



World Travel Market, London: 1-5 November 2015



WTM 2015, had a total of **49,275** (unaudited) a drop from the 2014 figure of **98,426**.

WTM Buyers' Club is the leading business club for senior travel industry decision makers with direct purchasing responsibility. The number of qualified buyers that attended in 2015 was 9,126 a small drop from the previous year of 9,132.

2,768 of the world's media were in attendance at WTM London 2015, making the WTM International Press Centre the largest recurring press operation in the UK.

As it was announced before the show that for 2016 the show will run Monday to Wednesday inclusive, this year Thursday saw a very poor turnout. The New England stand received minimal interest from drop bys, mostly trying to sell to DNE. Final audited visitor and exhibitor figures are expected in December 2015.

This year saw the new look stand, having removed the bar area and the church steeple. This meant that we didn't host the reception, which did not appear to be missed, but did give a huge cost saving the show.

It was a busy show as KBC secured **46** meetings that ran from Monday morning through until the end of Wednesday. All follow up has been detailed on the leads sheet.

The new format of having KBC host each meeting with the larger table did elicit some comments from the tour operators, but overall it worked quite well. We would suggest that this does remain at the maximum number no more than five DNE representatives per operator.

Each state supplied **250** pieces of literature. Much of this was not required as most people are choosing not to take hard copies. Suggest for 2016 that we limit the numbers to **100** pieces of literature per partners.



DNE representatives in attendance:

Loris Harnois – ***Discover New England***
Vicky Cimino – ***New Hampshire***
Michele Cota – ***New Hampshire***
Carolann Ouellette – ***Maine***
Whitney Moreau – ***Maine***
Sue Henrique - ***Connecticut***
Caroline Donaldson-Sinclair – ***Vermont***
Cathy Doran – ***Massachusetts***
Kirsty Dillury – ***Massachusetts***
Jean Upton – ***Unique New England***
Kyle Lewis – ***Ski Vermont***
Evan Smith – ***Discover Newport***
Olivia Crossley – ***Omni Hotels & Resorts***
Carolyn Feimster – ***Assembly Row***
Lisa Cooper, David Ezra & Jo Ashley, KBC – ***DNE***

Trends

There is still great interest in New England, and many of the operators have been actively increasing their product offering to the region. This has led to a huge influx in requests for marketing support. The operators are keen to promote and increase sales to New England but are looking for help from DNE to do this. Almost 75% of the meetings held, requested marketing support.

Luxury Travel continues to thrive and grow, and KBC have been actively targeting luxury operators like Black Tomato, Original Travel, Imagine, Red Savannah, ITC Luxury – all of which have had product with Asia and South Africa, but are now extending into the North America region.

As with last year, the escorted touring operators are struggling and finding that their figures to New England are dropping. That said, nearly all of the touring operators were looking to change their current itineraries and wanted assistance with itinerary suggestions and hotel recommendations.

Following the Irish mission, awareness and increased product of New England has grown. This is supported by the additional services from Cork to Boston and Dublin to Harford that are due to start in 2016. Aer Lingus and Irish operators will be looking for marketing support to help promote the increased airlift.

DNE should look to really be promoting these new routes at the Dublin Holiday Show in January 2016, and are currently working with Tour America (DHS flyer) and Sunway on JMA's.

Highlights

USA Ambassador and Global Entry announcement.



Discover New England as shortlisted as one of four USA exhibitors that the ambassador and his entourage would visit to walk through the U.S. Pavilion on the way into the announcement. This was a huge coup for DNE and great opportunity to showcase the region.

[Ambassador Matthew Barzun](#), U.S. Ambassador to the UK
[Sir Charles Montgomery](#), Director-General, UK Border Force
[Commissioner Gil Kerlikowske](#), Commissioner, U.S. Customs and Border Protection

The Ambassador's party met with:

- Lori Harnois, Executive Director for Discover New England,
- Victoria Cimino, Tourism Director for the State of New Hampshire Division of Travel and Tourism Development.
- Carolann Ouellette, Director of the Maine Office of Tourism



Consumer Shows

DNE have been given two great new opportunities for FY15 to interact directly with the consumer and bring the region front of mind.

Bon Voyage Shopping show. Bon Voyage are looking to run a show in March that has the foot fall. As this falls within this fiscal year, KBC are negotiating DNE's inclusion.

DNE Summit, Newport

Many of the loyal New England tour operators will be attending the Summit next year (Purely, Vacations Group) but we anticipate that we will see more attendance from the escorted tour operators. KBC will be promoting the show to the Luxury operators too.

Recommendations

For 2016 the photography on the stand needs to be put into a firmer structure, but the general layout seemed to work well.

2016 Show dates:

7- 9 November 2016: London Excel



Overall all delegates continue to like the Citizen M hotel, and general consensus was they would prefer to stay away from Excel. KBC will look to re-book the hotel for next year's show.

