



wtm[®]

LONDON

4-6 November 2025

WTM LONDON MEDIA GUIDE 2025

WTM Media Centre sponsored by:



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Welcome Letter

Dear WTM Media,

Welcome to World Travel Market London 2025.

We're pleased to welcome you to the 45th live edition of the show here at Excel London, taking place from Tuesday 4th – Thursday 6th November.

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 & tourism event, and this year is no different.

On track to be the biggest and most influential edition yet, over the next three days WTM London is set to welcome over 4,000 exhibitors from 184 countries and more than 70 conference sessions, with over 200 speakers inspiring and facilitating learning, exhibitor announcements, events and entertainment.

Driven by the surging global demand for travel and the continued expansion of Excel London, WTM London 2025 will also see a number of new features, from the brand-new **TrendFest stage**, spotlighting immersive experiences, themed activations and daily presentations, to the debut of **WTM TV**, a dedicated channel designed for exhibitors to educate, engage, and connect with visitors on a new level.

For the first time ever, WTM London has named Britain's national tourism agency **VisitBritain** as **Premier Partner** for this year, indicating a closer relationship between the flagship trade event and the UK government.

This guide outlines key details regarding the Global Media Centre, press conferences, press receptions, exhibitor's events, press releases, and interview opportunities, to help 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 the quickest route to meetings, available on iPhone and Android.

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

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

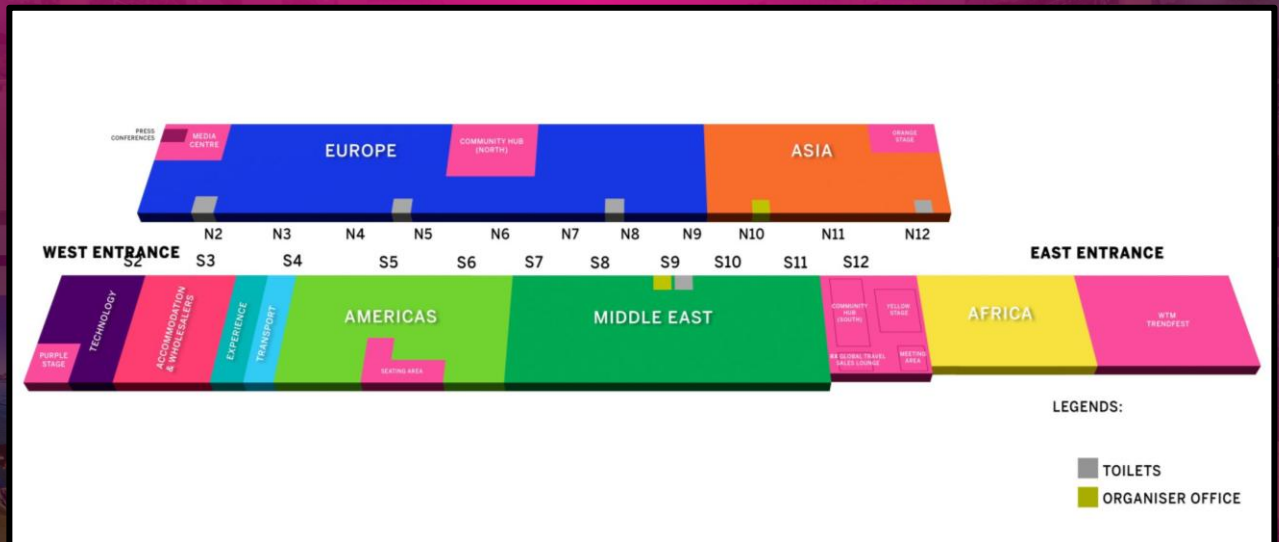
We hope you have a great show and look forward to connecting!

Davies Tanner
WTM London's PR Team

INTERNATIONAL MEDIA CENTRE

Located at N1-500

WTM FLOORPLAN



The International Media Centre (N1-500) 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 4th November & Wednesday 5th November - 09:30 - 18:00
- Thursday 6th November – 09:30 – 17:00
- The International Media Centre is located next to the West Entrance (Custom House)
- Media will have access to a cloakroom in S2 (located by the West Entrance, opposite the Purple Theatre)
- Returning this year, the Media Centre will be serving coffee, tea and cold drinks complimentary to press
- Don't forget to bring your water bottle for hydration throughout the day - water stations will be available throughout the show for refills
- 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 throughout the Media Centre
- There is no printer – for any urgent printing requirements, please visit the Business Centre in the Undercroft

KEY EVENTS FOR MEDIA

TUESDAY 4TH NOVEMBER

Opening Ceremony

08:50am – 09.05am

Location: West Entrance

Join World Travel Market's new Event Director Chris Carter-Chapman as he opens the show alongside Premier Partner VisitBritain and Minister for Tourism Stephanie Peacock.

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

10:00am – 11:00am

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

WTM London is proud to uncover the latest trends and insights shaping travel landscape, as well as a host of predictions for the future of our industry with the exclusive WTM Global TravelReport, in association with renowned researchers Oxford Economics.

Ministers' Summit in association with UN Tourism and WTTC

10:30am – 12:30pm

Location: ICC Maritime Suite, George V, Room 1 (L3)

Now in its 19th year, this year's Summit will convey the potential of tourism to drive positive change, titled *Reimagining Tourism Investment Models: Building Next-Generation Incentives*. Inviting over 50 tourism ministers from across the globe, the summit is a vital debate every year, to overcome key issues and shape the future of tourism for a better world.

WTM Official Welcome

11:15am – 11:30am

Location: Yellow Theatre (S12)

Chris Carter-Chapman sets the scene for the week ahead.

WTM Networking Party

17:00pm – 19:30pm

Location: TrendsFest – Main Stage

Open to all. Join WTM in celebrating day one of the show – with live entertainment, drinks, and the opportunity to make meaningful connections.



Access the
report via
the QR
code

KEY EVENTS FOR MEDIA

WEDNESDAY 5TH NOVEMBER

Media & Influencer Forum

14:00pm – 17:00pm

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

A firm favourite at WTM London, this forum brings together journalists, editors, influencers and content creators for an inspiring and practical session that explores the ever-evolving world of media, content and storytelling.

Comedy Sells: How Humour is Selling Travel

10:30am – 11:15am

Location: Yellow Theatre (S12)

What makes travellers laugh, might also make them book! Presented by BBC Studios, with guest appearance from comedian Maisie Adams, hear how this type of storytelling can help brands and destinations capture audiences.

Summit: Reclaiming Inclusion

From 10:45am

Location: Orange Theatre (N12)

Diversity, equity, accessibility and inclusion (DEAI)'s powerful role in the future of tourism will be the focus of the Orange Theatre throughout the second day.

Summit: The Technology Case for Empathy in Travel

From 10:45am

Location: Purple Theatre

The Purple Theatre will be dedicated to technology's critical role in travel during a time of disruption.

Food for Thought: How Gen Alpha are Already Redefining Travel

11:30am – 12:15pm

Location: Yellow Theatre (S12)

Join food futurist Tony Hunter as he explores how food, technology, and travel converge and Gen Alpha is reshaping gastronomy tourism.

- For all WTM Connect Me app assistance, please visit one of the information points in the boulevard, or the Meeting areas in the Community Hubs (north and south)

KEY EVENTS FOR MEDIA

THURSDAY 6TH NOVEMBER

Summit: Welcome to the Marketing Summit

From 10:30am onwards

Location: Yellow Theatre (S12)

Join hosts Matthew Gardiner and Tina Charisma as they kick off the WTM Marketing Summit 2025. Expect a day of inspiring insights, innovation and industry-shaping conversations at the Yellow Theatre throughout the day.

WTM Content Creators Networking

12:30pm – 14:00pm

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

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

An Audience with Richard E. Grant: Storytelling Beyond the Screen

15:30pm – 16:15pm

Location: Yellow Theatre (S12)

Explore the world through the eyes of storyteller and national treasure, Richard E. Grant, in this exclusive interview.

WTM Closing Comments

16:15pm – 16:30pm

Location: Yellow Theatre (S12)

Stay tuned for more news on what to expect for WTM 2026, as Event Director Chris Carter-Chapman closes the show with exciting new updates.



WTM EXHIBITOR PRESS CONFERENCES 2025

TUESDAY 4TH NOVEMBER

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

10:00am – 11:00am

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

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

MELLENIUM – 2027, European Year of the Normans Press Conference

11:00am – 11:45am

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

Discover the region's tourism plan for 2026 and beyond, including a cross-border European project.

Greece Insights with HE Olga Kefalogianni, Nikos Hardalias and historian and author Bettany Hughes OBE

12:30pm – 13:30pm

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

Gain insight into Greece's record-breaking tourism success and present projects for 2026 and beyond, with a drink's reception by Region of Attica to follow.

Experience Oman and IRONMAN: A New Era of Sports and Adventure Tourism in the Sultanate of Oman

14:00pm – 14:45pm

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

Join Experience Oman as it announces a new partnership with The IRONMAN Group and reveals host locations for 2026-2030, marking a new era for tourism.

WTM EXHIBITOR PRESS CONFERENCES 2025

WEDNESDAY 5TH NOVEMBER

The World's Best Cities Report 2026 presented by Resonance + Ipsos

10:00am – 10:45am

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

With London ranking #1 for the 11th consecutive year, join Resonance + Ipsos as they release its annual World's Best Cities ranking for 2026, spotlighting the top 100 cities shaping the planet's future.

Wonderful Indonesia: "Go Beyond Ordinary" Campaign Launch

11:00am – 11:45am

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

Regnum The Crown

12:00pm – 12:45pm

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

Be the first to hear about the latest property developments from this leading European hotel group.

Trail to Elegance – Greek National Tourism Organisation

13:00pm – 13:45pm

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

GNTO invites you to explore Greece's contrasting beauty from the newly launched Peloponnese Trail to the timeless grace of Mykonos.



WHAT'S ON: TRENDSFEST

Brand new to this year, the TrendsFest stage will showcase immersive and interactive experiences from across the globe – including wellness, gastronomy, music & more.

TUESDAY 4TH NOVEMBER

10:00AM – 10:40AM	Mindful Mornings Start with purpose, intention and vitality.
11:00am – 11:40am	Romanian folk dancers Experience the Romanian twist on dance.
12:00pm – 12:40pm	Empowering Experiences Through Tech, Community & Local Insight VOX Group CMO John Boulding explores how technology can bring traveller's and communities together.
13:00pm – 13:40pm	Can We Imagine the Future of Experiences? The New Quiet Luxury: Where food, story, film and AI bring culture to life through human connection.
13:00pm – 14:00pm	Croatian Cuisine – TrendsFest Cooking Corner Join a Croatian-themed cooking demo and explore flavours from Split to Zagreb.
14:00pm – 14:40pm	Hear Songs of Taiwan One of the world's leading harmonica groups from Taiwan.
17:00pm – 18:00pm	Discover Barbados' Finest Food & Drink A taste of the island with every bite.



WHAT'S ON: TRENDSFEST

WEDNESDAY 5TH NOVEMBER

10:00AM – 10:40AM	Mindful Mornings Release, rebalance and reset mid-way.
11:00am – 11:40am	Dancing in the Dominican Experience a culture through authentic dance and artistic expression.
15:00pm – 15:40pm	A taste of Greece – TrendsFest Cooking Corner A delicious demo of Greek cuisine.
15:00pm – 15:40pm	Borneo Rhythms: Sarawak's Culture in Motion and Craft An authentic cultural showcase with a glimpse into the rich heritage of Borneo.
16:00pm – 16:40pm	Bahamas Junkaroo From vibrant, hand-crafted costumes to exuberant dance routines, experience the Christmas tradition first-hand.

THURSDAY 6TH NOVEMBER

10:00AM – 10:40AM	Mindful Mornings Integrate, grow and carry it forward.
11:00am – 11:40am	Rhythm & Vibes: A preview of Saint Lucia Jazz and Arts Festival Come and enjoy the soulful sounds of Saint Lucian jazz guitarist Ronald 'Boo' Hinkson and singer Christa Bailey.
11:00am – 12:00pm	A taste of Ecuador: Guaguas de Pan & Colada Morada – TrendsFest Cooking Corner Join Head Chef David Reyes for a delicious food and drink demo.
13:30pm – 14:00pm	Lima with a Pinch of Lime: Ceviche the Peruvian Way – TrendsFest Cooking Corner Join Chef Percy Izaguirre as he prepares the dish that best represents the rich culinary heritage of Peru.

ON STAND EVENTS

TUESDAY 4TH NOVEMBER

ALL DAY	EGYPTAIR Flight Giveaways, S6-530 Be in with the chance to win flights & discover about this flagship service. RSVP: claudia.rinaldi@ariaspa.it
ALL DAY	PROMPERÚ, S5-220 Enjoy food samples, coffee demonstrations, Cacao making and traditional dance displays. RSVP: barry@goshpr.co.uk
11:00am – 12:00pm:	Balearic Island's Government Press Conference, N5-220 Join the President and Minister of Tourism as they deliver the latest. RSVP: balearicislands@wearelotus.co.uk
13:00pm – 14:00pm:	Lombardia Showcooking with Chef Enrico Derflinger, N3-510 Former British Royal chef to demonstrate risotto with wine tasting RSVP: claudia.rinaldi@ariaspa.it
14:00pm – 15:00pm:	What's so great about Tokyo?, N11-505 An insightful seminar on this world-class destination. RSVP: wtm@tokyoseminar.co.uk
15:00pm – 15:30pm	Menorca's Opening Cultural, N5-220 Join the island as it unveils its first edition of a new art-focused event. RSVP: marta@wearelotus.co.uk
15:30pm – 16:30pm	Tuscany Press Conference, N2-240 Hear exclusive destination updates and plans. RSVP: anna.beketov@finnpartners.com
16:00pm – 17:00pm	What's so great about Tokyo?, N11-505 An insightful seminar on this world-class destination. RSVP: wtm@tokyoseminar.co.uk
16:30pm – 17:30pm:	Sarawak Networking Cocktails, N10-400 Plus, engaging conversations, shared ideas and new connections. RSVP: sadia@apac-now.com
16:30pm – 17:30pm:	Andalucia 'Afterwork', N6-200 An informal drop-in event with Andalucian drinks, gastronomy and music. RSVP: marta@wearelotus.co.uk
17:00pm – 18:00pm	Bermuda Coffee & Cocktail Hour, S6-235 Featuring Bermudian specialties. RSVP: sadia@apac-now.com

ON STAND EVENTS

WEDNESDAY 5TH NOVEMBER

ALL DAY	EGYPTAIR Flight Giveaways, S6-530 Be in with a chance to win flights and hear about the flagship service. RSVP: frances@wearelotus.co.uk
10:30am – 11:10am:	Spain's Tourism Agenda 2030 The Secretary of State for Tourism to provide the country's bold national plan. RSVP: marta@wearelotus.co.uk
10:30am – 11:30am:	Sarawak Tourism Board's Media Briefing, N10-400 A welcome dance following by address by the Minister for Tourism. RSVP: sadia@apac-now.com
11:00am – 12:00pm:	Jordan Press Briefing with Richard Hammond, S11-300 Exciting developments for 2026 to be revealed, including a new experience in Wadi Rum. RSVP: mala@slcrepresentation.com
11:00am – 12:00pm:	Lake Como and Valtellina's Mountains, N3-510 Hear about how northern Italy's neighbouring regions are becoming two of the most popular destinations. RSVP: claudia.rinaldi@ariaspa.it
12:30pm – 13:30pm	Andalucia's Tourism Agenda: Panel Discussion, N6-200 Covering key topics like diversifying tourism flow, sustainable tourism and enhanced connectivity. RSVP: marta@wearelotus.co.uk
12:30pm – 13:30pm:	Sharjah Tourism Traditional Coffee & Emirati Delicacies, S9-220 Be the first to hear about destination developments and press trip opportunities. RSVP: Sharjah@wearelotus.co.uk
13:00pm – 14:00pm:	Lombardia Showcooking with Chef Enrico Derflinger, N3-510 Former British Royal chef to demonstrate risotto with wine tasting RSVP: claudia.rinaldi@ariaspa.it
15:00pm – 16:00pm:	Corendon Airlines Happy Hour, N8-506 Enjoy the authentic taste of Corendon with complimentary drinks and doner wraps. RSVP: annabel@prwhenyouneedit.co.uk

ON STAND EVENTS

WEDNESDAY 5TH NOVEMBER - CONTINUED

16:00pm – 17:00pm	Iceland Media Reception and Presentation, N8-400 Focused on astro-tourism. RSVP: panos.papadopoulos@finnpartners.com
17:00pm – 18:00pm	Bahamas Junkanoo Performance, S6-335 Join the fun! RSVP: anna.beketov@finnpartners.com
18:00pm – 18:30pm	HotelPlanner drinks, Tapa Tapa Located just outside of London Excel join the team as they wrap up day two. RSVP: rachel.santacruz@finnpartners.com

THURSDAY 6TH NOVEMBER

13:00pm – 14:00pm:	Lombardia Showcooking with Chef Enrico Derflingher, N3-510 Former British Royal chef to demonstrate risotto with wine tasting RSVP: claudia.rinaldi@ariaspa.it
17:00pm – 17:30pm	Oman Book Launch, S11-210 Celebrate with Mark Evans as he reveals his new book: A Journey to Arabia RSVP: anna.beketov@finnpartners.com



INTERVIEW WALL

The WTM camera crew returns to interview key names of the travel industry. Media badge holders are invited to take part, and journalists are encouraged to ask their own questions. As always, the WTM Interview Wall is located in the **International Media Centre (N1-500)**.

TUESDAY 4TH NOVEMBER

10:30am – 10:45am:	Megan Owens, Sales Manager, The Celtic Collection
10:45am – 11:00am:	His Excellency Saad Bin Ali Al Kharji, Chairman of Qatar Tourism and Chairman of the Board of Directors, Visit Qatar
11:00am – 11:15am:	Helgi Eysteinnsson, CEO, Iceland Travel
11:15am – 11:30am:	HE Khalid Jasim Al Midfa, Chairman, Sharjah Commerce and Tourism Development Authority
11:30am – 11:45am:	Andreas Fiorentinos, Secretary General, Greek National Tourism Organisation
11:45am – 12:00pm:	Ms Rosa Harris, Director, The Cayman Hotels
12:00pm – 12:15pm:	Dona Regis-Prosper, Secretary General and Chief Executive Officer, Caribbean Tourism Organization
13:00pm – 13:15pm:	Manuel Butler, Director, Spanish Tourist Office
13:15pm – 13:30pm:	Rebecca Miano, Minister for Tourism and Wildlife, Kenya Tourism Board
13:30pm – 13:45pm:	Jessica Canelo, Marketing Director of Sernatur, Chile
13:45pm – 14:00pm:	Patricia Yates, CEO, VisitBritain
14:00pm – 14:15pm:	Rodrigo Esponda Cascajáles, MD, Los Cabos
14:15pm – 14:30pm:	Aminath Mohamed, Manager, Destination Marketing, Visit Maldives

INTERVIEW WALL - continued

TUESDAY 4TH NOVEMBER

14:30pm – 14:45pm:	Turky Kari, Official Spokesperson and Executive Director of Marketing, AROYA Cruises
15:00pm – 15:15pm:	Luis Alejandro Dávila, Vice President, Tourism ProColombia
15:15pm – 15:30pm:	Simon Powell, CEO, Inspiretec
15:30pm – 15:45pm:	Mr. Hamed El Chiaty, Chairman, Travco Group
15:45pm – 16:00pm:	Paula Llobet, Minister for Tourism, Innovation, and International Relations, Region of Valencia
16:00pm – 16:15pm:	H.E. Dr. Emad Hijazeen, Minister for Tourism and Antiquities, Jordan Tourist Board
16:15pm – 16:30pm:	Harris Whitbeck, Director-General, INGUAT (Guatemala)
16:30pm – 16:45pm:	YB Dato Sri Abdul Karim Rahman Hamzah, Minister for Tourism, Creative Industry, and Performing Arts, Sarawak
16:45pm – 17:00pm:	Mr. Colin C. James, CEO, Antigua and Barbuda Tourism Authority
17:00pm – 17:15pm:	Abdulla Yousuf, Director of International Operations, Department of Culture & Tourism Abu Dhabi





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