

wtm London 2023

YEARBOOK

TRAVEL AS A FORCE FOR CHANGE



**MEDIA INFORMATION
2023 PRINT & ONLINE**

The first and only yearbook for the global travel sector

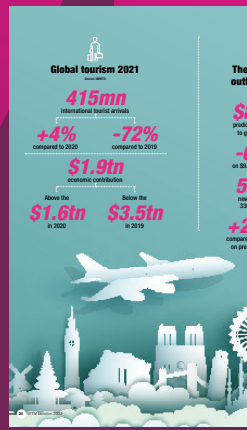
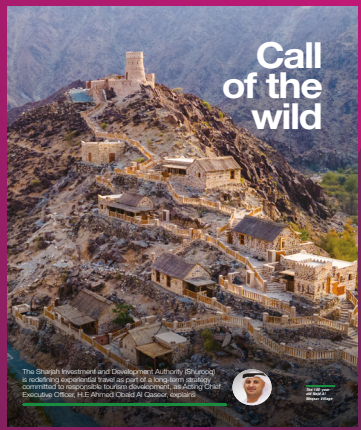
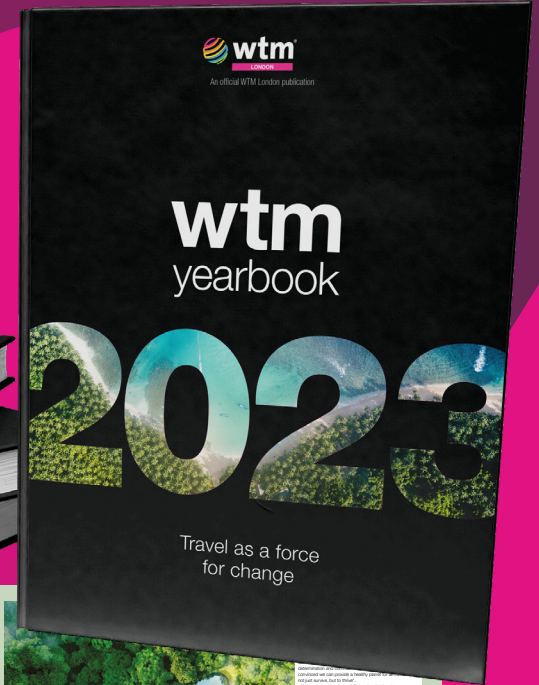
In print and online

The **WTM London Yearbook 2023** is a collectors' publication dedicated to documenting the development and evolution of the global travel and tourism sector.

This official WTM London book supports the high-profile event and its major stakeholders, reporting on key figureheads, destinations and businesses that shape the sector's future.

With World Travel Market London also widely recognised for driving the international responsible tourism agenda, the **WTM London Yearbook 2023** is bolstering these efforts by introducing the travel and tourism industry's first annual **Responsible Tourism Compliance Report**, recognising those who have taken responsibility for driving change, demonstrating positive impact with solutions worthy of replication.

The **WTM London Yearbook 2023** will be produced in high-quality on recycled paper and distributed during WTM London 2023. The digital edition, which is enhanced with interactive content, will be circulated to the global industry to ensure maximum audience engagement.



A global overview of industry milestones and achievements

Tourism pioneers championed

The WTM London Yearbook 2023 documents the tourism progress, achievements and milestones of key countries and destinations around the world by region, supported by data and eye-catching infographics illustrating performance figures and noteworthy statistics.

It includes exclusive interviews with tourism leaders and other stakeholders involved in destination development, from airlines and hotels to investment bodies and developers.

Major tourism projects and initiatives of note, new and upcoming infrastructure developments, industry innovations, as well as tourism strategies and new niche market approaches are highlighted in each country report.

Given the ongoing challenges the industry faces as it recovers from the pandemic fallout, destination recovery strategies will also be showcased.

Engaged and targeted

Content will also include:

- Profiles of sector figureheads
- Opinion pieces from industry bodies and leaders
- A timeline of key show and sector events from 2022 to 2023
- Responsible tourism trailblazers
- Effective tourism recovery strategies
- Insightful data and statistics
- Innovation in travel and tourism
- Top industry trends
- Destination features



A champion of responsible tourism best practice

The first annual Responsible Tourism Compliance Report profiles the **top 10 countries, destinations and travel and tourism entities** pioneering robust responsible tourism agendas, outlining their strategies, challenges and opportunities, and progress.

It considers their **partnerships and collaborations** with key industry stakeholders, resulting in a holistic and successful approach to responsible tourism.

With **case studies** of responsible tourism best practice highlighted, the **responsible tourism top 10** provides a benchmark for other countries, destinations and travel and tourism entities and inspires the industry to commit to **strategies and initiatives that deliver meaningful change for people and planet.**

The 2023 yearbook will introduce the industry's first Annual Responsible Tourism Compliance Report

Video interviews with responsible tourism leaders at WTM London 2023

The leaders of destinations and travel and tourism entities featured in the compliance report will be interviewed at WTM London 2023. These exclusive video interviews will be embedded in the digital version of the publication.

Distribution

**WTM London
2023 Yearbook**
will reach the
industry's major
decision makers



Print run
40,000

PRINT

The print publication will be:

- Limited to a print-run of **40,000** to retain exclusivity
- Sent by post to VIP Hosted Buyers and Buyers' Club members two weeks prior to the show
- Available in the Buyers' Club Lounge, at the International Media Centre and in all VIP hospitality areas
- Delivered to every exhibition stand
- Available at all show entry points



Digital distribution
300,000

ONLINE

The interactive digital publication will be:

- Available to view or download on the official WTM London website before, during and after the show and throughout 2023
- Promoted on the WTM website
- Promoted via social media before, during and after the event

ADDITIONAL AUDIENCE ENGAGEMENT

- WTM London has more than **136,000** social media followers across Twitter, Instagram, Facebook and LinkedIn. This growing online audience will have access to the digital edition, available on the WTM London web portal



Facebook
88K



Twitter
90.4K



Instagram
21K



LinkedIn
15.188K

Advertising Rates & Specifications

Double Page Spread	£17,950
Full Page	£12,950
Inside Front Cover DPS	£19,950
Inside Back Cover	£15,450
Outside Back Cover	£22,450



- Special packages and rates available to supporters of the *ATM Yearbook 2023* and the *WTM London Yearbook 2023*. Don't miss this exclusive and limited opportunity, with early bird discounts available.

● DEADLINES

Space reservation: 10/10/2023
Artwork deadline: 05/10/2023

● ARTWORK

Print-ready high-resolution PDF files only

Supply all creative as single page PDFs

All images 300 DPI

Convert all to cmyk and embed all fonts

Convert all text in logos etc from vector-based programmes (Adobe Illustrator etc.) to outlines

Output resolution 2400 DPI/frequency 150 LPI

● SINGLE PAGE

Bleed size: 206 x 261mm

Trimmed size: 200 x 255mm
(3mm bleed: top, bottom and for edge)

Non-bleed/Safety: 176 x 235mm



- Bleed (3mm all round)
- Trim (actual page size)
- Non bleed/safety

● DOUBLE PAGE SPREAD (DPS)

Bleed size: 406 x 261mm

Trimmed size: 400 x 255mm
(3mm bleed: top, bottom and for edge)

Non-bleed/Safety: 376 x 235mm



Contact the GT Media Team

PUBLISHER

Khaled Algaay

☎ +44 (0)7500077791

✉ kalgaay@gtmediame.com

DIRECTOR OF PARTNERSHIPS

Lucie Winter

☎ +44 (0)7951 944268

✉ lucie.winter@gtmediame.com

EDITORIAL DIRECTOR

Gemma Greenwood

☎ +44 (0)7597 352385

✉ gemma.greenwood@gtmediame.com

GT MEDIA ME LTD.

🏢 White Collar Factory,
1 Old Street Yard, London
EC1Y 8AF, United Kingdom

☎ +44 (0)207 6085137

✉ connect@gtmediame.com

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