

ASSIGNMENT TITLE : WORLD TRAVEL MARKET , EXCEL LONDON, ENGLAND

NAME : GOVINDA KHANAL

STUDENT ID NUMBER : 2239355

MODULE : INTERNATIONAL MEETING MANAGEMENT

MODULE CODE :BMIH6010

LECTURE : LISA BASSLER

Table of Contents

1. Introduction.....	3
2. Main Body.....	3
2.1 Event Overview and Stakeholders.....	3
2.2 Marketing and Communication Strategy.....	4
2.3 Trends and Innovation.....	5
2.4 Operational Challenges, Risks, and Legal Considerations.....	5
2.5 Venue Feasibility and Future Growth.....	6
2.6 Hotel Sector Involvement.....	7
3. Conclusion.....	7
4. Recommendations.....	8
Option A: Advice to the WTM Organisers.....	8
References.....	10

1. Introduction

World Travel Market (WTM) is among the largest global travel and tourism trade fairs that take place during a one-year period in London, in the ExCeL. Global tourism boards, hospitality businesses, airline, technology providers and professional buyers are considered to be vital players to the global Meetings, Incentives, Conferences and Exhibitions industry (MICE) and as a result, the event shapes WTM as a strategic place among the organisations in the industry. The size, global scope and business-to-business character reflect its strategic significance in defining industry trends and thereby through knowledge exchange and creation of business opportunities in the global tourism economy.

This report is aimed at critically evaluating the World Travel Market London in reference to global MICE industry with specific reference to the context in which it operates, its innovation, viability of its venues and potential to develop and expand in future. The report also dwells on the contribution of the hotel industry towards the event in addition to the overall destination and economy to London and how large-scale MICE events can add to development of urban tourism and hospitality performance.

2. Main Body

2.1 Event Overview and Stakeholders

World Travel Market (WTM) London is a business-to-business international trade show that is at the heart of the MICE and tourism sector in the world. The event is presented in a hybrid format consisting of a massive physical demonstration taking place at excel London, and the digital platforms serving to facilitate the process of booking appointments, leisure networking, and sharing experiences and knowledge. This mix strategy is an international strategy giving WTM wider scope around the globe, and it will be more accessible to the international players who could be limited by time, expenses or travelling (Hudson and Hudson, 2023).

WTM is held in enormous proportions, and thousands of exhibitors and professional representatives of more than 180 countries gather there. Tourism boards, hotel groups, airline, destination management companies and travel technology are exhibitors and the hosting buyers and top professionals are mostly in the industry. The global nature of the occasion further justifies the role it has in providing an important marketplace where business development in the tourism sector is concerned as well as policies and exchange of ideas.

Other important stakeholders will involve the event organiser, RX Global which has the aim of providing a commercially viable and future oriented exhibition. Lead generation and brand exposure are desired by exhibitors, and network-building and source products are desired by delegates. Other stakeholders are the sponsors, destination authority like London and partners and local hotels that offer accommodation and hospitality services. All these players are quite reliant on each other since the success of WTM depends on the coordinated cooperation of organisers, venues, destination agencies and hotel industry to create value to everyone involved.

2.2 Marketing and Communication Strategy

WTM London uses a marketing and communication approach that is digitally-oriented, which responds to the target audience of professionals and competitive international MICE landscape. The official WTM site serves as the main channel of communication, and has all the information regarding exhibitors, conference page and programmes, registration procedure etc. It is backed up by the active use of LinkedIn, X, and Instagram, where the promotion of industry insights, keynote speakers and event updates are put across (Hudson and Hudson, 2023).

Email communication will be the main element of the WTM communication strategy, especially when it comes to keeping in touch with returning exhibitors and hosted purchasers. The segmentation of the audience by professional position, past history of attendance, and the geographical market allows sending a much more targeted message and enhances the engagement effectiveness. The WTM is also advantaged by collaborations with tourism bodies, trade associations and media in the industry as this increases the access and believability in the worldwide travel industry (Opanashchuk and Sushchenko, 2023).

In the 2025 version, WTM focuses its message on connectivity, innovation, as well as post-pandemic resilience. The branding, although being modern and professional, which is in line with well-established stakeholders in the industry, might not be as attractive to the younger professionals and emerging businesses. It means that there is a chance of diversification of content types and interaction methods to make the content more appealing to the audience. In general, the brand consistency in the marketing strategy is high, but more innovation can be done to enhance better competitive positioning.

2.3 Trends and Innovation

WTM London proves to be highly closed to modern trends of MICE, especially in terms of technology and digital innovation. The application of AI-based matchmaking and appointment scheduling apps is one of the most important aspects as it allows representatives and show participants to find each other more effectively according to their commercial goals. This is more efficient in terms of time, and the general payback of participants.

The WTM hybrid form can be seen as a general industry trend of changing towards flexible models of participation. Online coverage of chosen parts of the conference and online profiles of the exhibitors will broaden the coverage of the event on an international basis and lead to fewer travelling-related obstacles and less environmental harm. This would improve inclusivity and foster long term sustainability in a more uncertain global environment (Cakmak *et al.* 2025).

The other important trend, which is embedded in the design of WTM, is that of personalisation. Agenda curation, choice of tailored content streams and personalised recommendations can be done on digital platforms by delegates. This enhances the experience of the delegates by having relevance and minimising on the information overload which is usually common with larger exhibitions (Luongo and Sepe, 2025).

The issues of sustainability and ESG are getting more visible in the operational arrangement of WTM. Efforts like use of digital ticketing, minimisation and encouragement of responsible tourism practises portray increased expectations by stakeholders. Moreover, the issue of inclusivity is also taken care of by designing accessible venues and having diversity in terms of pryners. All of the innovations make WTM more competitive by making the communication more engaging and efficient as well as reputationally credible.

2.4 Operational Challenges, Risks, and Legal Considerations

Waste disposal Waste management care in WTM London suffers a number of operational issues that are common with large international MICE events, regardless of its size and expertise. ExCeL London events logistics involve extensive planning to ensure the large numbers of delegates, exhibitors and access by suppliers come in on time with minimal timeframes available. Crowd management and spatial planning should be the key elements that will make sure that it is safe, accessible with good attendee experiences (Litvinova-Kulikova *et al.* 2023).

Staffing is also a more complicated aspect of the event, in which it depends on professional personnel, temporary personnel, and contractors. It is important to ensure that there is consistency in service standards and proper training so that the operational risk is minimised. The compliance of safety and health is of concern especially with the emergency procedures, crowd control and food safety regulations.

The issue of security and risk management is getting serious considering WTM global status profile. The threats of cyber threats associated with online platforms, loss of data and damage to reputation in case of operational failure are some of the risks. The operational complexity is further high due to the compliance with the legal and regulatory frameworks of the UK, such as data protection and employment laws (JIMOH *et al.* 2024).

Among the financial risks are increasing costs of operation, economic uncertainties and variability in the demand of the exhibitors. WTM uses diversified revenue streams, contingency planning and investing in secure technology systems as some of the measures to reduce these risks. Resilience and stakeholder confidence is therefore unattainable without effective risk management.

2.5 Venue Feasibility and Future Growth.

ExCeL London has all the required capacity to host WTM as the venue is very accommodating with its extensive exhibition space, hugging flexibilities, and well-established technical infrastructures. One of the major uses of the venue is hosting several large-scale exhibitions and conferences at a go, which can meet the intricate space and movement needs of WTM. Good transport accessibility, such as accessibility to the London City Airport and access to public transport will improve accessibility to international and local delegates (Mena-Navarro *et al.* 2024).

The well-developed digital infrastructure of ExCeL London makes the hybrid delivery of events, as well as high-quality production of audio-visual content, possible. Its environmental projects such as energy efficiency and waste management will be in line with the environmental goals of WTM. The market around it also has variety of hotels of various types in different segments of the market, which meets the requirements of delegate accommodations (Kang *et al.* 2024).

Future growth provisions will resonate with the possibility of exhibitor and delegate numbers to increase meaning that the increase will lead to loading of transport infrastructure and venue

capacity. Nevertheless, the scalability and the continued investment of the ExCeL London points WTM and the long-term venue is viable, as long as the strategic planning is done to maintain the capacity requirement and infrastructure requirement.

2.6 Hotel Sector Involvement

The hotel industry also contributes significantly towards accommodating and facilitating the WTM London, in which they offer accommodation, meeting and ancillary services to the delegates and exhibitors. During the event, Hotels within close proximity of ExCeL London have high occupancy rates, and also demand of conference rooms, restaurants, and casual networking (Lekgau, 2022).

Other than accommodation, other hotels can provide value addition to the WTM programme by organising private meetings, receptions and networking events. These activities increase the economic effects of the event that goes past the trade show facility and competent business ties (Buhalis *et al.* 2024).

The possible areas of collaboration between WTM organisers and local hotels include partnership contracts, accommodation packages and co-marketing programmes. These partnerships will give the hotels a strategic benefit by having more exposure, branding with a world event and reach overseas markets. Waste Management in the long-run has achieved the objective of helping hotels to establish repeat business relationship and cementing their position in the global MICE market, which plays a central role in the generation of long-term revenues and competitiveness of the destination.

3. Conclusion

This report has critically read through the world travel market London being a major international MICE fair with special focus on its strategic positioning in the tourism sector the world over and its value addition to London as a destination. The conclusions show that the magnitude of WTM, its hybrid character and high level of stakeholder relations make it one of the most competitive business exchange and innovation platforms. Its success has been aided by good marketing plans, integration of technologies and appropriateness of ExCeL London as a venue as well as operational management and risk management issues that are characteristic of large-scale exhibitions. Strategically, the organisers should invest further in innovation, digital infrastructure and sustainability to remain relevant and win the trust of stakeholders. In the case of the London hotel industry, WTM is also one of the main modes of

demand, as long-term competitiveness and expansion are defined by the values of sustainability and innovation.

4. Recommendations

Option A: Advice to the WTM Organisers

To increase the long-term competitiveness of World Travel Market London, the organisers of the event need to continue to increase the application of the more sophisticated digital and AI-based networks. Although existing matchmaking solutions are value-added, engagement and return on investment may be enhanced by more personalisation of based on behavioural information and assign tasks to delegates. Nevertheless, a greater dependence on data-driven systems comes with a threat in cybersecurity and data protection and necessitated the ongoing investment in protective digital systems and regulatory controls.

The organisers of WTM should also enhance sustainability in all operations of the event. This involves increased low carbon programmes, minimisation of physical materials and the urge to use stand designs that are sustainable by exhibitors. Even though these steps might modify the operational costs in the short term, these actions are in line with the increasing stakeholder expectations and the higher reputational value of the event in terms of its long-term positioning in the global MICE industry.

The other important suggestion is the diversification of content and forms of engagement to appeal to the new tourism enterprises and younger professionals. Competition events and sessions centred on innovation and start-ups would enhance the interest of the event. The dilemma is on balancing the innovation and expectations of the old industry stakeholders which demands careful programme design.

Better coordination of the hotels and destination partnerships at the local levels ought to be emphasised in order to develop integrated events. Formalised partnerships which provide accommodation packages, networking, and joint marketing can potentially provide an increase in concealing pleasure to the delegates and impact to a destination, since that will necessitate a coordination of commercial goals amongst stakeholders.

Last but not least, risk management and contingency planning should still be improved by WTM organisers. This incorporates travel disruption scenario planning, economic uncertainty and technological failure planning. As much as large scale risk mitigation plans can add

complexity to the planning process, it is the only way to remain operationally resilient and keep stakeholders loyal towards an organisation that remains operational in an increasingly risky global environment.

References

- Buhalis, D., Lin, M.S. and Leung, D., 2023. Metaverse as a driver for customer experience and value co-creation: implications for hospitality and tourism management and marketing. *International Journal of Contemporary Hospitality Management*, 35(2), pp.701-716.
- Cakmak, G., Cetin, G., Kilic, C. and Sozen, E., 2025. The effects of covid-19 on mice tourism. *Journal of Global Hospitality and Tourism*, 4(2), pp.96-122.
- Hudson, S. and Hudson, L., 2023. Marketing for tourism, hospitality & events: a global & digital approach.
- JIMOH, D.M., EL-RUFA, U.M. and MUAZU, F.M., 2025. HOSPITALITY FACILITIES AND THEIR IMPACT ON BUSINESS TOURISM: A CASE STUDY OF CONFERENCE HOTELS IN KADUNA STATE. *International Journal of Humanities, Literature and Art Research*.
- Kang, B., Lee, J., Kim, S.H. and Jeong, B.K., 2024, January. Destination website benchmarking: A comparative analysis of MICE destinations of Japan and five emerging destinations in East Asia. In *Journal of Convention & Event Tourism* (Vol. 25, No. 1, pp. 10-32). Routledge.
- Lekgau, R.J., 2022. *Resilience and Recovery of the MICE Sector Post-COVID-19*. University of Johannesburg (South Africa).
- Litvinova-Kulikova, L., Aliyeva, Z. and David, L.D., 2023. MICE tourism: How the pandemic has changed it. *Journal of Tourism and Services*, 14(26), pp.197-218.
- Luongo, S. and Sepe, F., 2025. Territorial Governance in the MICE Industry: A Source of Competitive Advantage for Tourist Destinations. In *Strategic Destination Governance: Best Practices for the MICE Sector* (pp. 105-139). Cham: Springer Nature Switzerland.
- Mena-Navarro, A., Almeida-García, F. and Cortés-Macías, R., 2024. The role of the MICE sector in Singapore's tourism policy. A historical perspective. *Journal of Policy Research in Tourism, Leisure and Events*, 16(4), pp.710-730.
- Opanashchuk, Y. and Sushchenko, O., 2023. Global market of business tourism: development problems and prospects. *The Journal of VN Karazin Kharkiv National University. Series: International Relations. Economics. Country Studies. Tourism*, (18), pp.84-89.