

# World Travel Market (WTM)

November 9-12, 2009

## Program Description

Held annually in London, World Travel Market (WTM) is a global business-to-business exhibition. This is a four-day travel industry event that brings together worldwide buyers and sellers from every sector of the industry. WTM provides an opportunity for the travel trade industry to meet, network, negotiate, conduct business and stay abreast with the latest developments in the industry.

California was represented by CTTC, 14 companies and 24 delegates in a California-branded booth, with a refreshed design from the previous year. During the trade show, CTTC held very valuable meetings with British Airways, Virgin Atlantic and United Airlines, and discussed new co-op proposals from Milestones, Bon Voyage, California Vacations and Tour America, among many other travel trade companies.

The VIP reception on Sunday before the trade show was again a very successful and fruitful event. California hosted 21 companies at the VIP Film Premiere this year, with 106 trade and 25 media attendees. The event featured the new film *Amelia*, complemented by amazing spread of California food and wines sponsored by Santa Barbara and Sonoma.

## Target Audience

Travel trade, media and consumers. For the VIP Premiere and Reception, the target audience included key tour operators and high-level media.

## Objectives & Reach

- Generate leads for the California delegation.
- Develop California product and do business with U.K. trade and buyers from around the globe.
- Secure publicity for California and the California delegation.
- Educate travel agent selling level staff on the consumer day (Thursday).

- Distribute CTTC collateral.
- Build new relationships and strengthen existing ones.
- Discuss existing and future trade campaigns and projects with leading U.K. and Irish tour operators.
- Thank the U.K. and Ireland industry for their continuing support
- Stand out from major competitors prior to WTM trade show and line up appointments for trade show with key contacts.

## Results & Accomplishments

The trade show drew exhibitors from 610 companies from over 187 countries and regions. The show received nearly 25,000 visitors, as well as nearly 3,000 press. CTTC representatives held over 32 face-to-face meetings with key product managers, resulting in as many leads. Additional meetings with the delegates and major tour operators provided a strong basis for future cooperative marketing programs.

CTTC placed a strong emphasis on the full and complete representation of California companies on the WTM stand, which was updated to reflect the California brand and messaging to stand out from U.S. competitor booths. This provided the platform for all California delegates to effectively promote their product in a B2B environment.

California participated in Travel Agent day (Thursday), which consisted of a “passport” program put together by *Travel Weekly*. The program provided incentives for travel agents to visit the California booth for a chance to win prizes through a questionnaire involving California product. CTTC also hosted two wine receptions at the California booth to create a networking environment, with wines from the Santa Barbara and Sonoma regions. Each reception was attended by 200 trade and media guests. CTTC also distributed over 1,000 *International Visitor’s Guides*, as well as 500 *California Visitor’s Guides*, 100 travel trade kits and 100 sample itinerary packs.

Media interviews were conducted with *Eurosport* and *Travel Weekly*, among others media appointments. CTTC received positive feedback from each of the 24 delegates, with many saying the 2009 WTM was the best trade show ever for them. At least 50% of the delegates intend to participate in CTTC’s next European marketing endeavor, ITB in Germany.

The annual VIP film premiere was another big hit. The event reflected California’s brand identity and reinforced the message that California is



dedicated to the U.K. market. Guests also had the chance to win fantastic prizes, and enjoyed wines from Rodney Strong, Fess Parker, Firestone, Lincourt Vineyards and Foley Estates. Delegate logos and destinations were highlighted on the movie screen.

The event is designed to allow the visiting California delegation an opportunity to network with key contacts from the trade and media before WTM, and also to serve as a thank you from California to the trade and media for their support during the past year. In 2009, CTTC began a tradition of awarding California Special Recognition Awards, presented to key travel industry partners and media partners as a recognition for outstanding partnership in their promotion of California. Inaugural winners included Virgin Holidays, The Vacations Group, Bon Voyage, British Airways, Tour America and journalist Mary Moore Mason.

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### Delegates

- AmericaBound Tours
- California Academy of Sciences
- California's High Sierra Visitors Council
- Go West Tours
- LAX-Los Angeles (LA INC.)
- Newport Beach CVB
- San Diego CVB and San Diego Airport
- San Francisco CVB
- San Mateo County CVB
- Santa Barbara CVB
- Santa Monica CVB & Hotel Shangri-La
- Shop California
- Sonoma County Tourism Bureau
- Yosemite Mariposa CVB and DNC Parks and Resorts at Yosemite Inc.