

WTM LONDON MEDIA GUIDE 2026

www.wtm.com/london

Contents

Welcome Letter 3

International Media Centre 4

Tuesday 3rd November schedule 5

Wednesday 4th November schedule 12

Thursday 5th November schedule 19



Welcome Letter

Dear WTM Media,

Welcome to World Travel Market London 2026!

We're delighted to host you at the 46th live edition of the show here at ExCeL London, taking place from Tuesday 3rd to Thursday 5th November. Media play a vital role at WTM London, and we're excited to welcome each and every one of you to help us promote this incredible show across the globe.

As a central hub for the travel community to gather, exchange ideas, drive innovation, and accelerate business outcomes, WTM London continues to be the world's leading travel and tourism event, and this year is no different. Building on last year's record-breaking show, which generated £2.2 billion in business deals, WTM London 2026 is set to be the biggest edition yet, with more than 4,000 exhibitors and the most qualified buyers ever, who this year will have access to the show floor an hour earlier than usual.

This year also sees a host of new features, from the brand-new **WTM Wanderlust Headliner Stage,** curated by consumer media partner Wanderlust, to the launch of **WTM Travel Tech**, a new co-located event dedicated to the technology shaping travel. For the first time, the **Egyptian Tourism Authority** is WTM London's Premier Partner, and the **Spanish Tourist Office** joins as the show's first-ever Lead Accessibility Partner.

This guide outlines key details to enable you to make the most of your time at the show. If you haven't already, we recommend downloading the **WTM app** to help you locate exhibitors and find the quickest route to meetings.

You'll find us in the **International Media Centre (N1 – 500)**, a dedicated space for you to work if needed. We're here to help with anything you need during the show, so do pop by and say hi! We'll also be sharing live news directly from the show, so if you haven't been receiving the latest WTM London news from us and would like to, please come and find us and we'll make sure you're added to our distribution list.

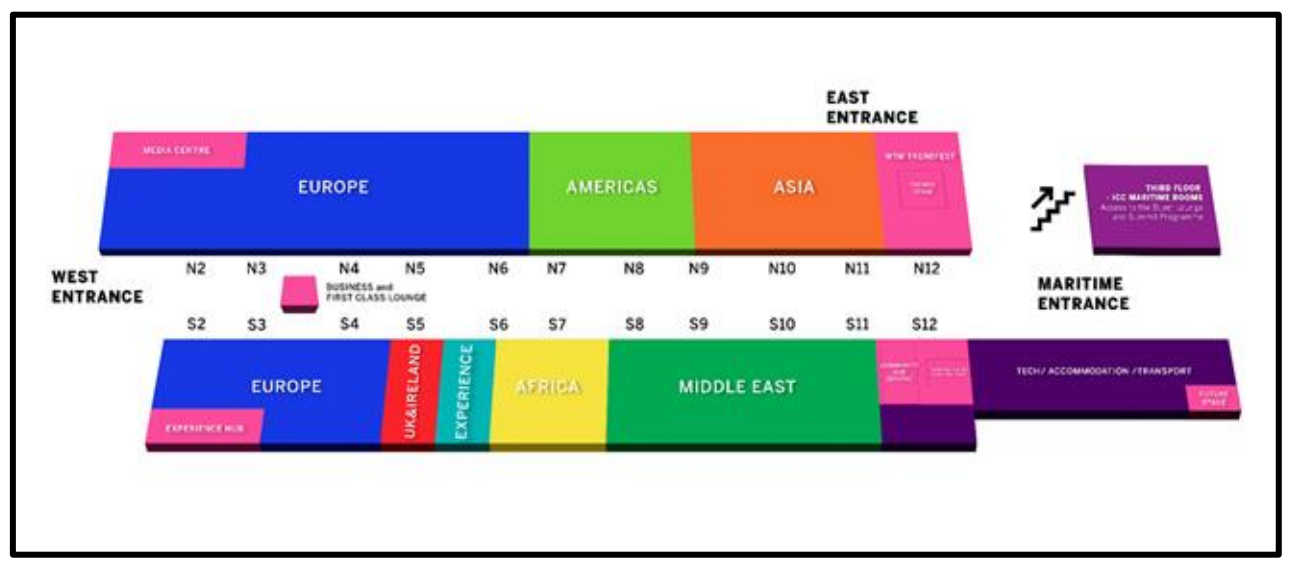
The **image library** can be found here and will be updated daily. All of the latest exhibitor news can be found here, along with WTM London's news here.

You can also reach us any time at wtmpr@daviestanner.com. We hope you have a fantastic show and look forward to connecting!

Warm regards,
Davies Tanner
WTM London's PR Team

INTERNATIONAL MEDIA CENTRE
Located at N1-500

WTM FLOORPLAN



The International Media Centre (N1-500), located next to the West Entrance (Custom House), 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.

International Media Centre opening times:

- Tuesday 3rd November: 09:00 - 18:00
- Wednesday 4th November: 09:00 - 18:00
- Thursday 5th November: 09:00 – 17:00

- There is a cloakroom next to the Media Centre, and you will also be able to use the cloakrooms at N1 (access from the Boulevard through hall entrance N2), and there is a cloakroom at the East Entrance next to WTM Travel Tech on the Boulevard)
- Barista style coffee, tea and cold drinks will be available, complimentary to press
- Catering facilities will also be located just outside the media centre
- Water stations will be available throughout the show floor
- Please bring your own laptop as there will not be any communal computers available
- We do not provide attachments so please bring your own charging device – power stations are available
- There is no printer in the Media Centre – for any urgent printing requirements, please visit the Business Centre in the Undercroft


wtm
LONDON
TUESDAY 3RD
NOVEMBER

KEY SESSIONS

WTM OFFICIAL OPENING CEREMONY - RIBBON CUTTING
08:40am – 08:55am
Location: Outside the West Entrance, by the Pyramid Screen, ExCeL London

Join us for the official Opening Ceremony with VIPs, including WTM London's Premier Partner, Egypt, and the WTM London team.

WTM TRAVEL TRENDS REPORT MEDIA LAUNCH & BREAKFAST
09:20am – 09:40am
Location: Media Centre, Press Conference Room (N1-500)

The WTM Global Travel Report preview uncovers the trends shaping the industry, drawing on data from more than 185 countries, providing media a first-look at global insights.

WTM OFFICIAL WELCOME
10:00am – 10:15am
Location: WTM Wanderlust Headliner Stage (S12)

Join World Travel Market's Event Director, Chris Carter-Chapman, as he opens the stage and sets the scene for the week ahead.

THE PACKAGE HOLIDAY, REINVENTED
15:25pm – 15:50pm
Location: WTM Wanderlust Headliner Stage (S12)

easyJet holidays CEO, Garry Wilson, discusses reinventing the package holiday, the innovations driving growth, and how its Holiday Better strategy is making sustainable travel mainstream.

LET'S TALK ABOUT THE F WORD
15:25pm – 15:50pm
Location: Experience Hub (S2)

Discover why failure could be your biggest competitive advantage with Grace Miller, Founder of Experiment Media and former head of Failure & Experimentation at Steven Bartlett's Flight Story, as she shares how to build teams that experiment, learn fast and grow.

WTM OPENING PARTY
17:00pm – 19:30pm
Location: Community Hub – South Hall (S12)

Join WTM in celebrating Day 1 of the show – with live entertainment, drinks, and the opportunity to make meaningful connections.

PRESS CONFERENCES

WTM LONDON GLOBAL TRAVEL REPORT
09:20am - 09:40am
Location: International Media Centre (N1-500), Press Conference Room

The exclusive WTM Global Travel Report, produced with Oxford Economics, reveals the trends and insights shaping travel.

CENTURY CRUISES: 30 YEARS OF EXCELLENCE, A NEW CHAPTER OF GLOBAL EXPANSION
12:00pm - 12:45pm
Location: International Media Centre (N1-500), Press Conference Room

Century Cruises will be sharing details on its international expansion, European development, plans for Egypt and the next chapter of the Century Cruises' story.
RSVP: mgardiner@centurycruises.com

VISIT MALDIVES: CELEBRATE THE SUNNY SIDE – AN INVITATION TO THE WORLD
14:00pm - 14:45pm
Location: International Media Centre (N1-500), Press Conference Room

Join the official unveiling of Visit Maldives Year 2027: Celebrate the Sunny Side, where senior government officials will share the vision, celebrations, experiences and growth opportunities set to make 2027 a year of celebration across the Maldives.
RSVP: moosa@visitmaldives.com

SPAIN, A COUNTRY FOR ALL: INSIGHTS AND INCLUSION
15:00pm - 15:45pm
Location: International Media Centre (N1-500), Press Conference Room

An overview of Spain's tourism strategy, latest visitor numbers, details of its new campaign 'Spain, a country for all' which aims to strengthen the country's reputation as a welcoming, innovative, and accessible destination, and an overview of its recent roadmap towards more accessible tourism developed by its Spain for All advisory board on accessibility.

RSVP: kate@wearelotus.co.uk

INCREDIBLE INDIA: BEYOND THE EXPECTED
16:00pm - 16:45pm
Location: International Media Centre (N1-500), Press Conference Room

Discover why India offers something for every kind of UK traveller at this press conference showcasing its heritage, culture, cuisine and festivals, from historic cities and celebrated landmarks to cultural highlights such as the India Biennale 2026 and CII Banaras Biennale.

RSVP: ravipareek@itpo.gov.in

ON STAND EVENTS

ALL DAY	**PROMPERÚ, N8-200** Enjoy live demos and sample some Peruvian delicacies on the stand throughout the day. **RSVP:** barry@goshpr.co.uk
ALL DAY	**MEET CIRQUE DU SOLEIL AT VIDANTAWORLD, N6-310** A Cirque du Soleil artist in full costume welcomes visitors to the VidantaWorld stand for a unique photo opportunity. VidantaWorld is home to two resident Cirque du Soleil shows, JOYÀ in Riviera Maya and LUDÕ in Vallarta-Nuevo Nayarit, part of BON, the world's first luxury theme park. **RSVP:** liliamartinez@vidantaworld.com
ALL DAY	**MEET SARAWAK TOURISM BOARD, N9-400** Discover what's new in Sarawak, the Gateway to Borneo, explore press trip opportunities and media collaborations, and arrange exclusive interviews with the CEO of Sarawak Tourism Board who is available across the three days. **RSVP:** sadia@apac-now.com
ALL DAY	**TOURWRITER REPORTING TOOL LAUNCH, S17-322** Tourwriter is launching its new reporting and business intelligence tool, turning the booking, margin and conversion data already in Tourwriter into reports operators can build themselves, with no developer needed. Each demo includes a Q&A with Tourwriter's CEO, head of product and head of sales. **RSVP:** tess.collings@tourwriter.com
9:30am – 11:00am	**MEET ARSENAL LEGEND MARTIN KEOWN, N7-415** Learn about Saint Lucia's relationship with Arsenal Football Club as the official Destination Partner and meet with footballing legend Martin Keown. **RSVP:** lfay@stluciauk.org
11:00am	**SRI LANKA STAND OPENING CEREMONY, N11-220** Chief Guest Hon. Prof. Ruwan Ranasinghe, Deputy Minister of Tourism, opens the Sri Lanka stand alongside tourism and diplomatic officials, travel associations and VIP guests, with traditional Sri Lankan dance performances and speeches. **RSVP:** estubbs@blackdiamond.co.uk
11:00am - 11:30am	**PROMPERÚ STAND INAUGURATION, N8-200** Join PROMPERÚ for its official stand inauguration at WTM 2026. **RSVP:** barry@goshpr.co.uk
11:00am	**BALEARIC ISLANDS PRESS CONFERENCE (AETIB), S4-200** President Marga Prohens and Tourism Minister Jaume Bauzá report on the results of the islands' tourism transformation and containment strategy, their repositioning as a cultural destination and the push towards a fully circular tourism economy. **RSVP:** Hannah@wearelotus.co.uk

ON STAND EVENTS

12:00pm	**URUGUAY STAND OPENING RECEPTION, N8-600** Join us for an opening reception of Uruguayan wines and bite-sized Uruguayan-inspired food, offering travel agents and industry guests an informal introduction to the destination and the "Uruguay Sorprende" platform. Pablo Menoni, Uruguay's Minister of Tourism, will be in attendance. **RSVP:** enrique.martin@newlink-group.com
12:00pm - 13:00pm	**ITALIA STAND OPENING AND PRESS CONFERENCE, N3-200** Join Italy for its ribbon-cutting ceremony and opening press conference in Piazza Italia, titled Italy: Reinventing Beauty. A New Era of Travel, Inspired by Italy. **RSVP:** pr@enit.it
12:00pm – 13:00pm	**EXPO 2027 BELGRADE PRESS CONFERENCE** Learn more about EXPO 2027 Belgrade (15 May to 15 August 2027), themed "Play for Humanity: Sport and Music for All". **RSVP:** m.velasquez@mcgroup.com
12:00pm - 12:30pm	**SAUDI AIRLINE FLIGHT LAUNCH, S8-200** Following a successful 95% load factor in the new Riyadh-Salalah route, join the Experience Oman team for the launch of Saudi Airline's 3 weekly flights from Riyadh to Muscat. **RSVP:** bea.derrick@finnpartners.com
12:00pm - 12:30pm	**PALMA PRESS CONFERENCE, S4-200** Palma announces new sponsorship of two of the city's sports teams, bringing sport and tourism together, plus a resident pride campaign building closer links between locals and the tourism industry. **RSVP:** Hannah@wearelotus.co.uk
12:30pm - 12:50pm	**MENORCA PRESS CONFERENCE: INSPIRED BY MENORCA, S4-200** Results from the first Opening Menorca cultural season launch, a multi-week series of cultural events opening the season, plus a first look at 2027, a connectivity update and a new video premiere. **RSVP:** Hannah@wearelotus.co.uk
13:00pm	**SIGNATURE COOKING DEMONSTRATION WITH CHEF ENRICO DERFLINGHER, N2-240** The President of Euro-Toques Italia and Euro-Toques International, whose famous risotto has even been served to the Royal Family, cooks live in the Italia stand's bar area. **RSVP:** pr@enit.it
13:00pm & 15:30pm	**ITALIAN GELATO TASTING, N3-500** Taste Italy's artisan ice-cream tradition on the Italia stand. **RSVP:** pr@enit.it
13:30pm - 14:00pm	**EXOTIC WEDDING PLANNING CONFERENCE LAUNCH, S8-200** Join Experience Oman for the launch of the 16th edition of the Exotic Wedding Planning Conference. **RSVP:** bea.derrick@finnpartners.com
14:00pm - 15:00pm	**MEET OLYMPIC SPRINT CHAMPION, JULIEN ALFRED, N7-415** Learn about Julien's work as Saint Lucia's official tourism ambassador and the joy of using sport as a platform to engage new audiences. **RSVP:** lfay@stluciauk.org

ON STAND EVENTS

14:30pm	**EMILIA-ROMAGNA: PATHS THROUGH HISTORY, STEPS TOWARDS THE FUTURE, N3-200** The Emilia-Romagna Region presents its villages, ancient routes, Ravenna's UNESCO heritage and a new commitment to sustainable tourism. **RSVP:** pr@enit.it
15:30pm	**PIEMONTE SKI EXPERIENCE: MORE THAN SKIING. A WORLD TO DISCOVER, N3-200** Presented by the Piedmont Region in Piazza Italia. **RSVP:** pr@enit.it
16:00pm - 18:00pm	**A TASTE OF ANDALUCÍA: DROP-IN NETWORKING, S2-210** Turismo de Andalucía hosts relaxed drop-in networking with the region's suppliers and destination partners, with Andalusian wines, jamón ibérico and the latest news from across the region. Free to attend, by RSVP only. **RSVP:** Hannah@wearelotus.co.uk
16:30pm	**PRESENTATION BY ROMA CAPITALE, N3-200** Roma Capitale presents in Piazza Italia on the Italia stand. **RSVP:** pr@enit.it
16:30pm - 18:00pm	**SARAWAK TOURISM BOARD NETWORKING COCKTAIL RECEPTION, N9-400** An invitation-only reception celebrating the culture, hospitality and flavours of Sarawak, with authentic Sarawakian food and drinks and the chance to connect with Sarawak tourism representatives and industry partners. **RSVP:** sadia@apac-now.com
17:00pm	**ITALIAN APERITIVO, N2-240** An Italian aperitivo showcasing outstanding food and wine in the Italia stand's bar area. **RSVP:** pr@enit.it



INTERVIEW WALL

The WTM Interview Wall returns to the International Media Centre (N1-500), where some of the biggest names from the travel industry will be taking part in interviews. Journalists are invited to join in and are encouraged to come along and ask their own questions.

10:30am – 10:45am	Jonathan Heastie, Portfolio Director - Travel, RX Global
11:30am - 11:45am:	Sherif Fathy, Minister of Tourism and Antiquities, Egypt Tourism Authority
13:15pm - 13:30pm:	David Fredericks, President of the Americas, Century Cruises
13:45pm - 14:00pm:	Glenn Campbell, CEO, Tourwriters
15:00pm - 15:15pm:	Samuel Bluman Levi, President, ProColombia
15:15pm - 15:30pm:	Rusu Mutongo, Vice President, Strategic Partnerships & Business Development, Voyada
15:30pm - 15:45pm:	Dave Goodger, Managing Director of Tourism Economics EMEA, Oxford Economics
15:45pm - 16:00pm:	Márcio de Jesus Lopes Daniel, Minister of Tourism, Angola Tourism
16:30pm - 16:45pm:	Chris Carter-Chapman, Event Director, WTM London




wtm
LONDON
WEDNESDAY 4TH
NOVEMBER

KEY SESSIONS

WHO SHOULD OWN THE TRAVELLER JOURNEY: BRANDS, PLATFORMS OR AGENTS?
09:45am – 10:05am
Location: Future Stage, Maritime Suite

As AI agents increasingly recommend and book travel, who owns the traveller relationship and captures the value? Join the debate on whether agents will smooth the journey or become another gatekeeper, and how suppliers can stay visible and bookable.

WTM MINISTERS' SUMMIT
10:30am – 12:30pm
Location: Maritime Suite, George V Room 1

Now in its 20th year, the Summit unites tourism ministers and industry leaders to explore 'Strengthening Tourism for a Resilient and Regenerative Future', moving the sector beyond crisis recovery towards long-term regeneration.

WHEN DATA MEETS DECISION: WHAT TRAVEL CAN LEARN FROM FORMULA 1
11:40am – 12:10pm
Location: Future Stage, Maritime Suite

Travel businesses have more data than ever, but that doesn't guarantee better decisions. Drawing on Formula 1, Ruth Buscombe shares how high-performance teams find the signals that matter, combine data with human judgement and move from insight to action faster.

NOTHING IS OUT OF BOUNDS: REIMAGINING ACCESSIBLE ADVENTURE AND LUXURY TRAVEL
12:00pn – 12:20pm
Location: Experience Hub (S2)

Safari, scuba diving, trekking and luxury travel are often assumed to be out of reach for some travellers. This session shows how adaptive equipment, thoughtful service design and collaboration are proving otherwise, and what inclusive innovation looks like in practice.

WHY THE FUTURE OF TRAVEL IS HUMAN
14:15pm – 15:00pm
Location: WTM Wanderlust Headliner Stage (S12)

Join Kate Humble and Julia Bradbury with Wanderlust as they explore the growing demand for slow travel, the outdoors and meaningful local encounters, and how the industry can deliver these experiences while protecting the wild places it depends on.

WTM NIGHT TWO PARTY
17:00pm – 19:30pm
Location: Future Stage, Maritime Suite

Open to everyone. Join us as day two wraps, to celebrate with your peers - enjoy live entertainment, a drink and the opportunity to make new connections.

PRESS CONFERENCES

VIDANTAWORLD PRESENTS BON: THE WORLD'S FIRST LUXURY THEME PARK
13:00pm - 13:45pm
Location: International Media Centre (N1-500), Press Conference Room

Iván Chávez, Executive Vice President of Grupo Vidanta, unveils BON (Beauty of Nature), the world's first luxury theme park and the latest addition to VidantaWorld's luxury hospitality and entertainment portfolio. A USD 1.5 billion development in Mexico, BON introduces an original universe inspired by nature and mythology. Following its exclusive, progressive private opening for VidantaWorld guests and members on 24 October, the park is set to welcome the general public in spring 2027.

RSVP: liliamartinez@vidantaworld.com

SRI LANKA TOURISM
13:30pm - 15:30pm
Location: Albert Rooms 1 & 2, ICC Maritime Suite, ExCeL London

Senior Sri Lanka Tourism representatives, including the Deputy Minister of Tourism, the Chairman of Sri Lanka Tourism and the High Commissioner of Sri Lanka in the UK, share the latest destination and trade updates and plans for 2027, followed by a media Q&A, networking and lunch.

RSVP: estubbs@blackdiamond.co.uk

ANGOLA TOURISM
14:00pm - 14:45pm
Location: International Media Centre (N1-500), Press Conference Room

As Angola makes its WTM London debut, the Minister of Tourism will outline the country's ambitions for tourism as a driver of jobs and sustainable growth. African Parks and Luiana Plains Safaris will also showcase conservation-led tourism and new safari experiences in Angola's remote wilderness.

RSVP: adele.cutler@klebergroup.com



ON STAND EVENTS

ALL DAY	**PROMPERÚ, N8-200** Enjoy live demos and sample some Peruvian delicacies on the stand throughout the day. **RSVP:** barry@goshpr.co.uk
ALL DAY	**MEET CIRQUE DU SOLEIL AT VIDANTAWORLD, N6-310** A Cirque du Soleil artist in full costume welcomes visitors to the VidantaWorld stand for a unique photo opportunity. VidantaWorld is home to two resident Cirque du Soleil shows, JOYÀ in Riviera Maya and LUDÕ in Vallarta-Nuevo Nayarit, part of BON, the world's first luxury theme park. **RSVP:** liliamartinez@vidantaworld.com
10:00am	**TORINO AND PIEMONTE: AN EXTRAORDINARY SETTING FOR HOSTING EVENTS OF ALL KINDS, N3-200** Presented by Turismo Torino e Provincia in Piazza Italia. **RSVP:** pr@enit.it
10:30am	**MALLORCA INSTITUTIONAL PRESENTATION: TOWARDS MORE RESPONSIBLE AND SUSTAINABLE TOURISM, S4-200** Mr Llorenç Galmés, President of the Consell de Mallorca, and Mr Guillem Ginard, Councillor for Tourism, present Mallorca's initiatives for a more conscious, responsible and sustainable approach to tourism, fostering a harmonious relationship between residents and visitors. **RSVP:** Hannah@wearelotus.co.uk
11:00am	**CONNECTING THE WORLD TO FRIULI VENEZIA GIULIA, N3-200** The Friuli Venezia Giulia Region presents new gateways, new experiences and authentic Italian flavours. **RSVP:** pr@enit.it
11:00am & 15:30pm	**ITALIAN GELATO TASTING, N3-500** Taste Italy's artisan ice-cream tradition on the Italia stand. **RSVP:** pr@enit.it
11:00am - 12:00pm	**MEET ANDY COLE AT NIVA HOTELS & RESORTS, N11-210** Former England and Manchester United footballer Andy Cole joins the Versa Hospitality team on the Niva stand for a photo opportunity, ahead of his 2027 visit to Niva Kuramathi Maldives with the Campioni Soccer Academy programme. **RSVP:** KateS@goodresults.co.uk

ON STAND EVENTS

11:30am - 12:30pm	**TURESPAÑA AND WANDERLUST'S MOST SUSTAINABLE TOUR OPERATOR TO SPAIN AWARD, S2-200** Celebrate the outstanding work delivering immersive, responsible and sustainable travel experiences in Spain with the Spanish Tourist Office, tour operators and media, then stay for a glass of Spanish cava and a light bite. **RSVP:** Hannah@wearelotus.co.uk
11:30am - 12:00pm	**CALVIÀ PRESS CONFERENCE, S4-200** Calvià celebrates being shortlisted as a finalist for European Capital of Tourism 2027, alongside its cinematic heritage with Calvià, Film Set, the first VERTIFEST, and Magaluf's shift towards family, MICE, wellness and sports travel. **RSVP:** Hannah@wearelotus.co.uk
12:00pm	**THE TUSCANY YOU NEED, N3-200** The Tuscany Region presents slow, sustainable and active experiences across Tuscany's territories. **RSVP:** pr@enit.it
13:00pm	**SIGNATURE COOKING DEMONSTRATION WITH MICHELIN-STARRED CHEF GIANNI TARABINI, N2-240** Minimalist, sustainability-minded cooking that draws on Italy's farming heritage while embracing gentle innovation. **RSVP:** pr@enit.it
13:00pm - 14:00pm	**E-LEARNING PLATFORM LAUNCH, S8-200** Join the Experience Oman team for the official launch of the Oman Tourism Hub International E-Learning Platform. Created to give travel professionals the knowledge and inspiration they need to sell Oman with confidence. **RSVP:** bea.derrick@finnpartners.com
13:45pm - 14:15pm	**SPAIN FOR ALL PANEL, HEADLINER STAGE** Turespaña UK's accessibility advisory panel talks through its work with Spain in the drive for an inclusive destination. Open to all WTM badge holders. **RSVP:** Hannah@wearelotus.co.uk
14:00pm	**MILAN AND LEONARDO, N3-200** Presented by the City of Milan in Piazza Italia. **RSVP:** pr@enit.it
15:00pm	**STEVE MCCURRY: SPIRITUALITY, N3-200** The Umbria Region presents a photographic journey through Umbria, shaped by encounters, reflection and shared perspectives, on show in Perugia from 30 October 2026 to 10 January 2027. **RSVP:** pr@enit.it

ON STAND EVENTS

15:00pm - 15:45pm	**CASTILLA-LA MANCHA PRESS CONFERENCE, S2-200** Castilla-La Mancha spotlights one of the most distinctive traditions in the province of Albacete, the Corpus Christi Sawdust Carpets Festival of Elche de la Sierra, currently a candidate for designation as a Festival of International Tourist Interest. **RSVP:** Hannah@wearelotus.co.uk
16:00pm	**AMERICA'S CUP: FROM NAPLES TO THE INLAND AREAS, N3-200** The Campania Region presents a challenge for the whole region. **RSVP:** pr@enit.it
17:00pm	**PRESENTATION BY THE LAZIO REGION, N3-200** The Lazio Region presents in Piazza Italia on the Italia stand. **RSVP:** pr@enit.it
17:00pm	**ITALIAN APERITIVO, N2-240** An Italian aperitivo showcasing outstanding food and wine in the Italia stand's bar area. **RSVP:** pr@enit.it



INTERVIEW WALL

The WTM Interview Wall returns to the International Media Centre (N1-500), where some of the biggest names from the travel industry will be taking part in interviews. Journalists are invited to join in and are encouraged to come along and ask their own questions.

10:30am – 10:45am	Jonathan Heastie, Portfolio Director - Travel, RX Global
11:00am - 11:15am:	Hon. Edmund Bartlett, Minister of Tourism Donovan White, Director of Tourism, Jamaica Tourist Board
13:00pm - 13:15pm:	Preshant Awadhpersad, Chief Executive Officer a.i., Suriname Investment and Trade Agency (SITA)
13:30pm - 13:45pm:	Mr. Alaa Akel, Chairman & CEO, Jaz Hotel Group
14:00pm - 14:15pm:	Iván Chávez, Executive Vice President, Grupo Vidanta
15:00pm - 15:15pm:	Helgi Eysteinsson, CEO, Iceland Travel
15:30pm - 15:45pm:	Adam Streeter, Managing Director, Leonardslee Lakes & Gardens
16:00pm - 16:15pm:	Hon. Dr. Kishore Shallow, Minister of Tourism, Civil Aviation and Sustainable Development Shafia Lonon, CEO St Vincent and the Grenadines Tourism Authority
16:30pm - 16:45pm:	Chris Carter-Chapman, Event Director, WTM London




wtm
LONDON
THURSDAY 5TH
NOVEMBER

KEY SESSIONS

SHAPING THE NEXT ERA OF TRAVEL
10:00am – 10:25am
Location: WTM Wanderlust Headline Stage (S12)

Booking Holdings is defining the next era of travel - using AI to transform how people discover, plan and experience the world. Join Chief Strategy Officer, Rob Ransom, for an inside look at how they are working to advance the industry and shape the future of travel.

REDEFINING THE CUSTOMER EXPERIENCE IN TRAVEL
11:45am – 12:15pm
Location: WTM Wanderlust Headliner Stage (S12)

Discover how brands can harness technology without losing the human touch, as leaders from Virgin Group, Virgin Atlantic, Virgin Hotels Collection and Virgin Voyages share practical lessons on creating personal, memorable experiences that build lasting loyalty.

WTM ANNUAL CREATORS MEET-UP (PRE-BOOKED SPACES ONLY)
12:30pm – 14:00pm
Location: Experience Hub (S2)

The exclusive WTM Content Creators Networking event is *the* place for influencers to connect with peers and exhibitors seeking exciting collaborations.

WTM FINAL DAY THOUGHTS
14:40pm – 14:50pm
Location: WTM Wanderlust Headliner Stage (S12)

Join World Travel Market's Event Director, Chris Carter-Chapman, as he reflects on the successes of WTM 2026 and sets the scene for next year.

LEADING IN CHAOS: STORIES, EMPATHY, AND THE ART OF INFLUENCE
14:40pm – 15:10pm
Location: Experience Hub (S2)

Discover why human connection is leadership's most powerful skill in the age of AI with Ash Bhardwaj, as he shares how stories and empathy build trust, inspire teams and resonate with travellers.

LOST IN TRANSLATION, FOUND IN CONVERSATION WITH PHIL WANG
15:30pm – 16:00pm
Location: WTM Wanderlust Headliner Stage (S12)

Join comedian and author, Phil Wang, as he draws on a childhood split between Stoke-on-Trent, Kota Kinabalu and Bath to share a funny, sharp take on belonging, identity and what truly makes visitors feel welcome.

ON STAND EVENTS

ALL DAY	**PROMPERÚ, N8-200** Enjoy live demos and sample some Peruvian delicacies on the stand throughout the day. **RSVP:** barry@goshpr.co.uk
10:00am	**LIGURIA OUTDOOR 365, N3-200** The Liguria Region shows how to experience the Italian Riviera all year round. **RSVP:** pr@enit.it
11:00am	**WONDERFUL ITALY, N3-200** Presentation of the Wonderful Italy project, an exhibition celebrating the visual heritage of ENIT S.p.A. **RSVP:** pr@enit.it
11:00am & 15:30pm	**ITALIAN GELATO TASTING, N3-500** Taste Italy's artisan ice-cream tradition on the Italia stand. **RSVP:** pr@enit.it
12:00pm	**GENOA: ART IN THE CITY, NATURE A STEP AWAY, N3-200** Presented by the City of Genoa in Piazza Italia. **RSVP:** pr@enit.it
13:00pm	**SIGNATURE COOKING DEMONSTRATION WITH MICHELIN-STARRED CHEF VINCENZO GUARINO, N2-240** Cooking that blends innovation and tradition, bringing out the best in local, seasonal produce through modern techniques. **RSVP:** pr@enit.it
13:00pm - 14:00pm	**E-LEARNING PLATFORM LAUNCH, S8-200** Join the Experience Oman team for the official launch of the Oman Tourism Hub International E-Learning Platform. **RSVP:** bea.derrick@finnpartners.com
15:00pm	**GIVING CALABRIA A VOICE, N3-200** Presented by the Calabria Region in Piazza Italia. **RSVP:** pr@enit.it
16:00pm	**ITALIAN APERITIVO, N2-240** An Italian aperitivo showcasing outstanding food and wine in the Italia stand's bar area. **RSVP:** pr@enit.it

INTERVIEW WALL

10:30am - 10:45am:	Virginia Messina, Group CEO, African Travel and Tourism Association (ATTA)
13:00pm – 13:15pm:	Linda Yu Shan Lin, Director of Taiwan Tourism Administration

Access the report via the QR code



wtm LONDON

www.wtm.com/london