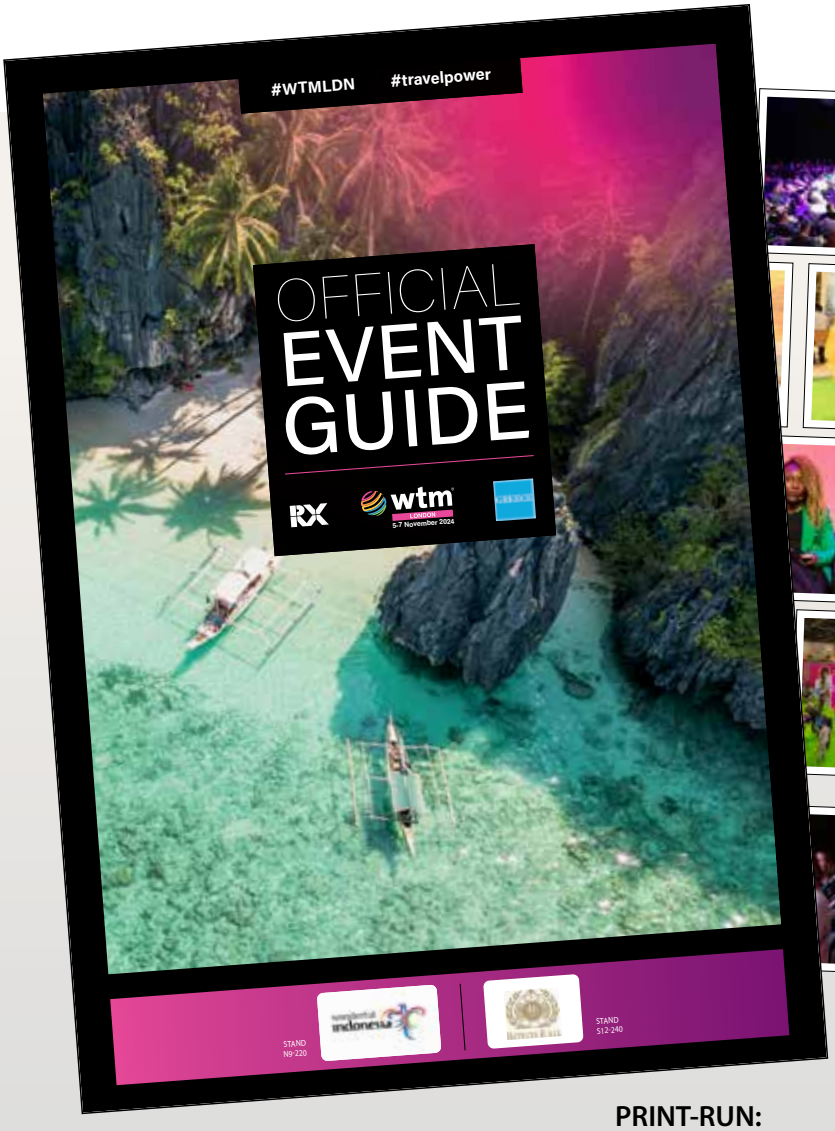
OFFICIAL wtm® LONDON

# Event Guide 2025 Media Kit




**PRINT-RUN:**
**25,000 COPIES**

CONNECT WITH HIGH-QUALITY BUYERS AT WTM LONDON

wtm® LONDON

# THE ULTIMATE INSIDER'S GUIDE TO **WTM LONDON**

- **PRINT**
- **ONLINE**
- **E-MAILING**

The **WTM Event Guide** is the official publication for **WTM London**, providing exhibitors with a strong platform to communicate essential information directly to their WTM target audience, including buyers and key industry leaders.

As the main resource for professionals in the trade sector and international media, the guide provides detailed updates on the market, the event and its leading exhibitors, **ensuring that all participants have access to accurate and highly relevant information**.

**360°:** We utilize a variety of communication channels to maximize visibility and make sure your message reaches your audience, no matter where they are or when they need it.


## PRINT CIRCULATION

**25,000**
**copies**

› Main entrance areas
› Central information desks
› WTM Buyers' Club
› Conference locations
› International Media Centre
› Speed Networking zones

## ONLINE

**WTM TOTAL AUDIENCE REACH**
**1.7M**

**SOCIAL MEDIA**
**259K**

**WEB TRAFFIC**
**240K**

**MEDIA PARTNERS**
**45**

**WTM TRAFFIC STATS TOTAL WEB USERS**
**329K**

**TOTAL WEB SESSIONS**
**706K**

**TOTAL PAGE VIEWS**
**1.75M**

**ORGANIC WEB TRAFFIC**
**33.2K**

## FIGURES & READER PROFILE

wtm.com/london

Source: WTM London

**Over 46,000**
**PROFESSIONALS FROM 184 COUNTRIES**

**5,000+**
**WORLD CLASS HOSTED BUYERS**

**ATTENDEES FROM OVER**
**184 COUNTRIES**

**MORE THAN**
**35,826**
**INDUSTRY PROFESSIONALS**

**58%**
**BUYER PURCHASING RESPONSABILITY**

**5,048**
**BUYERS**

## TOP 5 COMPANIES BUYERS WANT TO MEET AT WORLD TRAVEL MARKET

2024 Stats

89% Accomodation
67% DMC
61% Tour Operator
44% Activities
55% Tourism Board

## SOCIAL MEDIA

The contents of the WTM Event Guide are shared through WTM London's social media channels.

**95,000** FOLLOWERS
**36,2K** FOLLOWERS
**98,5K** FOLLOWERS
**42K** FOLLOWERS

# PRINT / AD OPPORTUNITIES


## ADVERTISING RATES (€)

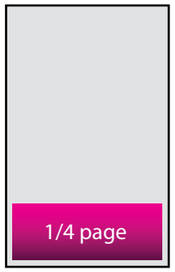
Participation reserved to WTM London exhibitors

| | |
|---|---|
| › 1 / 4 page | 1,800 |
| › 1 / 2 page | 2,700 |
| › 1 full page | 5,500 |
| › 1 double page | 9,900 |

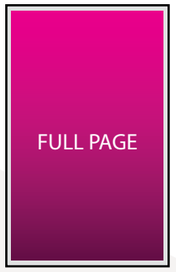
## HIGHLIGHT POSITIONS (€)

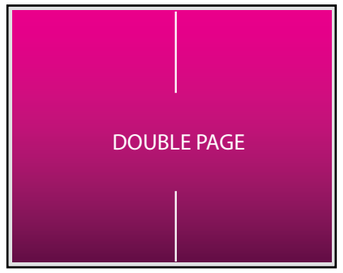
| | |
|---|---|
| › Logo & stand N° on front cover | 6,000 |
| › 1/5 page banner on front cover | 21,000 |
| › Inside Front Cover: 1 page advertisement | 21,000 |
| › Inside Front Cover: 1 double page advertisement | 32,500 |
| › Back Cover | 23,500 |
| › Inside Back Cover / before p 10: 1 full page Advertisement | 17,800 |
| › Bookmark - Insertion into 1 edition | 9,900 |
| › Insert in the magazine | upon request |

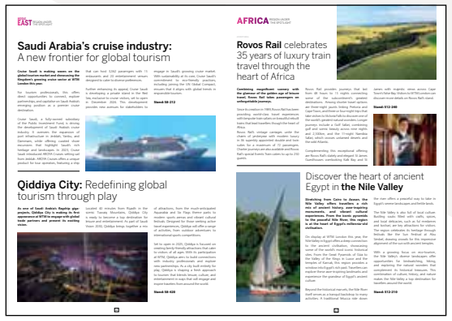
Front Cover



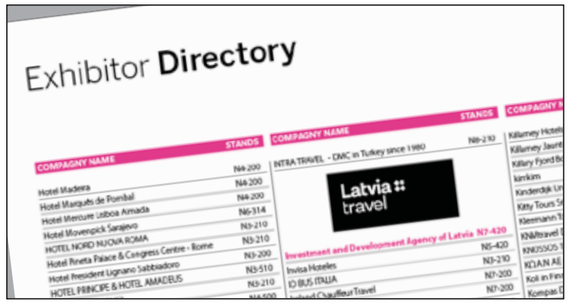



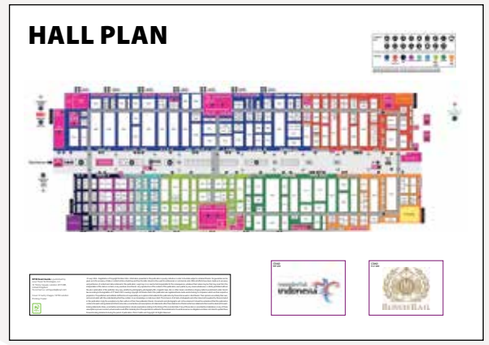

## ADVERTORIAL RATES (€)

| | |
|---|---|
| › 1 / 2 page | 2,900 |
| › 1 full page | 5,900 |
| › 1 double page | 10,500 |




## EXHIBITOR DIRECTORY (€)

| | |
|---|---|
| › Logo & Highlight Entry | 500 |




## LOGO ON HALL PLAN (€)

| | |
|---|---|
| › Standard-size Logo & Stand | 800 |
| › Large Logo & Stand | 2,900 |

## WTM DISTRIBUTION BIKE (€)

| | |
|---|---|
| › Your logo printed on the bike signage | |
| Full sponsoring | 7,900 |

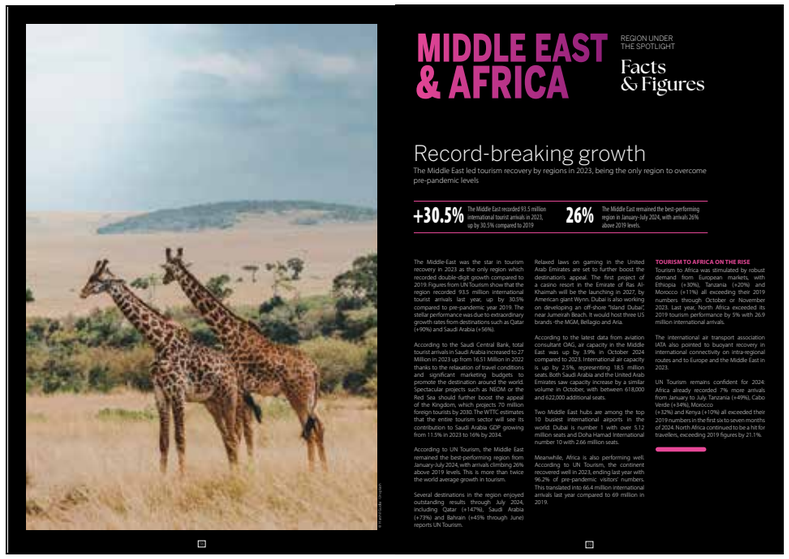
# PACKAGES

| BRONZE | SILVER | GOLD | PLATINIUM |
|---|---|---|---|
| **1/4** PAGE ADVERTISMENT | **1/2** PAGE ADVERTISEMENT | **1** PAGE ADVERTISEMENT | **2** PAGE ADVERTISEMENT |
| **1** STANDARD-SIZE LOGO - FREE | **1/2** PAGE ADVERTORIAL | **1** PAGE ADVERTORIAL | **1** PAGE ADVERTORIAL |
| | **1** STANDARD-SIZE LOGO ON HALL PLAN - FREE | **1** STANDARD-SIZE LOGO ON HALL PLAN - FREE | **1** LARGE-SIZE LOGO ON HALL PLAN - FREE |
| **1,800 €** | **5,300 €** | **10,900 €** | **14,900 €** |

# EDITORIAL

Our carefully curated content is crafted to be **essential for trade visitors and media**, helping them organize their time at the event, **focus on key areas**, and stay informed about **market trends and leadership insights**.

Leverage this unique platform to amplify YOUR voice. Reach out to our editorial team for collaboration on topics and interviews.



MIDDLE EAST & AFRICA

REGION UNDER THE SPOTLIGHT

Facts & Figures

Record-breaking growth

The Middle-East led tourism recovery by regions in 2023, being the only region to overcome pre-pandemic levels.

**+30.5%** The Middle-East recorded 91.5 million international tourist arrivals in 2023, up by 30.5% compared to 2019

**26%** The Middle East remained the best-performing region in January-July 2024, with arrivals 26% above 2019 levels.

The Middle-East was the star in tourism recovery in 2023 as the only region which recorded double-digit growth compared to 2019. Figures from UN Tourism show that the region recorded 93.5 million international tourist arrivals last year, up by 30.5% compared to pre-pandemic year 2019. The stellar performance was due to extraordinary growth rates from destinations such as Qatar (+90%) and Saudi Arabia (+56%).

According to the Saudi Central Bank, total tourist arrivals in Saudi Arabia increased to 27 Million in 2023 up from 16.51 Million in 2022 thanks to the relaxation of travel conditions and significant marketing budgets to promote the destination around the world. Spectacular projects such as NEOM or the Red Sea should further boost the appeal of the Kingdom, which projects, 70 million foreign tourists by 2030. The WTTC estimates that the entire tourism sector will see its contribution to Saudi Arabia GDP growing from 11.5% in 2023 to 16% by 2034.

According to UN Tourism, the Middle East remained the best-performing region from January-July 2024, with arrivals climbing 26% above 2019 levels. This is more than twice the world average growth in tourism.

Several destinations in the region enjoyed outstanding results through July 2024, including Qatar (+147%), Saudi Arabia (+73%) and Bahrain (+45% through June) reports UN Tourism.

Relaxed laws on gaming in the United Arab Emirates are set to further boost the destination's appeal. The first project of a casino resort in the Emirate of Ras Al-Khaimah will be the launching in 2027, by American giant Wynn. Dubai is also working on developing an off-shore 'Island Dubai', near Jumeirah Beach. It would host three US brands -the MGM, Bellagio and Aria.

According to the latest data from aviation consultant OAG, air capacity in the Middle East was up by 3.9% in October 2024 compared to 2023. International air capacity is up by 2.5%, representing 18.5 million seats. Both Saudi Arabia and the United Arab Emirates saw capacity increase by a similar volume in October, with between 618,000 and 622,000 additional seats.

Two Middle East hubs are among the top 10 busiest international airports in the world. Dubai is number 1 with over 5.12 million seats and Doha's Hamad International number 10 with 2.66 million seats.

Meanwhile, Africa is also performing well. According to UN Tourism, the continent recovered well in 2023, ending last year with 96.2% of pre-pandemic visitors' numbers. This translated into 66.4 million international arrivals last year compared to 69 million in 2019.

**TOURISM TO AFRICA ON THE RISE**

Tourism to Africa was stimulated by robust demand from European markets, with Ethiopia (+30%), Tanzania (+20%) and Morocco (+11%) all exceeding their 2019 numbers through October or November 2023. Last year, North Africa exceeded its 2019 tourism performance by 5% with 26.9 million international arrivals.

The international air transport association IATA also pointed to buoyant recovery in international connectivity on intra-regional routes and to Europe and the Middle East in 2023.

UN Tourism remains confident for 2024. Africa already recorded 7% more arrivals from January to July. Tanzania (+49%), Cabo Verde (+34%), Morocco (+32%) and Kenya (+10%) all exceeded their 2019 numbers in the first six to seven months of 2024. North Africa continued to be a hit for travellers, exceeding 2019 figures by 21.1%.

## EDITORIAL OPPORTUNITIES FOR EXHIBITORS

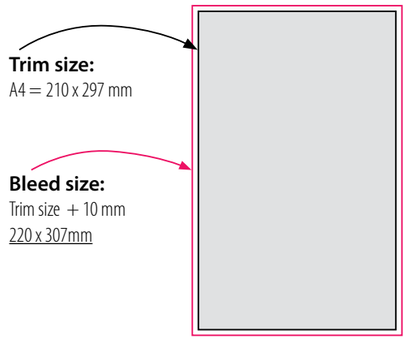
## How to be part of WTM EVENT GUIDE ?

**Provide us with your input:**

- **Coverage of your company's main news and strategies**
- **A strategic platform for your Top management / Government officialst**
- **Contributions and thought leadership for our Regional Spotlights and Special Features**



# FORMATS (WIDTH BY HEIGHT)




**Material Deadline:**
**6th October 2025**
**Mail:** production@cleverdis.com

| STANDARD POSITIONS | Trim size ( mm) | Bleed size (mm) | Trim size (inches) | Bleed size (inches) |
|---|---|---|---|---|
| Full page | 210x297 | 220x307 | 8.27x11.69 | 8.66x12.09 |
| Double page | 420x297 | 430x307 | 16.54x11.69 | 16.93x12.09 |
| 1/2 page | 190x120 | - | 7.48x4.72 | - |
| 1/4 page | 190x48 | - | 7.48x1.89 | - |

| HIGHLIGHT POSITIONS | Trim size (mm) | Bleed size (mm) | Trim size (inches) | Bleed size (inches) |
|---|---|---|---|---|
| Logo + Stand N° on Front cover | 32x20 | | 1.26x0.79 | |
| Banner | 190x48 | - | 7.48x1.89 | - |
| inside front cover | 210x297 | 220x307 | 8.27x11.69 | 8.66x12.09 |
| Back cover | 210x297 | 220x307 | 8.27x11.69 | 8.66x12.09 |

| HALL PLAN LOGOS | PRINT Size (mm) | PRINT size (inches) |
|---|---|---|
| Large logo | 74x54 | 2.9x2.12 |
| Standard logo | 32x20 | 1.26x0.79 |

# IMPORTANT INFORMATION FOR PRINT MATERIALS

All ads must be supplied in CMYK.
Materials that do not meet the specifications below will be adjusted, and the advertiser will be billed for production.

**Required Format:**
PDF/X-1a is the mandatory file format. Ensure files are properly created for accurate reproduction.
Refer to Adobe's guidelines at adobe.com/products/acrobat/pdfs/pdfx.pdf. Files should follow SWOP guidelines, with a total ink density not exceeding 300%.

**Proofs:**
For full-page and spread ads, a contract-level digital proof at full size, conforming to SWOP standards (including a color bar), is required. Acceptable proofs include Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, and Fuji Final Proof.
Material Requirements for In-House Design

**Services:**
› Photos: Color scans must be 300 dpi in CMYK; B/W scans must be 300 dpi grayscale.
› Logos: Vector .eps or .ai files are preferred. Convert type to outlines unless fonts are provided. JPGs must be 300 dpi.
› Native Files: If supplying native files, include the fonts used. Black type on a light background should be 100% black only. Files should follow SWOP guidelines, with total ink density not exceeding 300%.

**Deadline:**
All print elements (print file and color proof) must be submitted before the deadline. After the deadline, no additional elements will be accepted, and your content will be published only in the online version.

# ADVERTORIALS

All advertorials in our publications adhere to our editorial style guide. They are written like articles, highlighting key selling points and benefits, often using real-life scenarios or case studies to show effectiveness. Advertorials are intended to provide trade professionals with relevant information for their business practices and buying decisions.

**Images:**
› The advertiser must own the copyright for any images provided.
› Written consent is required for images featuring people.
› Images must directly relate to the advertorial's message or product.
› Featured images should ideally be horizontal, 1500 pixels wide, and 300 dpi resolution.
› Ads, company logos, slogans, URLs, and contact details are not permitted.

**Word Count:**
› Double page : 800 words
› Full page: 550 words
› Half-page: 250 words
› Quarter page: 90 words

**Content:** Content guidelines are agreed upon before editing. Clients must provide all necessary information and specify key points. After the advertorial is created, a PDF is sent to the client for corrections and approval, which should be clearly annotated on the PDF. The final version will then be sent for a "OK to Print" confirmation, either scanned or digitally signed.
Any additional changes requested by the client, beyond the initial corrections, will be billed at 10% of the original price and must be paid before publication.





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