

World Travel Market 2001, London

One of the Three “Most Important Ever” Annual Tourist Exhibitions in the World



معرض سوق السفر العالمي في لندن

Exhibition of World Travel Market 2001 in London

4,843 exhibitors from 171 countries participated at the 22nd World Travel Market 2001. All agreed that it was “the most important ever”. Fiona Jeffery, Group Exhibition Director, said the exceptional circumstances currently facing the worldwide industry had strengthened many people’s feelings about the importance of taking part this year. She added: “I have received hundreds of messages of support and goodwill from exhibitors and visitors who believe that it is absolutely

vital for the industry to signal to consumers that the industry is Open for Business as usual.”

She also said: “The industry is confident and yet realistic. There is a great deal of determination to demonstrate that although some parts of the industry have experienced difficulty, the industry’s underlying strength will help us go forward. People also feel a need to come together at a time like this, to meet and discuss the issues that face ➤

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مسرح معرض سوق السفر العالمي

Exhibition Stage, World Travel Market 2001

World Travel Market had a larger programme than ever before with features and seminars that catered for everyone working in the industry. For example, a common strand throughout the week was Effective Customer Relationship Management with a high profile debate entitled, *Who Cares?*, sponsored by KPMG, one of the world's leading professional service firms, as well as daily seminars looking at every aspect of the topic.

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She said that the number of exhibitors who had cancelled following the events in September is negligible and exhibitors once again [were] filling the entire space in this, the event's last year at Earls Court.

There have also been a number of new companies and organisations that have decided to take part at World Travel Market because of the tragic events in New York. For example, this included the Australian and Macedonian Tourist Commissions.

World Travel Market has created a special programme in response to current developments entitled *Industry Fights Back*. This included:

- A forum with leaders of the world's leading travel and tourism associates to assess the situation and discuss a damage limitation strategy.
- An opening ceremony identifying travel and tourism's role in fostering peace and understanding, performed by 30 Children of the World dressed in authentic national costume.
- *Travel United: Into the Unknown*, a debate for the incentive, confer-

ence and business travel sectors on industry issues, with senior representatives of hotels, airlines, event management companies and visitor and convention bureaux.

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The Discovery Programme was also very extensive. An innovative new approach to Environmental Awareness featured a debate on sustainable tourism, sponsored by WWF (World Wildlife Fund), the global environment network.

One of the more extensive highlights was *A Question of Travel* between two panelists of senior industry representatives. The exhibitors also participated in *Savour the World*, an opportunity to sample some of the globe's most delicious food and drink. ■