

World Travel Market, the premier global event for the travel industry, is celebrating its 30th event in 2009.

The must-attend four-day business-to-business exhibition for the worldwide travel and tourism industry has been as a key event in the industry's calendar for the past three decades.

Since WTM first opened its door way back in 1980 it has always been the place for the whole travel industry to get together, network discuss the issues of the day, discover the future trends and buzz words and negotiate and conclude business deals.

WTM 2009 aims to mark this landmark occasion by celebrating the undoubted success of the past three decades while toasting the next 30 years of the event and the wider travel industry.

The crystal ball gazing will start from the Opening Ceremony, where a number of senior industry executives will predict the future shape of travel and tourism. This theme continues throughout the event – which takes place from Monday 9 November to Thursday 12 November.

The Conference, Seminar and Events programme is packed with senior industry professionals predicting the future of the travel and tourism, cementing World Travel Market position as the premier global event for the travel industry and a must-attend event.

Throughout WTM 2009 a host of senior industry experts will predict the best value and future popular destinations of the next 30 years, firmly cementing WTM as the event to discover new ideas to help plan your group travel holidays for 2010 and beyond.

As ever, a number of specific conferences and events are being arrange for the WTM's most senior travel industry delegates.

The Global Economic Forum is this year being rebranded to the WTM Vision Global Economic Forum following the successful inaugural WTM Vision Conference this summer. WTM Vision Global Economic Forum delegates will hear the thoughts of British Airways Chief Executive Willie Walsh on the impact the current financial slowdown is having on the industry. Chaired by former BBC financial journalist Peter Hobday the session will also include Cox & Kings Global Chief Executive Peter Kerkar and aviation specialist John Strickland.

EyeforTravel is also running its two-day Technology Summit focusing on the emerging importance of the mobile phone for the travel over the next 30 years.

Furthermore, WTM 2009 will host a 30th Birthday Party on the Wednesday at 6pm, the whole industry is welcome to attend to raise a glass to the premier global event for the travel industry.

The exhibition itself is arranged by easy to navigate worldwide regions helping delegates to find the exhibitors they want to talk to.

Around 50,000 worldwide travel industry professionals are set to embark on ExCeL – London this November to negotiate and sign deals, learn the latest trends and buzzwords.

To pre-register visit www.wtmlondon.com/pass and complete the online registration form. Alternatively, contact the WTM Visitor Customer Services Hotline on 020 8271 2160.

Your personalised badge and event guide will be sent to you in October.