capital.

The At-Turaif district, which was recognised as a UNESCO World Heritage Site in 2010, features a number of restored ochre-coloured palaces and forts in the architectural style of Najdi, providing visitors the opportunity to discover Saudi's past through a rich cultural narrative, with museums and recreations of life as it was 300 years ago.

The historically authentic site lies at the heart of one of Saudi Arabia's new mega projects – Diriyah Gate – which will welcome in the coming years some of the world's top hospitality

brands and world-class attractions, transforming Diriyah Gate into one of the world's foremost historic tourism destinations.

For further information, please contact DGDAUK@hillsbalfour.com

Stand Number: ME550, ME450, ME400, ME450

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Dur Hospitality launches Nur Hotels Brand Redefining affordable 3-star hospitality

In a bid to redefine the affordable hotel experience in Saudi Arabia, Dur Hospitality has unveiled “Nur”, its new 3-star hotels brand. The company made the announcement during its participation at the World Travel Market as part of the Saudi Tourism Authority's pavilion. The new hotel brand is affiliated with Dur's subsidiary, Makarem Hotels, as part of the company's strategy to create home-grown hotel brands that enhance Saudi Arabia's affordable hospitality segment, which has been growing in popularity. Dur's approach focuses on providing world-class hospitality services infused with authentic Saudi heritage and good hospitality, while adopting top international standards and best practices and incorporating the latest technologies in the field.

“Nur” will convert, operate and manage 3-star hotels in Makkah and Madinah, providing hotel owners the exceptional opportunity of having their facilities re-branded to correspond with the “Nur” standard. This involves fully transforming and upgrading the whole hospitality experience, including the facility and the services, in record time.

“Nur” draws on Makarem's long-standing experience and world-class services, and brings a great background with top skills and know-how qualifying it to add value to the 3-star hotel segment. Through its viable business model, Nur also will contribute to the sustainability of the 3-star hotel sector while ensuring its adherence to international standards.

In his remarks, CEO of Dur Hospitality Mr. Sultan bin Badr Al-Otaibi, said, "Dur Hospitality is ushering in a new and unique era for the sector, introducing new elements at the level of operation and services. This comes within Dur's efforts to build an integrated Saudi hospitality ecosystem." He added: "Dur Hospitality heralds a new phase of growth with the launch of Nur brand that will bring a unique home-grown product into the Saudi hospitality market by managing and operating 3-star hotels, drawing on Dur's success in the 5- and 4-star hotels

and residential complexes sectors. We will provide hotel owners with the expertise, tools and skills that will help transition their hotels to a new level of service and technology that makes it easier for them to reach their customer base efficiently, and at a competitive cost.”

In parallel, Dur’s President of Hotels Operations Mr. Hassan Ahdab stated, “Nur hotels will draw on the latest approaches and techniques in the industry to manage and run the 3-Star hotels seamlessly for an upgraded experience, seeking to brand the biggest number of hotel rooms in the holy city of Makkah and Madinah with the Nur logo in a short period of time and without incurring any financial burdens for the hotel owners. Subsequently, Nur Hotels will standardize all the specifications of the 3-star hotel rooms to deliver a unique and consistent customer experience across all Nur-branded facilities. The new brand will operate in accordance with Makarem’s approach in offering the finest hospitality experiences, inspired by the spiritual heritage, ambience, and authenticity of the holy sites of Makkah and Madinah, making Nur the first hospitality brand to provide affordable accommodation for spiritual tourism.”

By launching "Nur" brand, Dur affirms its commitment to supporting the growth of Saudi hospitality and positioning Saudi Arabia as a leading regional tourism and hospitality destination. The new brand is another milestone added to the company’s list of achievements, alongside the recent completion of the full renovation of Makarem Ajyad Hotel.

Stand Number: ME550, ME450, ME400, ME400

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Africa

The Pharaohs Golden Parade: A unique world event

Celebrating the 6 months of the Golden Parade of the Pharaohs that took place in Cairo on 3rd of April 2021.

The world witnessed an unrivaled parade of mummies that, once again, marked the essence of the Pharaonic era. Twenty-two mummies, including that of King Ramses II and Queen Hatshepsut, were transferred from the Egyptian Museum in Tahrir Square to the new National Museum of Egyptian Civilization in Fustat, Cairo. A milestone organized by Egypt’s Ministry of Tourism and Antiquities.

This historic event was broadcast live by 400 TV channels in the presence of the Egyptian Prime Minister, Mostafa Madbouly and Khaled El-Enani, Minister of Tourism and Antiquities, among other Egyptian personalities and international celebrities.

Of the twenty-two mummies transported, eighteen were of kings and four of queens. Apart from the aforementioned, Ramses II and Hatshepsut, it should be noted, the mummies of King Seknen Ra, King Tuthmosis III, King Seti I, Queen Merit Amun, wife of King Amenhotep I, and Queen Ahmose-Nefertari, wife of King Ahmose.

Stand Number: AF350

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Asia

[Explore the myriad facets of the fascinating Southern Indian state of Karnataka at WTM 2021](#)

Karnataka will present a world filled with vivid colours, rich heritage and culture, wildlife and the best of what nature has to offer.

The state's abundant wildlife and lush forests are truly a paradise for nature and wildlife lovers. It is home to 25 wildlife sanctuaries and five national parks. Popular among them are Bandipur National Park, Bannerghatta National Park and Nagarhole National Park.

Karnataka has the second highest number of nationally protected monuments in India. The ruins of the Vijayanagara Empire at Hampi and the monuments of Pattadakal are on the list of UNESCO's World Heritage Sites. The cave temples at Badami and the rock-cut temples at Aihole representing the Badami Chalukyan style of architecture are also popular tourist destinations. The Hoysala temples at Belur and Halebidu are proposed UNESCO World Heritage sites. The monolith of Gomateshwara at Shravanabelagola is the tallest sculpted monolith in the world, attracting thousands of pilgrims during the Mahamastakabhisheka festival.

The Western ghats have popular eco-tourism locations including Kudremukh, Madikeri and Agumbe. The waterfalls of Karnataka and Kudremukh National Park are listed as must-see places and among the "1001 Natural Wonders of the World". Several popular beaches dot the coastline including Murudeshwara, Gokarna and Karwar. In addition, Karnataka is home to several places of religious importance. Hindu temples including the famous Udupi Krishna Temple, the Sri Manjunatha Temple at Dharmasthala, Sri Subramanya Temple at Kukke and Sharadamba Temple at Sringeri attract pilgrims from all over India. Shravanabelagola, Mudabidri and Karkala are famous for Jain history and monuments.

Recently Karnataka has emerged as a hot spot for wellness tourism. Karnataka has the highest number of approved health systems and alternative therapies in India. These range from Ayurveda, Siddha, Yoga, meditation and allied modalities. Along with some ISO certified

government-owned hospitals, private institutions which provide international-quality services have grown tremendously over the past decade.

Mr. Vijay Sharma, Managing Director of Karnataka State Tourism Development Corporation says: "In the post Covid scenario, we have seen a considerable interest in our products and destinations. The focus in previous years on promotion of destinations such as Hampi, Mysore, Pattadakal and Kabini have also shown results in terms of recognition, recall and association with the State. Tour operators are on the lookout for better options, more variety and great experiences. Keeping these in mind, tour operators, particularly the larger ones have been excited to join hands with Karnataka Tourism to promote the destination. We hope to make the best of this interest during our time at WTM."

Stand Number: AS438

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DISCOVER THE WONDERS OF MADHYA PRADESH'S WILDLIFE AT WORLD TRAVEL MARKET 2021

Madhya Pradesh Tourism will showcase the state's rich wildlife offering to UK and international travellers during World Travel Market from 1-3 November 2021. This year, the Managing Director of Madhya Pradesh Tourism Board, Mr. Sheo Shekhar Shukla will lead the high-powered delegation at the event. Mr. Shukla not only champions eco-tourism initiatives but he is also dedicated to the promotion of culture, tribal empowerment and regenerative tourism.

Madhya Pradesh is the second largest state in India and is best placed to bring humans into close contact with some of the world's most wondrous wildlife. The state is also home to three UNESCO World Heritage Sites (Khajuraho, Sanchi and Bhimbetka) while the cities of Gwalior and Orchha feature on the list of tentative UNESCO World Heritage Urban Landscape projects.

The state in the heart of Incredible India, is most famous for its six tiger reserves. Thanks to its 10,000 sq km of national parks, Madhya Pradesh accounts for almost a fifth of India's tiger population and is consequently known as the 'Tiger State'. Sir David Attenborough's BBC wildlife documentary series Dynasties included an episode filmed in Madhya Pradesh's Bandhavgarh Tiger Reserve. And the Tiger State of India is now set to get its seventh tiger reserve – Ratapani.

The central Indian state is home to 11 national parks and 25 wildlife sanctuaries. Madhya Pradesh's rich forests form about 25% of its land area and are a refuge for barking deer, leopards, spotted deer, wild boars, blackbucks, nilgais and crocodiles. The state's butterfly park in Raisen district, spreads over three hectares and houses 65 breeding species and nearly 137 plant varieties.

World Travel Market London from 1-3 November 2021

Members from Madhya Pradesh Tourism will be available for meetings to discuss Madhya Pradesh's wildlife tourism offering for intrepid UK holidaymakers. To register your interest in a meeting with Madhya Pradesh Tourism at WTM 2021, email vinita@bluebrick.in

Speaking about the travel trade show, Mr. Sheo Shekhar Shukla said: "Madhya Pradesh Tourism is uniquely positioned to welcome international travellers back in the post-Covid scenario with various new initiatives including rural and agri-tourism which we will launch at the World Travel Market. The friendly people of Madhya Pradesh are eagerly looking forward to showcasing their extensive wildlife offering, exquisite traditional culture, rich heritage, cuisine, and Indian hospitality,"

Stand Number: AS410
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[Time for Taiwan – Virtual Exhibition](#)

Come Explore This Magical Country Hidden Away in Asia!

www.timefortaiwan.com.tw

The *Time for Taiwan – Virtual Exhibition* was created by the Taiwan Visitors Association for the Taiwan Tourism Bureau, MOTC. Travelers from around the world are invited to take this new virtual tour of Taiwan. It's our way of telling the world: Taiwan is ready and waiting for everyone to visit!

With *Time for Taiwan – Virtual Exhibition*, the Taiwan Tourism Bureau aims to use digital technology to break through the pandemic's restrictions in terms of both time and space. The Exhibition brings together varied and fascinating information on travel attractions and itineraries for each part of Taiwan, as well as themed information on topics such as dining, accommodations, attractions, shopping, and transportation. It provides travel and tour operators around the world with a fast, convenient, and complete Taiwan travel information platform. Our goal is for *Time for Taiwan – Virtual Exhibition* to provide tourism-related operators and others in the industry who've been blocked by the pandemic from participating in overseas travel exhibitions an opportunity to promote Taiwan!

We are waiting for you! Taiwan is waiting for you!
The Time for Taiwan – Virtual Exhibition: www.timefortaiwan.com.tw.

Stand Number: AS450
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[JOIN TOURISM MALAYSIA AT WTM 2021!](#)

We would like to invite you to join Tourism Malaysia to hear about the latest developments throughout the destination. 2021 marks the 40th year that Tourism Malaysia has been an exhibitor at WTM and more than ever we can't wait to meet up with new and old friends to talk about why Malaysia should be top of mind for 2022 holiday planning.

Regional participants from the state of Pahang and private sector representatives from Malaysia Airlines and Berjaya Hotels will ensure the stand is buzzing with activity. All visitors to the stand can enter the Tourism Malaysia 'Spin to Win' wheel of fortune and stand the chance of winning a selection of prizes including dinner for two in a Malaysian restaurant.

We look forward to seeing you this year at WTM on stand AS1100.

Tourism Malaysia News Summary

Malaysia Looks to Welcome Back International Visitors in 2022

Malaysia as a destination offers the ultimate in privacy and seclusion, offering visitor's increased peace of mind when travelling. With a broad spectrum of accommodation options, including many award-winning boutique hotels, visitors can rely on low-risk travel. Exploring Malaysia naturally takes visitors outdoors, with a huge array of adventure activities and award-winning beaches.

Malaysia Airlines

Malaysia Airlines has received seven stars - from Airline Ratings in an independent review of its Covid-19 health and safety measures. The rating is based on seven criteria: Covid-19 guidance on the airline's website, social distancing during boarding, flight attendants' Personal Protective Equipment (PPE), the compulsory wearing of face masks onboard, modifications to the meal service, passenger hygiene kits, and the deep cleaning of the aircraft. Malaysia Airlines was deemed to have excelled in all categories, resulting in it being awarded all seven stars. The airline has vaccinated all of its active pilots and cabin crew against Covid-19, helping to protect both employees and passengers from the risks presented by the virus.

Malaysia Airlines is currently operating twice weekly flights from London Heathrow to Kuala Lumpur until the end of December 2021. The frequency is expected to increase to 5 x weekly between January and March 2022.

Berjaya Hotels & Resorts

The hotel group has recently opened ACES Hotel, Kuala Lumpur. It is an affordable property located in the Kota Raya Complex, one of Kuala Lumpur's landmarks which was built in the 1960s. Set in a strategic location opposite KL Chinatown, guests will find ACES Hotel offers convenient access to dining, shopping and entertainment options in the city. The hotel was thoughtfully designed with 68 spacious rooms, providing a no-frills stay in a stylish and

contemporary setting. The hotel is also perfect for backpackers as various modes of public transport are within walking distance. Popular areas of interest nearby include Pudu, Chow Kit and Bukit Bintang.

Stand Number: A1100
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Travel Forward

[Igoroom: Launching Autumn 2021](#)

Igoroom was founded to revolutionise the luxury online travel sector through world leading new and innovative 360-degree tours powered by VR & AI technology to provide potential guests with the first fully immersive virtual reality resort tours.

Creating the power to place guests in the most desired resorts before they book through customized virtual reality. ‘**Igoroom** is a next-generation discovery and booking engine for luxury leisure travelers. Our customers will immerse themselves in the full story in 360°, before hitting the ‘book’ button.

“Travelling is one of our greatest and most valued privileges and never have we been more aware of how precious our time, security and safety are – it’s one of our most treasured experiences. I always asked the question – **Is this vacation going to meet my expectations? I needed the answer to unquestionably always be 100% yes.** Igoroom was developed to not only give that confidence but to create the vacation excitement from the first tap of the booking process.

With new eyes on the traditional vacation booking sector, Igoroom was born. Utilizing & creating the latest VR & AI technology to enable a fully immersive 360 resort showcase. We have spent the last 18 months working with over 500 of the worlds leading luxury resorts who have embraced our creative teams and technological advancements to ensure that Igoroom empowers the consumer to decide which luxury resort will exceed their expectations by enabling them to walk in their own virtual shoes through their preferred resorts, take in the view from a chosen sun lounger or enjoy a breathtaking underwater journey through the coral reefs while snorkeling.

The worlds leading luxury Resorts have given us a resounding yes to be able to take you on this booking journey where VR and AI have never been so important in helping you choose your ultimate vacation.” – **James South, CEO & Founder Igoroom**

- Dhigufaru Island Resort

<https://www.youtube.com/watch?v=UoPUcmal-04>

- Raffles Maldives Meradhoo

<https://www.geckodigital.co/vt/RafflesMaldivesMeradhoo/>

CEO, James South, comments: ‘Luxury leisure travel accounts for \$1 in every \$4 spent on travel globally, in a \$450bn industry sub-sector. We’ve identified an upward trend driven by ‘low touch’ digitally empowered millennials and boomers who are driving the growth of online travel.

The intuitive app will be available for download in Autumn 2021, allowing customers to find the best hotels and resorts on the planet and giving them the means to obtain a digital first-person point of view of the property before booking. The app focuses on offering customized luxury travel experiences at exotic destinations across the world.

The brand’s executive and advisory board is a culmination of years of experience in both tech and travel industries, combined with a first to market advantage and ownership of the largest VR company in Asia, **Gecko Digital**.

App available for download from Autumn 2021 – Igoroom is a subsidiary of Igotopia and works in partnership with Gecko Digital.

Stand Number: TT301

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[ECOMMPAY launches Timeline — a bespoke payment solution to support the travel industry’s Covid recovery](#)

[ECOMMPAY](#) – an international payment service provider and direct bank card acquirer will introduce a bespoke and ready-to-go payment solution for online travel agencies, hospitality and business aviation — [Timeline](#), at **WTM London in November**.

The solution provides an immediate payment experience for end-consumers and saves up to 30 minutes on each booking confirmation or prepayment, whilst also addressing the impact that no-shows and spread bookings have on travel businesses with a payment link expiration option.

Timeline’s interface features a modern and intuitive dashboard, with highly customisable payment links in multiple languages, offering a superior experience for travel businesses and customers, whilst giving companies more control over their incoming monies.

Key features of Timeline include:

One-click payment links to simplify and automate the process of securing funds. Payment requests can be sent for pre-authorisation, and reversing payments now only takes a few clicks.

Branded payment page and e-mails for a seamless experience that matches brand aesthetics, with customer payment requests coming directly from company emails, not a generic third-party payment provider.

Payment scheduling ensures consumers are accountable for the full balance, and payment requests can be scheduled to charge additional amounts via a tokenized card stored in the system.

3DSecure processing protects travel businesses from chargebacks by providing a liability shift from the merchant to the card issuer, adding an extra layer of fraud prevention.

Contactless payments — In a world that is learning to live with Covid, safety and wellbeing are paramount. Payment links offer a contactless solution via Apple, Google, Crypto and Open Banking.

Competitive pricing — ECOMMMPAY only charges an acquiring commission, rather than a monthly fee and pence-per-transaction, providing significant cost savings for travel businesses as they recover from the pandemic.

Stand Number: TT300

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[Nitro Loves Business Continuity](#)

Inbound tour operators can now further trust cloud-based tour operator systems. Because we in Nitro acknowledge that Quoting, Booking, and Operating your tours at all times is Business Critical - we have partnered with NCC Group, a leading UK Escrow and software resilience company, to further strengthen our customers' trust in constant availability.

We take our Uptime Service Level Agreement very seriously and it is one of the most aggressive with heavy financial fees after just 1 hour of downtime. We have never had any issues despite it being in effect for 6 years, so we actually mean it.

Our special Standby-Server solution and our partnership with NCC Group means that our customers can feel safe that should anything ever happen to our company, the customer will get a password from NCC and just keep working on their server.

"Our customers appreciate that we act upon their concerns with the cloud, and we have no problem standing up for our solutions," says Pascal d'Hermilly, CEO of Nitro Travel Solutions.

Stand Number: TT108

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Travel Compositor Will present in WTM their 4 new modules, including subscription options from only 750€ per month

The technology company from Mallorca will be attending WTM 2021 as an exhibitor (Stand TT305) where new patents and developments, but most importantly, the four new models described below will be presented:

TravelC Master and TravelC ALL-IN, which simplify the technological offer of platforms addressed to tour operators and travel agencies. **TravelC Master** includes 4 booking engines, a dozen applications, more than 100 functionalities which in a subscription model, its cost starts from only 750€ a month. **TravelC ALL-IN** includes 8 booking engines, more than 20 modules and applications, more than 200 functionalities and over 150 XML suppliers, its costs starts from just 1.150€ a month.

TravelC For Hotels is specifically addressed form hotel chains seeking to become a one shop stop offering full experiences to their customers. The model is available from 7.900€ and it includes a personalized microsite with profile and user area and a complete Back Office, 4 booking engines (Transport + Hotel, activities, rental cars and transfers) and the connection to a channel manager. All of this, also including a full operational fulfilment service.

TravelC For DMOs addresses tourism boards and DMOs seeking to monetize their marketing and making visible all of their local suppliers. The model includes 6 booking engines (Accommodations, Transport + Accommodation, Transports, Activities, Rental Cars and Transfers), it will be fully ready for B2B, connecting all local suppliers to Travel Compositor's Marketplace and it also includes a full operational fulfilment service.

After carrying out a first pilot in a European and an American country, with great success in demand, they are already launching this offer worldwide. The objective of the with these new models and pricing would be to go from 250 to 500 commercial brands in two years, for which the number of its commercial and support teams is also doubling.

MORE INFORMATION

For any additional information, interview requests or other graphic material, please contact: sales@travelcompositor.com.

Find additional information at travelcompositor.com

Stand Number: TT305

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Nezasa

After 2020's virtual WTM success, we couldn't be more excited for WTM 2021 live format to finally reunite, network, and show the tourism industry how Nezasa's technology is transforming and improving the world of travel.

Nezasa at WTM 2021 and beyond

Since 2014, Nezasa has been offering travel brands the unique option of combining different fixed and flexible travel components in order to match the ever-changing industry's travel demands **under one powerful solution platform**.

Whether booking a flight, selecting a hotel or choosing from a wide range of leisure activities - provided by various integrated suppliers - Nezasa allows travel brands to **find, adjust and add** the right offers to create Multi-Day Tour packages in a seamless and effortless way.

Moving forward, we want to invite all travel brands to discover the **upcoming possibilities** that Nezasa's platform -TripBuilder- has to offer. This outlook includes exciting capabilities such as a novel way to produce and manage group tours, a peer-to-peer marketplace functionality on the Nezasa platform, new supplier integrations, enhanced communication capabilities with offline suppliers and how we intend to make the planning and booking of personalized packages even simpler than it is today with TripBuilder.

Meet us at Travel Forward **Stand TT540** to reunite and reconnect with each other and get inspired to rebuild the travel industry in a profitable, safe and responsible manner!

Stand Number: TT540

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RateGain Launches revAI to Transform Demand Forecasting and Price Optimization for Car Rentals

RateGain Technologies announced at the 2021 International Car Rental Show the launch of revAI, the first end-to-end AI-powered demand forecasting and price optimization platform for car rentals to make every forecast profitable.

The summer of 2021 witnessed a surge in car rental demand, with most travelers experiencing supply shortages, highlighting the problematic process of forecasting demand accurately and

managing fleets more precisely. This supply-demand gap limits revenue maximization opportunities for car rental operators.

revAI solves revenue leakage by leveraging 25 demand indicators that drive hyper-local demand at a city level to help car rental operators clearly understand the market potential and adjust their strategy to reach their maximum revenue potential in any given day. However, unlike most demand forecasting solutions, revAI goes a step further and combines a price optimization module, which enables revenue managers to capture the incremental market share through an AI-driven-price recommendation engine.

The platform drives automation and digitization. It is aimed to help revenue managers eliminate manual processes such as complex spreadsheets and multiple data sources. revAI provides revenue managers with one single platform to understand demand, determine their pricing strategy and let the system execute that strategy seamlessly to stay ahead and drive recovery through sophisticated machine learning and artificial intelligence framework.

Commenting on the launch, Harmeet Singh, Group CEO, RateGain, said, “Car rentals are one of the hardest hit by demand volatility and have very little bandwidth or technology support to adapt. With revAI, we are committed to changing that. Our solution will essentially bridge the gap between forecast and revenue maximization by ensuring that every rental is profitable, reduces time, effort and improves margins.”

revAI is integrated with leading industry partners allowing independent operators and franchisees to start realizing the benefits and learn how your team can leverage and bring technology-powered transformation to your car rental revenue management and pricing strategy in the post COVID era. Reserve your slot for a free demo. Visit <https://rev-ai.io>

Stand Number: TT201

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[How technology can tackle a serious lack of staff in the tourism industry](#)

A huge lack of workers is currently **the biggest barrier** travel companies are facing globally, and the biggest **long-term threat** to the hospitality and tourism industry development. As soon as the pandemic started, the tourism staff either **lost their jobs** or were put on furlough. And as soon as they got a chance, workers **found new jobs**, mostly outside of the tourism industry, aiming for a less risky sector during the travel-restrictive times.

Even though traveling is getting back to normal and **bookings** have started **growing rapidly in 2021** vs 2020, most of the tourism companies are **struggling**, as they have no workers to focus on delivering the best experience to their customers. On the other side, **customers’** expectations and **needs** have also **changed**:

“Unlike in previous crises, where travelers’ spending power was weakened, this one has **irrevocably changed consumer behavior**, decision-making processes, and values. **Digital technologies** have entered all aspects of everyday life, from researching, collaborating, ordering, and purchasing whatever is needed. These new habits will become necessary for travel companies as well. Travelers expect an on-demand and foremost personalized service with seamless communication through various channels.” - said Iva Vodopija, head of Sales Operation in Lemax for [Netokracija](#) earlier this month.

While travelers are looking for more **unique, personalized** offers, **free cancellations** and rebookings, **digital presence** and **faster responses** from agencies, etc; travel companies seek to succeed in the post-pandemic times. But they need to adapt to the new demand quickly while lacking workers to do so.

This crucial issue can be tackled with the help of technology. The industry is already well behind others when it comes to technology adoption, let alone transformation.

“It is about mindset shift, having technology and people co-exist, using technology to automate and streamline administration and back-office processes, and focusing more on cost savings and customer experiences.”

By implementing **automation and digitalization** of business processes, travel companies can operate faster and be focused on the quality of their products and satisfying the needs of the new generation of travelers. Just one of the examples is a [tour operator No. 8 from New Zealand](#) who managed to grow their **solid tours by 43%** and their **profit by 20%** - in the middle of a pandemic.

“Tour operators who are ready for this new demand will be the winners, and those who did not take advantage of this moment will soon cease to exist,” concludes Iva.

Stand Number: TT415

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[Covid-19 success story: How this tour operator grew their business in the middle of a pandemic](#)

While most of the travel agencies, tour operators and destination management companies were struggling to survive during 2020 (and they still are due to the lack of staff) here’s a very **bright example** of a tour operator who not only managed to survive, but to **grow their business**.

[No. 8 Tours](#) is specialized in the day and multi-day excursions for the senior community throughout New Zealand. With hard work and a successful formula, since 2008 they’ve grown to be one of New Zealand’s largest travel clubs for seniors. In order to enable scaling of the business and increase the **quality of the service** provided to their travelers, they decided to invest in technology and look for software that can support a large number of unique tours that they were doing manually in giant spreadsheets. Soon they implemented Lemax software, which turned out to be **an integral part of the business success** once the Covid-19 pandemic started.

When the lockdown occurred, they were facing a large number of cancellations. They gave their customers the option to postpone the tour or to claim their insurance. By managing all that through sophisticated software, they were able to keep track of what's booked, paid, rescheduling of the tour, or claiming the insurance. This overview and seamless process vastly minimized the negative effect that the lockdown had on their business.

"Had we not had Lemax, trying to keep a handle on what someone paid, who's transferring their booking on a later date and who's claiming insurance would be impossible. Lemax helped us do that seamlessly", said Andy Somerville, co-founder and CEO of No.8 Tours.

By doing all of that, Lemax also allowed them to get ahead of the competition.

"Lemax allowed us to be creative, and put more products out there. Our calendar is now full and we don't have any room for new tours" says Andy.

The full Customer case study by Lemax can be found [here](#).

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