



**Jo Marshall**  
**Regional Account Manager**  
**The Travel Tech Show at WTM**



- The Travel Tech Show at WTM
- WTM Best Use of Social Media Award
  - Video



## WTM means BUSINESS

- The Leading Global Event for the Travel Industry
- 4 day B2B event
- 28,780 trade visitors, 2% increase
- Tech buyers up 65%
- 47,425 international attendees, 2,776 Press
- 4,842 exhibiting companies, 14,763 personnel
- 184 countries



## WTM means TECHNOLOGY

- Show within a Show
- Largest Travel Tech event in UK
- 91 suppliers
- Travel Tech tripled in size over 4 years
- Dedicated Technology Theatre – nearly 90% up on attendance (Tues & Wed)
- 22 sessions with 4312 attendees



## Participating Options

- Stands located in 5 pricing zones
- New Exhibitor Pavilion fully fitted stands £2700  
Corner stands £3200
- Sponsor a Speaker Slot - Exhibitor £2450  
Non-Exhibitor £3050

# The Travel Tech Show at WTM OFFERS SO MUCH

- My WTM Connections – 77,512 a/cs created, 19,981 messages sent & 7,357 appointments requested
- WTM Smart Phone App – 6,812 downloads
- SpeedNetworking Events – one2one with tech buyers
- WTM 2012 Social Media saw huge increase in community numbers:  
Twitter +167%, Facebook +138%, LinkedIn +121%, YouTube +144%
- Technology Advice Clinics
  - Dedicated Technology Think Tank/CEO roundtable
    - WTM works with 40 online & print publications
    - Extensive PR opportunities – Technology Blog



Association of Event Organisers  
**‘Best Use of Social Media’**

- WTM has a SM audience of 25,000
- Over 4 days WTM mentions reached 4.5 million
- On the Wed #WTM2012 was trending in the UK & trending in London over all 4 days



## **Social Media Strategy**

- Improve Mktg & PR, Sales & Customer Service
  - Provide an enhanced onsite experience
- Build the WTM Brand as an industry community and content provider





## Social Media Highlights

- WTM Photo Competition – upload destination based photos
- Roving SM reporters – 100 live images via Posterous, viewed by 3,742
  - Daily highlights video – 27,115 views
  - WTM People’s Choice Award – Facebook
- Live streamed 17 seminars to Facebook page & website = 12,500 views

the travel<sup>®</sup>  
tech show  
at wtm   
4-7 Nov 2013 ExCeL London

