



MAYOR OF LONDON TO OPEN 30TH WORLD TRAVEL MARKET

Mayor of London Boris Johnson is to open the 30th World Travel Market at ExCeL - London on Monday 9 November.

The Mayor, who passionately promotes London across the world, will welcome nearly 50,000 UK and overseas visitors to the premier global event for the travel industry.

“Boris Johnson has become the face of London”, said Fiona Jeffery, Chairman of World Travel Market. “He became known to millions on television when he invited the world in Beijing to come to London for the 2012 Olympics.

“In the build-up to the next Olympics, the international travel industry is playing an important role in helping people from across the world to visit the UK for the world’s greatest sporting event

“It’s particularly appropriate that Boris will help the industry to celebrate 30 years of World Travel Market, which has not only helped bring industry professionals together to conduct business across the world, but has also served as a spotlight on the latest trends and developments.

“The industry has many challenges ahead and World Travel Market will provide a unique platform to help the industry improve, adapt and change.

“Sustainability is now firmly at the top of the corporate agenda. Every company and organisation must seriously consider their impact on the world.”

The Mayor of London, Boris Johnson said: "London has always been one of the world's major trading posts - for thousands of years, buyers and sellers have met here to strike deals and exchange goods, ideas and information.

"The city also welcomes more international visitors than any other on the planet, so it is entirely appropriate that the world's travel trade should continue to choose the capital for their annual gathering.

"Once again, you will receive the warmest of welcomes in the city that has something to offer everyone, from fine food to great evening entertainment in our theatres, bars and clubs. Enjoy your stay."

For nearly a year the Mayor has been backing a major tourism campaign to attract domestic and overseas visitors to London. The aim of the campaign is to provide a £60 million boost to the capital's economy by the end of 2009. The campaign focus is on London's unique experiences, sights and attractions.

World Travel Market's opening ceremony with Boris Johnson takes place on Monday 9 November at Platinum Suite 4, ExCeL - London at 11.30am.

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About World Travel Market

World Travel Market, the premier global event for the travel industry, is the must-attend four-day business-to-business exhibition for the worldwide travel and tourism industry.

Almost 50,000 senior travel industry professionals, government ministers and international press, embark on London's ExCeL Centre every November to network, negotiate and discover the latest industry opinion and trends at WTM.

WTM, which is celebrating its 30th anniversary in 2009, is the event where the travel industry conducts and concludes its deals.

WTM is owned by the world's leading events organiser Reed Exhibitions (RE), which organises a portfolio of other travel industry events including Arabian Travel Market and International Luxury Travel Market.

RE holds more than 500 events in 38 countries throughout Americas, Europe, the Middle East and Asia Pacific covering 47 industry sectors including aerospace & aviation, healthcare, manufacturing and sport & recreation.

In 2008 RE, part of the Reed Elsevier group, brought together more than six million industry professionals from around the world generating billions of dollars in business.

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