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Press Releases

More than 65 countries represented at WTM London 2021

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[Events](#)



More than 65 countries will be represented by exhibitors from across the globe next month at [WTM London](#) – the leading global event for the travel industry.

Thousands of delegates will converge on ExCeL London on 1-3 November for the physical event, and – thanks to an innovative new hybrid format – there will be a virtual event on 8-9 November.

With travel restrictions around the world easing and consumer confidence growing each day, the number of confirmed exhibitors attending the live event continues to grow – reflecting the ambitious plans from trade professionals around the world to reconnect, rebuild and innovate.

Exhibitors represent a wide range of tourism companies and organisations, including tourist boards, hotel chains, cruise lines, DMCs and major attractions, and many will host partners on their stands, to support smaller enterprises.

Europe leads the way, with representatives from almost 30 countries attending as exhibitors, from major destinations such as **France, Greece and Spain** and smaller ones, such as **Sardinia, Armenia and Gibraltar**.

Another 38 countries from further afield will be represented – from major destinations such as the **US and India**, and smaller, niche exhibitors representing businesses and tourist organisations in the likes of the **Falklands, Galapagos and Iran**.

Alongside popular tourism hotspots, the USA Pavilion will welcome 15 partners, including **Walt Disney Swan & Dolphin, The Louisiana Office of Tourism, Memphis Tourism and Visit Mississippi**. **Visit Florida, LAS Vegas and NYC & Company** will also be exhibiting as well as **Cruise America**, one of Canada & America's most popular RV companies.

Every continent is featured, with exhibitors from countries in Central and South America such as **Peru and Guatemala**; from African nations such as **Tanzania and South Africa** and North Africa, **Egypt**, from Asia, such as **Thailand, Indonesia and Malaysia**.

Emerging destinations will be represented at WTM London, such as **Japan** and its capital, which are keen to capitalise on the legacy of the hugely popular Tokyo 2020 Olympic and Paralympic Games.

The Middle East and the Gulf regions are well represented with the likes of the **United Arab Emirates** – with **Sharjah, Ras Al Khaimah, Ajman and Fujairah** – plus **Bahrain, Jordan, Qatar and Saudi Arabia**.

Regions that rely heavily on tourism are well represented, such as the **Indian Ocean** – with exhibitors from the likes of **Sri Lanka, Maldives** – and the **Caribbean**.

The **Caribbean Tourism Organisation's** stand will be shared by tourist boards from **St Lucia, Cayman Islands, Martinique**, plus suppliers such as the new cruise line **Tradewind Voyages** and properties such as **Sunswept Resort St Lucia and Bucuti & Tara Beach Resort**.

Delegates will also meet exhibitors from the tourist boards of the **Bahamas, Barbados and Jamaica**.

Exhibitors from India include the tourist boards of **Madhya Pradesh** and **Karnataka** and tour and hospitality firms.

The Managing Director of [Madhya Pradesh Tourism Board](#), [Sheo Shekhar Shukla](#), will lead a high-powered delegation at WTM London, showcasing the state's eco-tourism, culture and regenerative tourism initiatives.

Meanwhile, Karnataka will highlight its culture, wildlife, beaches, wellness tourism, monuments and temples.

[Simon Press](#), WTM London & Travel Forward Exhibition Director, said:

“With less than a month to go until we open our doors, it's exciting to see so many exhibitors planning to come to London from all four corners of the world to connect with buyers, suppliers and media.

“The UK government has relaxed many of its travel restrictions and scrapped its traffic light system, making it easier for delegates to come in person – and the easing of curbs around the world means there are strong indicators and high hopes for a robust recovery in 2022.

“Our research reveals there is a great deal of pent-up consumer demand for travel so exhibitors at WTM London will be able to generate valuable business and network face-to-face for the first time in two years.

“Destinations can showcase their attractions to tourism companies and media colleagues around the world as the sector comes together to rebuild and innovate.

“The time is now. There has never been a better time to reconnect.”

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Ends-

[World Travel Market](#) (WTM) Portfolio comprises leading travel events, online portals and virtual platforms across four continents, generating more than \$7.5 billion of industry deals. The events are:

WTM London, the leading global event for the travel industry, is the must-attend three-day exhibition for the worldwide travel and tourism industry. Around 50,000 senior travel industry professionals, government ministers and international media visit ExCeL London every November, generating over £3.71 billion in travel industry contracts. In 2020, WTM Virtual facilitated 20,000+ meetings and held 42 live content sessions over the 3-days show.

Next live event: Monday 1 to 3 November 2021 at ExCeL London

Next WTM Virtual: Monday 8 to 9 November 2021 – Virtual

<http://london.wtm.com/>

Travel Forward London is the leading travel technology event, co-located with WTM London. Travel Forward is renowned for showcasing the next-generation technologies for the travel, tourism and

hospitality industry. Over 19,000 travel officials and 150+ innovative solution providers attend for 3 days of cutting-edge insights, open debate and unrivalled networking opportunities. The combination of a 2-day conference, interactive exhibition and start-up showcase makes Travel Forward truly unique.

Next live event: Monday 1 November to Wednesday 3 November 2021 at ExCel London

Next Travel Forward Virtual: Monday 8 November to Tuesday 9 November 2021 – Virtual

<http://travelforward.wtm.com/>

London Travel Week, brought to you by WTM London, is the one-stop-shop for event hosts and visitors to be able to shape the next 12 months of travel together. The festival of events supports the global travel and tourism industry through capturing invaluable news and enhancing industry connections.

Next event: Friday 29 October – Friday 5 November 2021

<https://londontravelweek.wtm.com/>

WTM Virtual, is the WTM Portfolio virtual platform, created to offer global delegates the chance to arrange one-to-one virtual meetings, to do business, attend conference sessions and roundtables, take part in speed networking and more. WTM Virtual embrace the global leading travel shows in one platform.

WTM Latin America takes place annually in São Paulo and attracts around 19,000 tourism professionals during a three-day event. The show offers qualified content, as well as networking and business opportunities. In its ninth edition – the first 100% virtual – WTM Latin America followed its focus on effective business generation and reached the milestone of 4,200 meetings held between buyers, travel agents and exhibitors.

Next event: Tuesday 5 to Thursday 7 April 2022 – Expo Center Norte, SP, Brazil

<http://latinamerica.wtm.com/>

WTM Africa launched in 2014 in Cape Town, South Africa. More than 6,000 travel industry professionals attend Africa's leading inbound and outbound travel and tourism market. WTM Africa delivers a proven mix of hosted buyers, media, pre-scheduled appointments, on-site networking, evening functions and invited travel trade visitors.

Next event: Monday 11 to Wednesday 13 April 2022 – Cape Town International Convention Centre, Cape Town <http://africa.wtm.com/>

Arabian Travel Market (ATM), now on its 29th year, is the leading, international travel and tourism event in the Middle East for inbound and outbound tourism professionals. ATM 2021 showcased over 1,300 exhibiting companies from 62 countries across nine halls at Dubai World Trade Centre, with visitors from more than 140 countries over the four days. Arabian Travel Market is part of Arabian Travel Week. #IdeasArriveHere

Next in-person event: Sunday 8 to Wednesday 11 May 2022, Dubai World Trade Centre,

Dubai <https://www.wtm.com/atm/en-gb.html>

Arabian Travel Week is a festival of events taking place within and alongside Arabian Travel Market 2022. Providing a renewed focus for the Middle East's travel and tourism sector, it includes ATM Virtual, ILTM Arabia, Arival Dubai, Influencers' events and activations, as well as Travel Forward. It also features the ATM Buyer Forums, ATM Speed Networking Events as well as a series of country summits.

<https://www.wtm.com/arabian-travel-week/en-gb.html>

WTM Global Hub, is the new WTM Portfolio online portal created to connect and support travel industry professionals around the world. The resource hub offers the latest guidance and knowledge to help exhibitors, buyers and others in the travel industry face the challenges of the global coronavirus pandemic. WTM Portfolio is tapping into its global network of experts to create content for the hub. <https://hub.wtm.com/>

About RX (Reed Exhibitions)

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

RELX About RELX

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX. The market capitalisation is approximately £33bn, €39bn, \$47bn.*