OCTOBER 30 2026 | ISSUE NO 4304

Travel bulletin

Giving agents the edge

WTM Preview

The biggest event in the travel trade calendar is back!

MORE IN...

WTM Preview

Read the latest headlines and exhibitor details from this year's edition! (Pg. 11)

Roadshow Round-up

Find out where we have been training agents this month. (Pg. 18)



The Director of the Croatian National Tourist Board shares his ambitions for the destination. (Pg. 19)


LAGO DI COMO
ITALIA
A WORLD WITHIN A WORLD
LAKE COMO
A PREMIER DESTINATION
FOR THE WORLD
MEET US AT WTM LONDON
3-5 NOVEMBER 2026
ENIT - ITALY AREA
STAND N2-240, N3-200, N3-500
CAMERA DI COMMERCIO
COMO-LECCO
insieme per lo sviluppo

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WTM PREVIEW
It's back and bigger than ever (if you can believe that...)



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IN THE HOT SEAT
Hear from Kristjan Stanicic, Director of the Croatian National Tourist Board.

RESILIENCE IN ACTION

Demand for holidays remains resilient, according to ABTA's Holiday Habits 2026-2027 Report, with 88% of people taking a holiday over the last 12 months.

DESPITE A turbulent year of geopolitical tensions, new border processes and wider climate-related events, holidaymakers couldn't stay away, resulting in a decade-high turnout on par with pre-pandemic levels.

Spain once again topped personal preferences for holiday destinations, with stats showing a 4% increase (36%) compared to last year, widening its lead as Brits' favourite holiday destination.

ABTA members have stated that the uptick is likely due to the impact of the Middle East conflict, with travellers unable to transfer through the region and choosing alternative destinations closer to home.

The findings in the report shine a positive light on travel agents, as in times of uncertainty, more people look to travel professionals for help. 38% of holidaymakers booked their overseas holiday through an agent in the past year, up from 34%, with the most significant rise occurring from the 18-24 age bracket.

63% of those who booked through an agent chose a package holiday. Value for money remains a big factor for why holidaymakers are booking these types of getaways.

For the next 12 months, the data shows that travel intentions remain steady, with 70% of adults planning a holiday abroad next year and 56% planning a UK holiday. While people remain committed to their holidays, the report highlights that travellers are becoming more cost-conscious than in previous years. This caution is causing people to book late, with ABTA members noting more people are booking their holidays closer to their departure dates.

Mark Tanzer, Chief Executive of ABTA, said, "When times are uncertain, booking with an expert ABTA member gives holidaymakers added confidence. And, in a 'value for money' market, they are excellently placed to find people a fantastic holiday at a budget that works for them."

Travel bulletin

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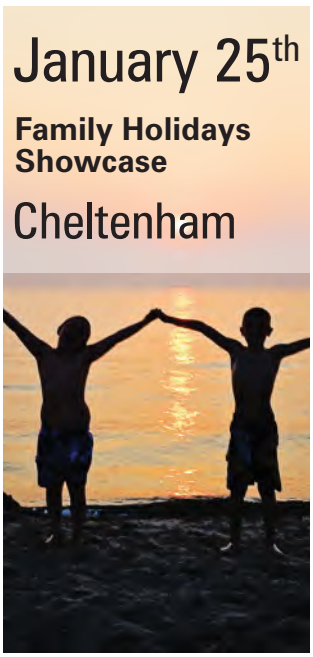
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ONYX hosts two Thailand fam trips

ONYX HOSPITALITY Group has strengthened its engagement with the UK travel trade with two fam trips to Thailand this October, giving agents first-hand experience of its Amari, OZO and Oriental Residence brands.

The response from the UK travel trade was encouraging, with over 50 applications.

The initiatives were organised in collaboration with leading travel industry partners including Thai Airways, Bangkok Airways, Outrigger and Elephant Hills, helping to push ONYX's continued commitment to supporting UK travel agents with the destination knowledge, product expertise and personal experiences needed to confidently sell Thailand to their customers.





CV Villas makes British Virgin Islands debut

CV VILLAS has announced the launch of a nine-villa collection in its newest destination: the British Virgin Islands.

The villas are located on Virgin Gorda, with more in Tortola to follow, and offer families and groups the opportunity to experience the BVI from the comfort and privacy of their own villa.

With private pools, waterfront settings, and a range of water sports facilities, the collection is ideal for those looking for a relaxed Caribbean escape to unwind together.

Save big with Velas Resorts' Black Friday promotion

VELAS RESORTS has announced it will be holding its annual Black Friday promotion from November 17th to December 3rd, 2026, with extra perks across properties.

The promotion will see savings and added values across its seven Mexican properties.

The hotel group, renowned for its collection of luxury and ultra-luxury-all-inclusive properties across Mexico, is offering up to 30% savings on nightly rates, plus kids stay free and teens discounts at participating family-friendly properties.

Also included are added values like spa and resort credits, airport transfers, golf discounts, suite upgrades, and more. Registration for the promotion is open from November 9th to 14th, followed by a presale on November 15th to 16th, 2026.

Image Credits: Top: ONYX Hospitality Group. Bottom: CV Villas

New Southampton Airport routes with easyJet

EASYJET HAS announced the expansion of its Southampton Airport network, adding three new routes for next summer.

New additions include routes to Malaga, La Rochelle, and Edinburgh, with fares from £32.48 available to book now.

A new route to the Spanish hotspot of Malaga will operate twice a week on Tuesdays and Saturdays, giving customers more options for their summer holiday to Costa del Sol.

The new service to La Rochelle will start on March 28th, 2027, operating on Tuesdays and Sundays, giving guests the chance to explore the city's rich maritime history, glowing white limestone architecture, and lively Atlantic atmosphere.

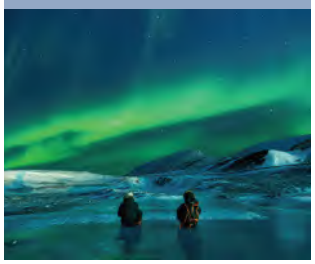
Strengthening its domestic connectivity across the UK with a daily Edinburgh service, easyJet will begin operating this route on March 28th, 2027.



RAMBLE WORLDWIDE has revealed its new winter adventures, aimed at a range of walking capabilities.

They combine exciting new itineraries with much-loved favourites, striking inspiration for the perfect winter escape as the colder months approach.

Highlights include three new Alpine snowshoeing holidays in Andorra, Slovenia and Austria, a Northern Lights and snowshoeing cruise along the Norwegian coast, and a festive escape to Slovenia's Lake Bled.



If Only expands European portfolio

IF ONLY has expanded its European portfolio to include the Greek island of Rhodes, equipping travel agents with an enhanced selection of premium hotel options in the highly sought-after Mediterranean market.

To celebrate the expansion, If Only is running a dedicated 'Spotlight on Rhodes' campaign through mid-November, featuring exclusive marketing materials for luxury resort partners, including Atrium Hotels & Resorts, AMOH, Ella Elissa, and Gennadi Grand Resort.

Agents can secure seven-night, all-inclusive family escapes at the beachfront Atrium Prestige Thalasso Spa Resorts & Villas priced from £7,459 per family of four, inclusive of flights and private transfers.

TUI River Cruises launches largest-ever programme

TUI RIVER Cruises will launch its biggest-ever programme for summer 2028, adding the Seine to its portfolio and introducing two next-generation ships across European waterways.

More than 40 itineraries across six European rivers will be included in the collection, with over 60 ports of call.



This represents a 26% increase in capacity, as the operator continues to target growth in the river cruise market.



Intrepid sees September surge

INTREPID TRAVEL has reported its biggest September ever, with more than 35,000 customers travelling with the operator during the month.

The surge caused an 11% year-on-year increase in revenue from trips departing in September, with significant growth in travel to the Middle East, Europe, and Asia.

The most popular destination was Morocco, followed by Vietnam and Italy, with notable growth in demand for Ecuador (+93%), Argentina (+59%), and Uzbekistan (+40%).



Advantage is coming to Lisbon!

ADVANTAGE TRAVEL Partnership has announced that its 2027 Annual Conference will take place in Lisbon, Portugal.

The dynamic capital will host conference from May 4th-7th, 2027, at the five-star Corinthia hotel, featuring interactive sessions, evening events, as well as tailored content designed around the needs of corporate and leisure travel specialists, with an emphasis on sustainable experiences.

Image Credits: Top Left: easyJet, Top Right: Intrepid Travel, Bottom Left: Canva Pro, Bottom: TUI, Bottom Right: Canva Pro

A boutique give-away with VIVA Cruises

VIVA CRUISES has announced it is giving away exclusive gourmet gift boxes to mark the launch of its 2028 VIVA Boutique programme.

The boxes are worth up to €100 (£83), and will be delivered directly to guests, with the offer being valid on all new VIVA Boutique bookings made until November 15th. VIVA's 2028 Boutique sailings will run from February to December.





THE SELF-guided holiday specialist Headwater has launched new Walking and Cycling brochures for 2027, featuring new itineraries across Europe and beyond. The Walking edition unites the company's self-guided and private guided tours alongside its Pilgrimages and Cultural Tours collections. The Cycling brochure features self-guided cycling and e-bike holidays, as well as canoeing, and cross-country skiing trips.

Wendy Wu rewards guests and agents with new brochure

WENDY WU Tours has unveiled its new brochure, featuring new tours and limited-time offers for customers and agents.

The launch of the new 'Africa, Europe & The Middle East' brochure comes alongside savings of up to £1,495 per person on bookings made by November 16th, 2026.

The Africa touring programme has been expanded to include more wildlife encounters, as well as breath-taking landscapes and iconic journeys.

In Europe, guests can now delve into fascinating history and unique cultures.

Alongside this guest offer, Wendy Wu Tours is giving away six bottles of champagne, three £100 shopping vouchers, and a Christmas hamper worth £100 to one agent. To enter, agents should make a booking for any Africa, Europe or the Middle East itinerary between now and November 30th, 2026.

MOVERS & SHAKERS



PERSONAL HOLIDAY Advisors has appointed Christopher Meddows as Head of Business Development as it looks to accelerate the expansion of its homeworking network and strengthen its product offering.



EXPOSURE4 has strengthened its UK team with the appointment of Anne Clays as UK Business Development Manager. Anne will take responsibility for all trade activity across the new Hilton All-Inclusive Resorts account.

Scenic makes a splash for Ruby anniversary

SCENIC GROUP is marking its 40th anniversary milestone with an ambitious multi-year global fleet expansion across Europe, India, and Southeast Asia through 2028.

The expansion commences in 2027 with *Emerald Lumi* navigating France's Seine, Scenic's debut on India's Hooghly River, and the launch of the luxury yacht *Emerald Raiya*. Growth accelerates through 2028 with *Emerald Xara* sailing warm-water routes including the Seychelles, two new ships: *Scenic Spirit II* and *Scenic Spirit III*, arriving on the Mekong, a river vessel planned for the Brahmaputra River, and the return of *Scenic Eclipse II* to Asia Pacific.





Travel to Belize easier than ever before

THIS WINTER, UK travellers can head to the tropical climate of Belize thanks to the new Air Canada route to London via Montreal. Travellers will be able to fly into Belize City on the same day, making it easier for UK holidaymakers to experience the jungle.

Image Credits: Top: Headwater. Top Left: VIVA Cruises, Bottom Right: Belize Tourism Board, Bottom: Scenic Group
Movers & Shakers. Top: Personal Holiday Advisors. Bottom: Exposure4

AGENT BULLETIN

AGENT INCENTIVES

- MAJOR TRAVEL has unveiled a series of travel agent incentives for giveaways in the Maldives. Running until the end of February 2027, the campaign gives agents the chance to win a range of prizes, including luxury stays in the Maldives, Amazon vouchers, and complimentary hotel nights, while showcasing holidays across the Maldives, Mauritius, Sri Lanka, Seychelles, India and multi-centre itineraries. One giveaway to the Maldives includes a five-night all-inclusive stay for two at Heritance Aarah, for agents who make a booking to the Heritance Aarah Maldives. Other featured prizes include up to £50 in Amazon vouchers when you book Heritance Aarah, a two-night stay at Adaaran Select Hudhuranfushi, and a two-night stay at Adaaran Club Rannahli. Agents will also get one complementary night for every 10 nights booked at either Cocoon Maldives or Joy Maldives between now and February 28th, 2027.

- A £20,000 voucher could be yours with Audley Travel's end-of-year trade incentive, doubling last year's prize. To support the growth, any agents who confirm bookings with Audley in the final three months of the year will be entered into a draw to win the grand prize of a £20,000 Audley itinerary. One runner-up will also be given the chance to join the operator's 2027 agent trip to Egypt. The incentive will run until December 14th, 2026, following the announcement about the operator's move into physical retail for the first time in 30 years.



LOUIS HOTELS has just hosted its second holicational trip of the year for agents. 11 travel agents and their partners visited the Imperial Island Resort, which is newly refurbished, as well as the Cali Resort and Spa. The concept lets agents bring a partner for a combination of hotel visits, free time, and a cultural excursion supported by the Deputy Ministry of Tourism.

Travel bulletin

OUR 2027 EVENTS CALENDAR IS NOW LIVE!

To register your interest, please head to

www.travelbulletin.co.uk/events

AGENT TRAINING

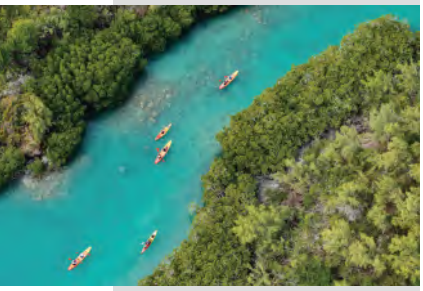
- RIVIERA TRAVEL has officially launched Riv Rewards, an exclusive new travel agent loyalty programme designed to maximise trade partnerships by offering lucrative points, milestone incentives, and VIP experiences for every qualifying booking. Available via the dedicated Riviera Explorer trade platform, agents who achieve Passionista training status can begin earning one Riv Point for every £1 of eligible commissionable revenue on qualifying bookings. The comprehensive programme features four escalating tiers—Blue, Silver, Gold, and Platinum—that unlock increasingly impressive benefits such as fam trips, personal travel discounts, a £250 marketing support package, and even free European River Cruises for two.

- GRENADA TOURISM Authority (GTA) has announced it is emphasising its commitment to the UK travel trade following the success of its first Grenada Exchange. The exchange came with two engaging initiatives for UK travel professionals: Grenada Marketplace, taking place on the island this November, and 'Meet Me in Grenada', a familiarisation offer for UK agents and tour operators travelling before the end of the year. Marketplace is set to go ahead in Grenada from November 11th to 17th, with around 50 trade partners in attendance. The week will bring together networking sessions and industry discussions, pre-scheduled business meetings, hotel inspections, and destination immersion activities, before concluding with a closing ceremony and farewell dinner. Whilst it is an invitation-only event, UK trade partners interested in attending are encouraged to contact the GTA, and further invitations may be extended subject to availability. 'Meet Me in Grenada' is tailored to UK agents wanting to experience the island, who already sell or promote the destination.

Image Credits: Louis Hotels

"More than just a little island": Mauritius beyond sand and sea

MAURITIUS HAS reaffirmed its 'Beyond The Beach' positioning to show UK travellers what's inland, in the water, in the kitchens and on the trails, from cultural encounters and food, to adventure, wellness, and conservation-led tourism.



Dinesh Burrenchobay, Chairman of the Mauritius Tourism Promotion Authority, said the profile of travellers changed after Covid, with a shift towards long-lasting, memorable holidays with a purpose, and meaningful travel. The Chairman also identified more multi-generational travel.

The UK is still Mauritius' largest tourism market, and the MTPA is now pushing visitors to see more of the island. This includes seeing its communities and culture, rather than just staying within resort grounds."With Mauritius, the sun, turquoise sea, beautiful sand, and beautiful beaches, are all on the cover of the book. Inside, are all the different experiences tourists can have, whether it's trekking inland, visiting cultural places, or tasting great food," said Dinesh. *Read the full interview over on the Travel Bulletin website.*



GREATER ACCESS to Sri Lanka has opened up with the launch of a new British Airways service between London and Colombo. The new seasonal route is set to start on October 23rd, operating three times a week throughout the 2026/27 winter season. A range of cabins are available on the service, with return fares starting from £620.

MSC opens bookings for 2029 World Cruise

MSC CRUISES has opened bookings for its 2029 World Cruise aboard *MSC Magnifica.* Departing in January 2029, the 119-night voyage is set to visit 45 destinations across 21 countries.

The itinerary will combine iconic destinations with hidden gems, with nine overnight calls and 15 included excursions offering guests more time to discover each destination and immerse themselves in the experience. 2029's sailing includes an extended exploration of Australia and Indonesia, giving guests the chance to see the iconic cities of Sydney and Melbourne, and the wildlife-rich shores of Kangaroo Island. Bookings are now open, with guests able to choose from four embarkation points: Civitavecchia (Rome), Genoa, Marseille, and Barcelona. Prices lead in at £16,854, with discounts available for club members.

Newmarket Holidays launches two new tours

NEWMARKET HOLIDAYS has launched two new Premier tours for 2027, including its debut tour in Georgia.

The new tours add Georgia to the operator's portfolio for the first time, alongside a premium small-group tour of Italy, exploring Tuscany, Umbria, and the island of Elba. Designed for customers looking for a more intimate escorted touring experience, the Premier Collection will combine small group sizes of up to 24 guests, high-quality accommodation, and carefully curated itineraries.

Both tours have strong selling points for agents, with hotels offering an elevated experience, and a diverse selection of included excursions.





Travelsphere and Just You launch young agent committee

TRAVELSPHERE AND Just You have launched a young agent committee to help the next generation of travel. The group will comprise 10 travel professionals aged up to 23, who will participate in two in-person meetings to engage with tour operators' trade teams.

Image Credits: Top Left: MTPA, Top Right: Sri Lanka Tourism Development Authority, Bottom Middle: Newmarket Holidays, Bottom Right: Canva Pro

SUDOKU

WIN A £20 M&S VOUCHER IN THE Travel bulletin SUDOKU PRIZE PUZZLE

Fill in all the squares in the grid so that each row, column and each of the 3 x 3 squares contains the digits 1-9. Once you have completed the puzzle, simply identify the numbers that relate to the letters, A, B, C and D then e-mail the solution, with your name, company name, and full postal address plus phone and ABTA number if applicable to:

competition@travelbulletin.co.uk
Closing date for entries is Thursday, November 12th. Solution and new puzzle will appear next week.

October 16th Solution: A=2 B=3 C=1 D=9

		8		2	6				
	3	2						4	
	6		7		1				9
B	9	1			7	8	6		
				6		1			
C			3	9	4			1	8
	4				2		9		1
		9						8	4
D					9	5		6	

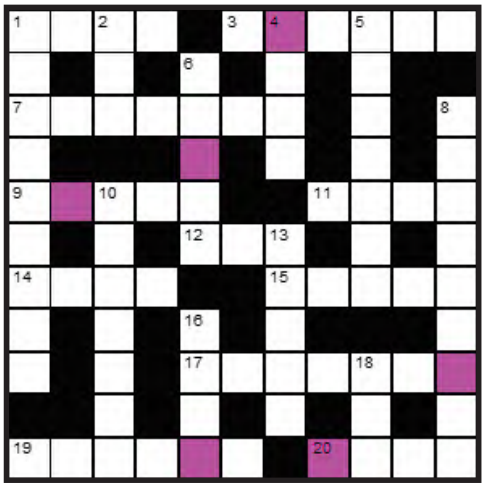


WHERE AM I?

THIS SMALL capital city in Central America was built from a Hurricane in 1970, making it one of the smallest and youngest capitals on the planet.

CROSSWORD

FILL IN THE CROSSWORD TO REVEAL THE MYSTERY LOCATION HIGHLIGHTED BY THE PURPLE SQUARES.



Across

1 Major car rental company (4)
3 Flag carrier of Spain (6)
7 Capital of Puerto Rico (3,4)
9 Arsenal and England footballer, Alessia (5)
11 Italian island off the coast of Tuscany (4)
12 Seattle-Tacoma international airport code (3)
14 The TV drama Beyond Paradise was filmed in this Cornish resort (4)
15 Cruise company, sounds like a well-known coffee house (5)
17 Sport where you can ride the waves (7)
19 Dam on the Nevada - Arizona border, named for a US President (6)
20 Global airline alliance (4)

Down

1 Country and end destination for BBC's 2026 Celebrity Race Across The World (9)
2 Austrian river, sounds like a type of accommodation (3)
4 Beethoven's House is a popular tourist attraction in this German city (4)
5 Hotel company founded in Singapore in 1887 (7)
6 Spend them in 4 Down (5)
8 London Square named for a famous battle (9)
10 Zodiac sign between Libra and Sagittarius (7)
13 West African capital city (5)
16 Land completely surrounded by water (4)
18 Code for Istanbul's main international airport (3)

Across: 1 AVIS, 3 IBERIA, 7 SAN JUAN, 9 RUSSO, 11 ELBA, 12 SEA, 14 LOOE, 15 COSTA, 17 SURFING, 19 HOOVER, 20 STAR.
Down: 1 AUSTRALIA, 2 INN, 4 BONN, 5 RAFFLES, 6 EUROS, 8 TRAFALGAR, 10 SCORPIO, 13 ACCRA, 16 ISLE, 18 IST.
Mystery Word: BRUGES

Image Credits: Expedia

Unforgettable Asia: an easier way to sell complex travel

UNFORGETTABLE TRAVEL Company has launched 'Unforgettable Asia', a new luxury Asia specialist.

The specialist is designed to make it easier for agents to sell complex travel across the region.

Set to launch with 11 destinations and 50 itineraries,



Unforgettable Asia will initially cover Japan, South Korea, Taiwan, Thailand, Vietnam, Cambodia, Laos, Singapore, Malaysia, Borneo, and Indonesia, with further destinations to be added later this year and into 2027.

These new experiences are designed to take travellers beyond the most familiar highlights, whilst keeping the luxury agent in mind, with private chauffeur transfers, luxury hotel stays, expert guides, complimentary concierge services and 24/7 in-destination assistance included on every booking.

Graham Carter, co-founder of Unforgettable Travel Company, said, "Asia is an incredibly rewarding region, yet it can feel complex to sell. Agents may be dealing with multiple destinations, suppliers, cultural nuances and service expectations within a single itinerary."



ABTA HAS announced its 2027 Travel Convention will be held in Montenegro, welcoming leaders from across the UK travel industry to one of Europe's most exciting emerging destinations. The convention will take place at the five-star Hyatt Regency Kotor Bay Resort, set on the UNESCO World Heritage Site often described as one of the most beautiful bays in Europe.

Atlas reveals expansive Antarctica season

ATLAS OCEAN Voyages has unveiled its expansive 2028/29 Antarctica season, presenting travel advisors with an elevated portfolio of 25 intimate, yacht-style expeditions.

Sailing from October 2028 to March 2029, the season offers highly flexible logistics to explore the White Continent, including an expanded schedule of four nine-night 'Drake Fly & Sail' itineraries, two seven-night 'Drake Express' fly-cruises, and a comprehensive 18-night 'Grand Antarctica' voyage, exploring the Antarctic Peninsula, South Georgia, and the Falkland Islands.

Clients who book by December 31st, 2026 will secure current published fares alongside up to 10% Bonus Savings and an 'Explorer's Choice' benefit, granting exceptional added value such as up to £1,500 in air savings per suite.

Audley announces once-in-a-decade itinerary

AUDLEY TRAVEL has unveiled a highly anticipated, bespoke itinerary centered around the once-in-a-decade 2030 Oberammergau Passion Play.

Designed for travel between May 18th and October 6th, 2030, this exclusive 10-day tour pairs access to the legendary Bavarian community performance with a wider exploration of Munich, Germany, and the Austrian alpine cities of Salzburg and Innsbruck. Travellers will enjoy luxury accommodations throughout the region, taking in the stunning lakes and deep historical roots of the surrounding landscapes. This meticulously crafted bucket-list experience is priced from £11,650 per person, including return flights, transfers, bed-and-breakfast stays, curated excursions, and access to the play complete with an intermission dinner.





Riviera launches biggest Black Friday to date

RIVIERA TRAVEL has launched its biggest Black Friday sale to date, offering up to 20% off selected 2027 holidays. Running until November 30th, 2026, the offer gives agents plenty of time to help their customers save across more than 4,000 available places.

Image Credits: Top: ABTA, Top Left: Unforgettable Asia, Bottom Right: Riviera Travel, Bottom: Audley Travel

BIGGER AND BETTER

WTM London returns November 3rd-5th, 2026, ready to open its doors following the record-breaking success of last year.



THE BIGGEST travel trade event is back and ready to open its doors once again to the thousands of delegates eager to pick the brains of the best in the business.

Following last year's record-breaking success, the event reported strong early demand from exhibitors for the 2026 edition, with businesses across the global travel industry signing up early to guarantee their slot.

This year, 43 exhibitors have either joined for the first time, or have returned after a few years absent. New exhibitors include tourism boards and tourism ministries from Brunei, Côte d'Ivoire, North Macedonia, Moldova, Albania, Angola, Uruguay, and Panama.

The growing exhibitor line-up also includes major travel brands spanning across sectors, from technology to accommodation and experiences. New exhibitors in GetYourGuide, Nomad eSIM and RateStellar will be joining WTM Travel Tech, the new event designed to meet the demand and rapid growth of the travel technology sector.

Chris Carter-Chapman, Event Director for WTM London, said, "Last year's show was our most successful yet, with 182 countries represented and exhibitor numbers up 5% year-on-year. The breadth of exhibitors already confirmed highlights the strength and diversity of the global travel industry. From emerging destinations and national tourism boards, to airlines, hotel groups and travel technology innovators, WTM London continues to be the leading global platform for forging connections, driving business growth and shaping the future of travel."

A 'belissimo' return for Italy

ITALY IS making its return to WTM London with a fresh new stand, an insightful press conference, and a range of on-stand surprises for delegates.

Over on the stand, delegates can immerse in one of four sensory rooms, showcasing the Italian coast, mountains, cities of art and Italian lifestyle. The stand will also feature daily live cooking by Enrico Derflingher, whose risotto has been served to the Royal Family, gelato tastings and Italian aperitivo, as well as 15 Italian regions and cities eager to speak to delegates.

The Italian Pavillion will be located on Stand N3-200.

The land of antiquities and algorithms

EGYPT HAS been announced as the 2026 Premier Partner at WTM London. The destination will take to the floor to highlight its digital transformation that has been a key focus of its growth. At last year's Arabian Travel Market, data was presented about research into the specifics of the Egyptian online travel market, which pointed in a positive direction. ***The Egyptian Tourism Authority will be on Stands S7-210-S7-510.***



Image Credits: WTM London

POLISH
TOURISM
ORGANISATION



POLAND.

More than you expected

MEET US AT STAND **S4–428**

From Carnival to the World Cup: Brazil at WTM

BRAZIL IS set to arrive at WTM London with a new approach to tourism, demonstrating that travelling through the country goes far beyond visiting destinations.

The country has seen an 11.37% increase in arrivals from the UK, as the primary South American destination for UK travellers.

Its approach to tourism weaves together the energy of Carnival, a passion for football, and the authenticity of local experiences, and two international campaigns are set to translate this Brazilian spirit into experiences that bring the British public closer to the country's rich diversity.

Starting with the Carnival campaign under the theme 'Come Live the Energy of the World's Greatest Carnival', Rio, Salvador, Recife, and Olinda will be showcased through the voices of the communities bringing Carnival to life.

Brazil is also making its debut as the host of the FIFA Women's World Cup in 2027, with an initiative highlighting the host cities through experiences that connect visitors directly with local life.

Bruno Reis, president of Embratur/Visit Brasil, said, "We will be at WTM to showcase the 'Brazilian spirit' that makes the country a unique destination, blending culture, diversity, creativity, and hospitality.

"This is one of Brazil's greatest strengths in the international market." ***The Brazil Stand will be located at N8-210***.





The launch of WTM Travel Tech

WTM LONDON is set to launch WTM Travel Tech for 2026. The major co-located event intended to capitalise on the importance of technology in travel, as well as the growing number of exhibitors, buyers and visitors interested in technology.

This comes in response to strong stakeholder demand, with the sector growing 55% year-on-year at WTM London and more than half of visitors actively seeking to meet travel tech companies.

WTM Travel Tech will be set in a dedicated new hall, bringing together global leaders, innovators, and decision-makers.



RAKTDA's WTM updates

RAKTDA IS heading to WTM with updates on the 2027 opening of Wynn Al Marjan Island, set to open as the UAE's first integrated resort alongside an ultra-luxury pipeline including Four Seasons, Nobu, Janu, Fairmont, and Nikki Beach.

As well as this, insights will be shared on scaling a destination while balancing the preservation of local culture and heritage.

It will also speak about maintaining momentum and rebuilding traveller confidence during regional disruptions.



Cape Town Tourism to announce steps in AI

CAPE TOWN Tourism is set to announce the next phase in its AI innovation at WTM. After launching its AI in Tourism Hub last August, specialists from AI, technology, academia, and tourism agreed on ethical use cases for marketing and visitor safety.

In November, CTT's board decided that accelerating the responsible use of AI and digital tools across tourism is a priority.

Image Credits: Top Left: Embratur, Top Right: RAKTDA, Bottom Left: WTM, Bottom Right: Cape Town Tourism



Uruguay makes 10-year return

AFTER A 10-year hiatus, Uruguay will return to the WTM floor, underlining the destination's commitment to strengthening its presence in the UK and European markets.

Often described as one of South America's best-kept secrets, Uruguay offers a combination of culture, gastronomy, wine, coastline, nature, and authentic experiences, making it a very attractive destination for tourists. ***Uruguay will be at Stand N8-600.***



The heart of WTM is the agents

WHILE WTM London is for delegates from every corner of the industry, travel agents remain at the heart of the event.

Agents will be able to access a wide range of content sessions across the three days, including deep dives into package holidays, luxury, family travel, wellness, adventure and sustainability, as well as other topics which continue to raise big questions.

Record-breaking WTM donation funds water projects

THANKS TO the generosity from last year's show, WTM London gave its largest-ever donation to international safe water charity Just A Drop, an organisation that has been the event's partner for 28 years.

Last year's event raised £8,300 through exhibitor donations, which was doubled by WTM London to bring the total to £16,600. Thus far, WTM London has raised £140,000 for the charity, supporting 12,574 people across 17 safe water projects in nine countries globally. With the partnership renewed for another year, momentum is building toward an even-bigger total at this year's show.

The money raised last year has funded a Watershed Restoration Programme, supporting agricultural communities in Nicaragua.

Chris Carter-Chapman, Event Director, said, "Championing sustainability is an important part of our ethos and it's always satisfying to see the real impact we can make by supporting Just A Drop's vital work in this field."



Just A Drop will be exhibiting at WTM London 2026, where visitors can find out more about the charity's projects and how they can get involved.

Taste the Nordics at WTM

DELEGATES CAN explore the culinary landscapes of the Nordics at WTM London as Visit Denmark, Visit Finland and Visit Norway come together to showcase how food can provide a gateway to their regions.

Uniting under the collective 'The Nordics' banner, the joint presence will see the three national tourism organisations combine 44 representatives, including DMCs, hotels, attractions, destinations, activity providers, and transport companies, providing ample opportunities for delegates to learn about the new products and culinary experiences available across the three destinations.



Denmark has established itself as one of Europe's key gastronomic destinations and has been recognised as the birthplace of New Nordic cuisine. Its contemporary restaurants have put Danish food on the global culinary map.

Over in Finland, food is closely related to the landscape and changing seasons. Short summers and long, cold winters have shaped the culinary culture built around preserving and making the most out of what nature provides.

From Michelin-starred restaurants to food straight from the farm, Norway offers a wide range of gastronomic experiences across a range of price points. Its culinary poweress continues to grow, with 22 restaurants currently holding one or more Michelin stars.

The Nordics will be at Stand S4-520.

Image Credits: Top, Top Left, and Bottom: Canva Pro, Bottom Left: WTM London

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More details of Sri Lanka's 'Mantra'

WTM WILL see the unveiling of first images and video of Mantra, a new wellness resort for families in Sri Lanka's hill country, set to open in January. Just 30 minutes from Kandy, its 16 private villas overlook the Victoria Reservoir. It is the first wellness retreat from The One Group of Hotels.

Taiwan to reveal new reasons to visit

TAIWAN IS set to launch a series of exciting developments for 2027 under 'Waves of Wonder', its global tourism brand.

It will be bringing the vibrant Taiwanese spirit to WTM, showcasing the island's rich cultural heritage, diverse travel experiences and new reasons to visit in the year ahead, such as a new weekly prize draw for eligible independent travellers who have previously visited the country.

Key talking points include new travel incentives for repeat visitors and international groups, the Taiwan Lantern Festival 2027 in Miaoli, and the island's growing appeal for travellers looking to explore beyond the usual highlights.

'Waves of Wonder' will see the introduction of incentives designed to encourage repeat visits, support group travel, and inspire international visitors to explore beyond the familiar highlights.

Taiwan will be based at Stand N8-232 at WTM



Image Credits: Top Left: The One Group of Hotels, Top Right: Taiwan Tourism Administration



‘Storyselling’ at WTM

ITS HAS been a big year for the Bahamas, from surpassing 9.6 million arrivals through August to appointing the first female Minister of Tourism, building on the island’s dedication to strengthening its presence on the global stage.

Sea and air arrival numbers have continued to remain strong for the Bahamas, measuring approximately 14.5% ahead of the same period in 2025, and sitting substantially above pre-pandemic benchmarks. Cruise arrivals exceeded 8.18 million through August, up 16.6% year-on-year, and stopovers increased by 4.3%.

It is not just Nassau and the Paradise Island that are experiencing the growth: Grand Bahama has recorded a 188.3% increase in cruise arrivals following the expansion of Celebration Key, while destinations including Exuma, Eleuthera, Abaco and the Berry Islands reinforce the opportunity to showcase more of the Bahamas to international travellers.

The island nation is placing greater emphasis on the cultural experiences that set the destination apart. The 2026 ‘Storytelling to Storyselling: An Infusion of Culture’ places Bahamian food, music, art, heritage and the story of local people at the centre of the destination.

Want to find out more from the Bahamas? It will be on the trade floor at Stand N7-318.





A new era of tourism for Ireland

THE EMERALD Isle has taken a major step in developing its cross-border collaboration this year, which will see heavy investment in key tourism initiatives including rail infrastructure along the Derry-Belfast-Dublin corridor.

This builds on the €700 million commitment for a new, modern Enterprise train fleet linking Dublin to Belfast.

WTM marks the perfect opportunity for Tourism Ireland to discuss these plans in depth with delegates, as well as share the news that County Fermanagh has integrated into Ireland’s Hidden Heartlands regional brand.

The brand’s footprint now extends across the border to encompass Fermanagh’s iconic landscapes, including Lough Erne, the Cuilcagh Lakelands UNESCO Global Geopark, and Marble Arch Caves.

To learn more about the above initiatives, head to Stand S5-210.



Renovations galore for Louis Hotels

LOUIS HOTELS will be taking to the WTM floor to talk to delegates about the extensive Phase Two transformation of Imperial Island Resort which opened earlier this year.

The hotel brand is also eager to share news around other portfolio updates. ***Join Louis Hotels at Stand N3-110.***



WTM: The future is now

WTM LONDON is showing its commitment to the next generation of travel talent with the range of offers for students and graduates wanting to attend the show.

This year, the ITT Future You Summit will give students an exciting introduction into the travel sector, featuring industry insights, inspiring speakers, career advice, interactive sessions, and networking opportunities. WTM London has made 300 tickets for the submit available free of charge for students and recent graduates in travel, tourism, aviation and hospitality.

Image Credits: Top and Bottom: Canva Pro, Top Right: Louis Hotels, Bottom Right: WTM London











Family Holidays Marketplace

WE BROUGHT the multi-generational gems to a range of lovely agents in Manchester and Oxford earlier this month, showcasing the very best of family travel.

As always, a big thank you to our supplier partners: Sentido, 3HB Hotels, Domes, THB Hotels, PortAventura World, Barut Hotels, Visit Gibraltar, United Parks & Resorts, Eurostar, Palladium Hotel Group, Croatian National Tourist Office, Transun, World of Hyatt Inclusive Collection, Ella Resorts, Club Med, and Trenitalia.















Want to get in on the **#TBShowcases** action? Our next event will be the Indian Ocean Showcase taking place in Harrogate on November 18th. To confirm your place or find out when we will be hosting our next event near you, contact **events@travelbulletin.co.uk**



IN THE HOTSEAT WITH...

Kristjan Stanicic

Director of the Croatian National Tourist Board, Kristjan Stanicic, sat down with Travel Bulletin to share his thoughts on why agents should experience the beauty of Croatia for themselves before selling it to their clients.

What factors do you think have driven the growth from 'emerging' destination to a calendar staple?

We are increasingly developing towards becoming a year-round destination. This is largely driven by our broad range of tourism products and experiences. The sea and coastline remain one of our greatest assets, but Croatia is increasingly being recognised for its culture, gastronomy and wine, nature, active holidays and health tourism. Our hosts also play an important role, creating additional value and an authentic Croatian experience through their hospitality.

Today, it is no longer enough to focus solely on the number of tourists; we also need to consider the value that tourism creates for the destination, local communities, and the visitors themselves.

How are you equipping agents with the right tools to sell the destination?

Our approach goes beyond providing traditional information about tourism products. We want agents to genuinely understand what makes Croatia special and how best to match our diverse offer with their clients' interests. This philosophy is also captured in the message of Croatia's latest tourism promotional film featuring John Malkovich, which says that you may hear that Croatia is beautiful, but it is only when you visit that you truly have the opportunity to experience that beauty.

That is why study trips, or FAM trips, play a particularly important role in our activities. They give agents the opportunity to experience our destinations, people, accommodation, experiences and different tourism segments first-hand.

In addition, we regularly organise dedicated workshops, training sessions and networking events, and work closely with airlines, tour operators and other strategic partners to provide agents with up-to-date information on new products, air routes and travel opportunities, as well as practical knowledge to help them effectively present Croatia and what it has to offer.

What are Croatia's strongest points and how to do you plan to expand your presence in the UK market?

I would say that Croatia's greatest strength is that we can offer very different experiences within one country, while still being relatively close to British travellers. This combination gives us a very strong position in the UK market. However, we do not simply want to make Croatia better known; we want to make it more relevant to the different wishes and interests of British travellers and to different types of travel. In terms of visibility, our presence at leading international travel shows, including the upcoming WTM in London, is very valuable to us.

We want to strengthen Croatia's connection with trends that are important to the British market – from premium and luxury travel to boutique experiences, nautical tourism, active holidays and travel outside the peak summer season. Our goal is for Croatia to be a destination that British travellers choose for different types of holidays and one they are happy to return to anytime. I believe this is the best way to turn the already very strong relationship between Croatia and the British market into long-term, stable and sustainable growth.

Image Credits: The Croatian National Tourist Board

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Making accessibility a priority

THE SPANISH Tourist Office and WTM London have united to set a new global standard for accessible travel.

Members of the 'Spain for All' advisory board will be taking to the Headliner Stage on November 4th as part of the panel 'Who Decides What's Accessible? Reframing Travel Around Informed Choice', and play an active role in the WTM leader's summit.

A press conference at WTM is set to introduce Spain's new campaign 'Spain; a country for all', as well as showcase progress made by its 'Spain for All' advisory panel on accessibility, created to build a roadmap for industry-wide action.
A new accessibility award will also be presented ahead of the closing keynote speech.

This partnership will extend across the show floor, with accessibility support built into the venue itself.

José Manuel de Juan González, Director of the Spanish Tourist Office (UK), said, "In Spain, we place great importance on creating equal opportunities, reducing barriers and prejudice and making travel accessible to all.

"This landmark agreement with WTM reinforces Spain's commitment to more accessible and inclusive travel, with important developments across the event's governance, operations and programming."





Japan set for a landmark 2027

JAPAN IS preparing for a landmark year in 2027, celebrating the 155th anniversary of its railways with a new era of slow travel, ultraluxury regional hotel openings, and major global events dedicated to sustainability. The JTNO is spotlighting new ways to explore Japan's natural landscapes and local heritage, with the aim of drawing travellers away from the traditional 'Golden Route'. Developments include two new ultraluxury sightseeing trains, the Ōnaruto Bridge Cycling Road, and the world's first Pokemon Airport. ***Japan will be showcasing on Stand N10-400.***



A private resort holiday with Sunlife

SUNLIFE HAS launched 'Estella by Sunlife', a new collection of penthouses and apartments built with guests' privacy as a priority.

The collection will mix the privacy of a private home with a Mauritian Sunlife resort.

Every 'Estella' home is built for actual living, with spaces to sleep, eat, cook, and unwind, as well as private outdoor spaces belonging solely to the guest.

The development marks a step in Sunlife's pushing past the traditional resort model.



Explore hotels and history in Belize

BELIZE IS heading to WTM following a series of exciting announcements, including the installation of the Te K'ab Chaak Tomb Exhibit at Caracol in 2027, the opening of Duna Beach Report in Hopkins, Six Senses Belize on the private 10-acre island, Emerald Caye, as well as the first private island Four Seasons in the Western Hemisphere, just 16 miles from Belize City, also opening in 2027.

Image Credits: Top Right: Sunlife, Middle: WTM London, Bottom Left: JTNO, Bottom Right: Canva Pro

Seychelles puts plan into action

SEYCHELLES TOURISM is ready to take to the WTM stage to discuss its 2026-2030 Tourism Action Plan, laid out into five core priorities.

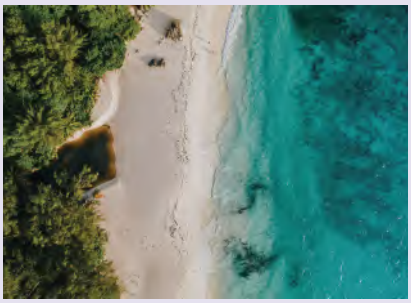
'Deepening sustainability and avoiding over-tourism' is the first pillar, with a key focus on shielding the Seychelles' pristine marine and island ecosystems.

'Cultivating local talent and workforce localisation' is next on the agenda, followed by 'Shifting to culture- and experience-led tourism' in a move to broaden the island's tourism offerings beyond the traditional 'sun, sea and sand' holiday.

'Securing global air connectivity and resilience' remains an active priority, especially in light of the Middle East conflict, to secure direct and diverse air infrastructure to the island.

The final pillar of the Action Plan is 'Retaining revenue in the local economy', where policies are being introduced to build tighter links between international hospitality and local Seychellois businesses.

To learn more about the Action Plan, visit Seychelles Tourism on Stand N11-520.





A lifetime of travels with Sir Michael Palin

FROM HIS days in Monty Python to his various travel series broadcast across the networks, Sir Michael Palin has certainly earned his stripes in the travel industry and will no doubt be an event highlight as a headline speaker at WTM London.

Taking to the WTM stage, he will look back on a lifetime of travel and discuss what still draws him out. He will draw on his new book, reflect on life-changing encounters and what he believes travel really is for.

Describe your WTM experience in three words?

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RIXOS PREMIUM DUBAI

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Travel Bulletin

A New Chapter for Rixos Premium Dubai

Rixos Premium Dubai unveils the Luxury Suite Collection, introducing a refined suite experience designed around space, privacy and elevated comfort.

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Monday 9th November 2026



Join us to learn more in the luxurious surroundings of The Guild Chester.

TIMINGS

Registration **6.00pm**	**Cocktails & informal networking** **6.15pm – 7.15pm**	**Rixos Premium Dubai presentation** **7.15pm**
Three-course dinner **7.45pm**	**Prizes** **9.00pm**	**Event ends** **9.30pm**



Travel bulletin

CELEBRATE LUXURY

Travel Bulletin
is delighted to invite you to
A Celebrate Luxury Event

The Midland Hotel, 16 Peter Street, Manchester M60 2DS

Thursday 19th November 2026

Join our supplier partners in luxury surroundings, take part in a shared group activity, and gain product knowledge in a marketplace-style training session, all followed by a delicious three course dinner and prizes.

TIMINGS

1.30pm Registration & a light lunch.

2.15pm Networking with suppliers.

4.30pm Shared fun activity.

6.15pm Pre dinner drinks & 3 course dinner is served.

8.15pm Prizes courtesy of our luxury partners.

8.30pm Event Ends.

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