



MEDIA

FOR SMARTER, BETTER,
FAIRER TRAVEL



wtm[®]

LONDON

1–3 November 2021

WTM PUBLICATIONS 2021

- WTM Preview Feature (TTG)
- Official WTM Event Dailies
- WTM Preview & Review



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EDITORIAL CONTACT
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WTM LONDON PREVIEW FEATURE: 11 October edition of TTG



- **12+ page** feature in 11 October edition of monthly mag – aimed at UK & Irish travel agents who might attend WTM London
- Looking for product launches, competitions and on-stand activity **open to agents**
- See **ttgmedia.com/wtm** or email mbarber@ttgmedia.com from **Monday 23 August** onwards to obtain the submission template
- Deadline for Madeleine to receive submissions: **Friday 10 September** to have best possible chance of being included. If you miss this deadline, your content cannot be prioritised.

WTM LONDON OFFICIAL SHOW DAILIES: Distributed at WTM London



- **15,000** copies distributed over three days
- Three editions (Monday, Tuesday, Wednesday) of approx **40 pages** each
- Distributed to all delegates entering Excel and to every stand
- Readership: Global WTM delegates across all sectors
- Monday edition goes to press the Friday before; Tuesday has 2-3 “live” pages, Wednesday 6-8

DAILY SECTIONS

NEWS: Exhibitor news and interviews, seminar coverage

WHAT'S ON TODAY: Events, drinks, launches, celebrities

ROUND-UP: Short news snippets from suppliers of all sizes. Perfect for hotel and DMC news that might not merit an interview or longer news piece.

FEATURES

Monday

- North America (USA & Canada)
- Latin America
- Caribbean
- Luxury travel
- Travel Forward

Tuesday

- Africa
- Middle East
- Asia-Pacific
- Luxury travel
- Travel Forward

Wednesday

- Europe & Med
- UK & Ireland
- International Hub
- Luxury travel
- Travel Forward

MAXIMISE YOUR CHANCES OF BEING COVERED

BEFORE THE SHOW:

- We need approximately 14-24 strong news stories to fill the Monday edition and some of the Tuesday edition. Can we interview your client on the phone in October, to get a guaranteed story into print?
- Strong angles for stories include: new tourism strategies, new marketing initiatives, major new products or infrastructure, significant lifts in tourism figures, an increase in tourism budget and updates on a major issue/incident/recovery process

AT THE SHOW:

- Priority for on-stand interviews and press conference attendance goes to exhibitors with the strongest news angles and to major destinations. Requests submitted early are also prioritised
- Remember that unless we interview your client or receive photos by Tuesday morning, the story/pic will NOT appear in one of the print editions and can only go online
- Do email press releases throughout the event too
- Photography: we pay a photographer for a few hours on Monday but can only guarantee a photo-call as part of a commercial package. Email photos to us throughout the event
- Photos of celebrities, national dress, stunts, dancers etc are all very welcome

HOW TO GET INVOLVED

- See **ttgmedia.com/wtm** to download the submission form and guidelines from 23 August
- Submission deadline is: **Friday 10 September**
- Any forms submitted after this date cannot be prioritised
- If you only have limited information, submit what you can by the deadline then submit again. News stories are our priority in the first instance.
- Do send 1-2 high res images. If we cannot illustrate it, it's much less likely to go in.
- Please give us several weeks to process and assimilate info before you chase us.

TTG@wtm THE OFFICIAL EVENT DAILY

SUBMISSION FORM- WTM PREVIEW FEATURE AND WTM DAILIES

Please save this page as a Word document, including the exhibitor in the file name, and send to mbarber@ttgmedia.com with the exhibitor name also in the subject line. For agencies with several clients, please send a submission form for each one. Where possible, please submit relevant high-resolution images at the same time as your form.

The deadline for submissions is THURSDAY 13 SEPTEMBER

If you miss this deadline, your news, requests and invites will not be prioritised.

1 NOVEMBER: WTM Preview feature in TTG's weekly magazine

Exhibitor name and stand number	
40-50 word summary. Please include WTM stand activities and key themes/messages.	

5-7 NOVEMBER: WTM Dailies

Exhibitor name and stand number	
What's on (on-stand events, celebs, activities and giveaways). Please be very specific about days and times. 80-word limit.	
Significant news stories/angles, and their time-sensitivity. Please include any relevant weblinks and you can attach a press release if you like.	

TTG@wtm THE OFFICIAL EVENT DAILY

TIPS FOR OUR NOVEMBER 1 WTM PREVIEW FEATURE

Deadline for submissions: THURSDAY 13 SEPTEMBER.

We cannot guarantee that exhibitors who submit after this date will be included. Read these instructions then fill in the **SUBMISSION FORM** document and send it to wtm@ttgmedia.com

The Preview feature is your chance to convince the readers of our weekly magazine (ie. UK and Ireland travel agents) why they should come to your stand during WTM:

Reasons for agents to visit your stand could be...

Prizes, celeb appearances, goodies, treats, photo opportunities, training sessions, marketing collateral and product news about destinations they are likely and indeed able to sell.

Describe the key themes you'll be focusing on this year, and keep it lively!

Bear in mind that agents only attend on Tuesday and Wednesday, so don't tell us about events on Monday. Also, don't tell us about press events or closed events which agents could not attend. If agents are welcome, but need to register, please supply an email address so they can contact you.

Your 40-50 word listing will be edited by our team and appear in a grid format like this:



TTG@wtm THE OFFICIAL EVENT DAILY

Guidelines for the official WTM Daily magazines 2018

Deadline for exhibitor submissions: **THURSDAY 13 SEPTEMBER.** Exhibitors who submit after this date will not be prioritised.

Please see this digital edition of Monday's Daily from 2017 for an idea of our format and content: <https://www.ttgmedia.com/digital-editions/wtm-dailies/wtm-2017-day-one-official-daily-magazine-12181>

There are several sections in which you can hope to get involved; read the details below carefully to ensure you are submitting the right content for the right sections. Then fill in the **SUBMISSION FORM** document and email it to mbarber@ttgmedia.com.

Remember that the readers of the WTM Dailies are from across the travel industry, and the world - not just the UK, and not just travel agents. Also consider our deadlines. The Monday edition is entirely completed in the weeks before the show. The back half (features) of all three editions is written well in advance too. There are only a few pages of the Tuesday and Wednesday editions that contain live content from the show. We start sending these pages for Tuesday's edition to the printers mid-morning on Monday. Any press conference or interview conducted in the afternoon might be too late for the following day's edition.

NB: Any interviews for inclusion in the Tuesday magazine need to take place before 12pm on Monday. We will not be accepting any interviews or photos for the WTM Dailies after 12pm on Tuesday. Tuesday morning will be the last chance to get your client featured.

SECTIONS/OPPORTUNITIES IN THE WTM DAILIES

What's on?

We will print a double-page spread of events, celeb appearances, fun activities, comps and giveaways, in each edition of the WTM Dailies. Tell us in 80 words what your event is, exactly when it is taking place, and who can attend. If you have something happening every day, or all day long, make that clear. You will see that this spread is very picture-led. What fun/celeb pic would you have immediately available in high-res for this? Take a look at last year's spread to see what we're likely to include and how: <https://content.vudu.com/web/2ac2/04uv9/WTM-06-11-17/html/index.html?page=18&orig=reader>

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Thanks!

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