

Travelbulletin

Giving agents the edge

WTM Preview

The world will unite once more at
London's Excel Centre...

MORE IN...

News

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World Travel Market Preview

That time again... Pg. 11



The seasons change, and so do family holidays. Hear from Hays Travel's Heather Hutton (Pg. 10)



Newmarket
HOLIDAYS

2026-2028 dates *now available*



On Safari in South Africa - Mabula Lodge

| 10-day escorted tour was from ~~£3,039pp~~ now from **£2,736pp**
| Departs January 2026 to November 2027
| Fly from 6 UK airports | 10 excursions & visits included



India - Tigers and the Taj Mahal

| 11-day escorted tour was from ~~£1,795pp~~ now from **£1,616pp**
| Departs January 2026 to November 2028
| Fly from 5 UK airports | 12 excursions & visits included



Elvis Presley's Memphis, New Orleans and Nashville

| 9-day escorted tour was from ~~£2,495pp~~ now from **£2,246pp**
| Departs February 2026 to December 2028
| Fly from 2 UK airports | 3 excursions & visits included



Follow The Mekong - Thailand, Cambodia and Vietnam

| 15-day escorted tour was from ~~£3,525pp~~ now from **£3,173pp**
| Departs April 2026 to November 2028
| Fly from 5 UK airports | 9 excursions & visits included



Canadian Rockies

| 11-day escorted tour was from ~~£2,905pp~~ now from **£2,615pp**
| Departs April 2026 to November 2028
| Fly from Heathrow | 2 excursions & visits included



Borneo's Orangutans and Rainforest Adventure

| 13-day escorted tour was from ~~£3,169pp~~ now from **£3,011pp**
| Departs February 2026 to November 2028
| Fly from Heathrow | 9 excursions & visits included

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ABTA No. V7812

ATAS

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& ADVENTURE SUPPLIERS

*Offer may be withdrawn at anytime. See website for more details.

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OVERLAND DESIRES

Byway's new 2026 Travel Trend report has highlighted the growing desire for overland travel options as flight-free holidays continue to soar.

AS FLIGHT-free holidays continue to rise in popularity, Byway has revealed its 2026 Travel Trends report, spotlighting the biggest shifts in the market.

The shoulder season is shrinking according to research, with the edges of summer expanding into September as more people favour the fewer crowds and often more affordable prices. Data has shown that departures in the off-season have risen by 50% year-on-year, with departures in September 2025 up 60% compared to 2024.

Families are choosing to forgo the flights in favour of ferries and train travel. Byway's flight-free family trips have risen by 50% year-on-year based on daily bookings for 2025. The pivot follows the preference for slower travel, with families valuing comfort and space over speed.

As European summers continue to grow hotter by the year, travellers are seeking

cool-cations as an alternative. Alpine escapes in Austria, Slovenia and Switzerland are proving a popular option, allowing travellers to avoid the high temperatures while enjoying the journey through mountain passes. Byway has reported a 24% increase in first-time visitors to the Swiss mountain railways compared to 2024.

Cat Jones, founder of Byway, said the company has "seen demand for overland holidays rise across every category, with particular recent growth in family and off-season travel. More people are recognising that it's not just about getting somewhere, but about how you get there and what you experience along the way.

"The journey is reclaiming its rightful place at the heart of travel as we move towards holidays that are more meaningful, sustainable and considered."

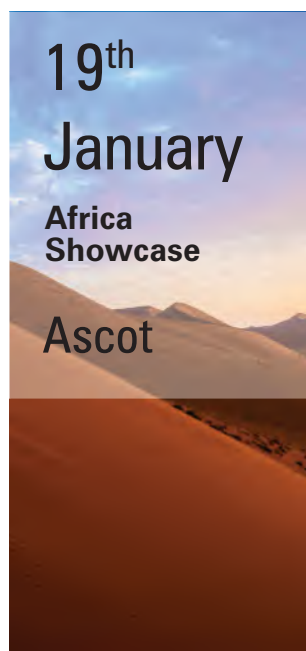
Published by :
Alain Charles Publishing (Travel) Ltd
University House, 11-13 Lower Grosvenor
Place London, SW1W 0EX

Printed by: Buxton Press
Subscriptions are £125 p.a.
£195 overseas
ISSN: 0956-2419

020 7973 0136

www.travelbulletin.co.uk





Silversea's largest-ever voyage collection

BETWEEN FEBRUARY 2027 and May 2028, Silversea is bringing its largest-ever voyage collection to life in a move that company president Bert Hernandez said "marks a new chapter of innovation in luxury travel."

The collection will include 414 new voyages aboard 12 ships, offering bespoke experiences in all seven continents. The itineraries will include 271 classic voyages,

143 expeditions, and 30 maiden port calls to over 600 destinations.

Highlights include Silversea's summer debut in Japan, warm-water expeditions (including the Great Barrier Reef), new itineraries aboard state-of-the-art Nova Class ships, and three new Grand Voyages in the Med, Asia and South America.

Sales opened on October 22nd, 2025.



New from Newmarket Holidays

NEWMARKET HOLIDAYS has unveiled a new 16-day China itinerary, connecting Beijing, Xi'an, Chengdu, Chongqing, Suzhou and Shanghai, before a three-night Yangtze river cruise showcasing the slower pace on offer across China's more peaceful settings.

Hayley Morris, the operator's head of trade sales and partnerships, introduced the itinerary. "This tour is the ultimate way to discover China, combining ancient wonders, natural beauty and cutting-edge innovation... a really strong proposition for agents."

Scenic Group announces new Discovery Yacht fleet addition

SCENIC IKON will set sail from April 2028, adding 135 suites to the brand's Discovery Yacht fleet.

Glen Moroney, Scenic Group chairman and founder, said the ship "has been conceived, engineered and built with our in-house ship building division at MKM Yachts and will be operated entirely by our own dedicated Scenic crew.

"This remarkable vessel is the result of more than three years of passion, innovation and development by our team, and we are delighted to share the Discovery Yacht with our valued guests, travel agents and partners."

A maximum of 270 guests will be able to sail in *Ikon's* 135 all-verandah suites, which will span between 34 and 250 square metres across the ship's five decks.

Ikon is on schedule for delivery by the end of 2027.



Schilthorn
Piz Gloria



**switzerland
travel centre**

Book. Travel. Enjoy.

The Schilthorn cableway takes visitors from the Lauterbrunnen Valley to one of the Bernese Oberland's most dramatic viewpoints. From Stechelberg via Mürren, the ride reveals breathtaking scenery – sheer cliffs, deep valleys, and the snow-capped Eiger, Mönch and Jungfrau.

Switzerland Travel Centre presents the

Schilthorn Cableway



Piz Gloria Summit & Restaurant

At 2,970 metres, the Schilthorn – Piz Gloria features the iconic revolving restaurant Piz Gloria, completing a 360° turn in under an hour and revealing over 200 alpine peaks. Its daily brunch with regional and classic delicacies is a highlight, enjoyed against this breathtaking mountain panorama.



Birg Skyline Walk & Thrill Walk

Halfway to the summit at 2,684 metres, Birg is a highlight of its own. The Skyline Walk juts out over a vertical drop, creating the feeling of floating above the Alps. For more adventure, the Thrill Walk follows a cliffside path with glass floors, rope nets and metal grates high above the valley.



more info

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switzerlandtravelcentre.com

New partnership “a game-changer for the touring market”

WENDY WU Tours’ partnership with the Hong Kong Tourism Board sees a new short stay and provides agents with “an entirely new conversation starter,” according to head of trade sales Gary King.

Centring around the Greater Bay Area, which encompasses



Hong Kong, Macau, and the Guangdong Province, the partnership sees new tools, training and product for agents.

‘Greater Bay Area Short Stay’ is Wendy Wu Tours’ newest portfolio addition; the six-day tour combines four-star accommodation and experiences across the region from £2,290 per person.

Continuing, Gary said, “The Greater Bay Area is a game-changer for the touring market — a region where three distinctive cultures converge to create something truly extraordinary... for our agents, it’s an entirely new conversation starter with customers who think they’ve already ‘done’ China.

“Working alongside the Hong Kong Tourism Board means we can give our trade partners the confidence, content and selling tools to make this exciting new region part of every Asia enquiry.”



WALDORF ASTORIA has made its Nordic debut in Helsinki, Finland. The Waldorf Astoria Helsinki occupies four historic buildings in the city, with 32 of its 116 rooms firmly in the suite category, hosting in-room saunas and private terraces. A new restaurant is set to be added to the property's existing on-site amenities next year.

Landmark long-haul launch for Riviera

NEW ADDITIONS to Riviera Travel’s long-haul collection mark the most “significant long-haul launch to date” that keep both “customers and trade partners firmly in mind” according to director of trade and partnerships Vicky Billing.

‘Wild Sri Lanka’ leads the new collection, offering a first-to-market experience in Jaffna for agents to sell to their customers.

A series of dedicated solo journeys are

available, including the Imperial Cities of Morocco and a Grand Tour of Australia.

A limited-time discount of 10% is available on all long-haul tours when booked by November 21st, 2025.

“With enhanced regional flying, upgraded concierge services, and a generous early booking offer, there’s never been a better time for agents to grow their Riviera long-haul sales,” Vicky stated.

Aqua Expeditions’ Arctic Circle sales open

FROM MAY 30th, 2026, Aqua Expeditions guests will embark on a range of five- to 14-night expeditions through Svalbard and the Arctic Circle, with dual-destination options combining the Arctic with the Scottish Isles.

Aqua Lares will carry out the itineraries: the only superyacht in the Arctic Circle to offer both private charters and individual cabin bookings.

“With Aqua Lares, we’re redefining what it means to explore the farthest frontiers.

“It’s not just about getting there; it’s about experiencing these wild places up close in a way that feels both deeply personal and effortlessly luxurious,” said CEO Francesco Galli Zuqaro.



Holland America’s 2027/28 in Asia

HOLLAND AMERICA Line’s 2027/28 Asia season will see 15 itineraries, spanning from 13 to 15 days, depart. New port calls will be available for the season, including the Japanese ports of Hitachinaka, Nagoya and Maizuru. Itineraries are on sale.

AGENT INCENTIVES

- **BOOKINGS WITH Cosmos Tours, Avalon Waterways and Globus Journeys** made before December 2nd, 2025 qualify for six bottles of wine for both agents and their clients. Alcoholic and non-alcoholic options are available; both agents and customers will receive half a case each. All agents who book will be contacted automatically, with no need to claim. Phil Shipman, UK sales director, said, "Agents are integral to the success of Globus family of brands. The support we receive from our agent partners, plus our excellent product and super charged pricing structure for tours and river cruises, is well worth celebrating. As such, we want to say a big 'cheers' to every agent who books a trip with us and reward them with an incentive they can enjoy with family and friends."
- **THE FIRST agent to book and register three Caribbean bookings with Inspiring Travel** by December 17th, 2025, will win a twin-centre holiday for two of their own. The agent and their guest will stay in the Salterra and Wymara hotels on Turks & Caicos. To enter, email proof of booking to agencysales@itc-uk.com.
- **UNTIL NOVEMBER 15th, 2025**, all bookings of seven nights or more at Playa Hotels & Resorts' family-friendly properties are eligible for double Playa Points. The incentive applies to bookings for the Dreams Rose Hall, Dreams La Romana and Sunscape Cancun properties. Playa Points can be exchanged for either stays at select Wyndham, Jewel or Seadust properties or collected and converted into cash. Bookings must be logged on the Playa Rewards platform to qualify.

AGENT BULLETIN



10 OF Not Just Travel's top cruise-selling agents joined its corporate team and Riviera Travel aboard *MS Jane Austen* this month. Gemma Outram, one of the lucky agents on the trip, described it as "incredible – both as a traveller and as a travel professional. Experiencing it firsthand has given me a true understanding of the brand's attention to detail, quality and exceptional value for money."

Travelbulletin

COMPETITION

Win a stylish four-night escape for two to ME Malaga and ME Marbella, courtesy of Meliá Hotels!

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www.travelbulletin.co.uk/competitions

AGENT TRAINING

- **HOUSTON PRO** is Visit Houston's training platform, which launched to UK agents for the first time earlier this year. Agents can access multimedia training from their desktops and mobiles, earn a certificate of completion, and access realtime product delivery.
- **RIVIERA EXPLORER** was bolstered with dedicated modules around solo and group travel this summer, plus a 'Why Riviera?' module to clarify exactly why the company's values and offering align with current consumer demands and the wider direction of travel. Vicky Billing, director of trade and partnerships, hopes the expansion of the learning platform "underlines [the operator's] unwavering commitment to support agents and trade partners..."
- **NYC TOURISM + Conventions** has bolstered its NYC Travel Trade Academy with a luxury module and committed to updating its B2B NYC Luxury Guide regularly. President and CEO of New York City Tourism + Conventions, Julie Coker, iterated that the board is "focused on fostering strong trade relationships," when announcing the changes, and also unveiled a dedicated Luxury Hub for HNWI travel sellers.
- **PRINCESS CRUISES** relaunched its OneSource platform at the tail end of last year; the training library embeds the POLAR and Plane Sailing booking systems and features exclusive sales content.
- **BARBADOS ELITE Club** earns you access to exclusive agent rewards, training modules across a variety of themes, and fam trips.
- **ANY AGENTS** completing the new Visit Isle of Man training course can log bookings in exchange for points, with the top-scoring agents potentially earning hundreds of pounds in Amazon vouchers.

Prestige Travel's short-haul spike

WITH SHORT haul bookings up 35% and agents requesting a greater range of destinations, Prestige Travel has confirmed a greater programme across several of its short haul hotspots.



Those include Mallorca, Malta and Gozo, which will all welcome new properties shortly, a wider roster of Turkish destinations, and an expanded Southern Spain portfolio.

Joe Lavers, the operator's trade relationships manager, introduced the wider programme. "Agents tell me their clients are increasingly demanding — they want multi-centre travel, guaranteed room types (whether suites or interconnecting rooms), and genuine advice on the best properties and resorts to suit their needs.

"Our short-haul bookings are up 35% year-on-year, and agents are asking us for more destinations.

"We deliver what travel agents need for their most discerning clients: no call waiting times, direct access to experts... an excellent voucher incentive to reward frontline staff — paid as soon as the booking is confirmed."



Routes from Bristol, Birmingham and Edinburgh (Birmingham to Rome, Edinburgh to Ljubljana, Bristol to Reus & Thessaloniki) will enhance easyJet's programme next summer, with packages now bookable through easyJet Holidays. Fares start from £32.99 on the new routes.

Agents help Just You to surpass tree planting goal

AFTER COMMITTING to planting 25,000 trees at various global reforestation projects at the start of the year, Just You has confirmed it has surpassed the target, inspired by its 25th anniversary.

28,000 trees have now been planted at projects across the world.

An agent incentive earlier this year saw a tree planted with every trade booking; that campaign resulted in over 3,000 trees being

planted and helped push the solo tour operator over its 25,000 target.

Adam Kemp, Just You's managing director, celebrated the milestone. "Sustainable tourism isn't just about seeing the world, it's about preserving it.

"Our partnership with Planeterra reflects our belief that every journey should leave a positive footprint, producing positive outcomes for communities and local people."

P&O Cruises unveils 2027/2028 programme

P&O CRUISES has launched its winter 2027/spring 2028 programme, complete with new itineraries and one of the longest world cruise sailing in the company's history.

The season will see *Iona* and *Arvia* set sail in the Caribbean offering 14-night fly-cruise holidays with prices leading in from £1,499 per person. For the first time guests will be able to visit St. Kitts as well as Antigua and Barbados.

For the first time since its debut in 2015, *Britannia* will homeport in Southampton all-year round, offering a series of cruises in the Mediterranean, Caribbean and Atlantic Islands.



Jet2holidays adds self-serve options

A NEW Manage My Booking (MMB) menu allows agents to amend booking details and access documents directly, which director of travel agent relationships Alan Cross says "will benefit our agency partners enormously... we always want to make our service better."

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 13th. Solution and new puzzle will appear next week.

October 17th Solution: A=2 B=3 C=1 D=9

A

B

C

D

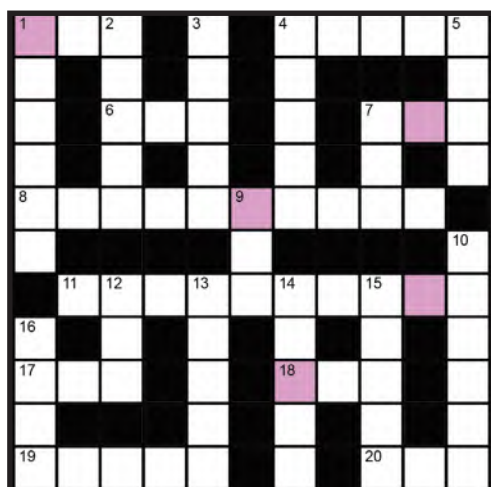
	8		2	6				
3	2						4	
6		7		1				9
9	1			7	8	6		
			6		1			
		3	9	4			1	8
4				2		9		1
	9						8	4
				9	5		6	



WHERE
AM I?

SITTING HIGH on the Andean foothills, this capital is home to the 'Middle of the World City', a place where visitors can have each foot in a different hemisphere.

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



Across

- 1 Major travel and tourism event, initially (3)
- 4 Currency of Egypt (5)
- 6 Promise to pay, initially (3)
- 7 Town on the river Wye, perfect for booklovers (3)
- 8 Florida wetlands and National Park, famous for its alligators and crocodiles (10)
- 11 TV reality show, sounds like an older sibling (3,7)
- 17 Luton international airport code (3)
- 18 Roman god of the sun (3)
- 19 London venue in November for 1 Across (5)
- 20 Currency of Japan (3)

Down

- 1 Adult-only short-breaks operator, part of Bourne Leisure (6)
- 2 New England state (5)
- 3 Will, singer and actor, passionate about dogs (5)
- 4 Capital of Majorca (5)
- 5 Hotel brand owned by Wyndham, ____ Inn (4)
- 7 Plymouth viewpoint, sounds like a garden tool (3)
- 9 London Heathrow international airport code (3)
- 10 Salem is the state capital (6)
- 12 Flows through the capital of the Tyrol (3)
- 13 Originating in Poland, it's a bread roll with a hole in the middle (5)
- 14 Cruise ship, ____ of the Seas, sounds like a famous Manchester band (5)
- 15 TV presenter ____ Willoughby (5)
- 16 Luxury train that runs through South Africa (4)

CROSSWORD

Mystery Word: WALES

Across: 1 WTM, 4 POUND, 6 IOU, 7 HAY, 8 EVERGLADES, 11 BIG BROTHER, 17 LTN, 18 SOL, 19 EXCEL, 20 YEN.
Down: 1 WARNER, 2 MAINE, 3 YOUNG, 4 PALMA, 5 DAYS, 7 HOE, 9 LHR, 10 OREGON, 12 INN, 13 BAGEL, 14 OASIS, 15 HOLLY, 16 BLUE.



AGENT INSIGHT

HEATHER HUTTON

HAYS TRAVEL

FAMILY HOLIDAYS have changed over the years due to shifts in lifestyle, technology, travel options, and family dynamics. Previously, families often took one big holiday a year during the summer but now we find families take short breaks, weekend getaways and off-season travel – and where beach destinations used to be the popular holiday choice, families now travel internationally with much more focus on meaningful experiences.

Lapland winter holidays fit perfectly for the modern family. They offer a unique blend of adventure, relaxation, and festive charm, making them ideal for families looking to spend quality time together. Whether it's snowy landscapes, cozy cabins, or magical experiences, winter travel creates memories that last a lifetime. And let's not forget, meeting Santa!

We are definitely seeing an increase in demand for travelling with kids, especially those three- or four-night packages which allow families to not take too much time out of their busy lives but still get an unforgettable getaway.

Planning a family holiday can be exciting, but also stressful. That's where package with Vista comes in. We deal with everything you need in one easy booking, making travel smoother and more enjoyable for everyone. A weekend in Lapland is more than just a holiday, it's a magical experience that brings families closer. Whether you're meeting Santa, riding through snowy forests, or watching the Northern Lights, Lapland delivers wonder in every moment.

For me, it's on my bucket list and my kids are at that perfect age to appreciate Lapland, so I might have to just start planning...



Asian icons join Ikon ski pass from 2025/26

A NEW selection of Asian ski resorts are set to join the Ikon Pass from winter 2025/26. The pass will see several new additions across Japan included: Shiga Kogen Mountain Resort, Mt.T, Myoko Suginohara Ski Resort, Furano Ski Resort, APPI Resort, NEKOMA Mountain, and Zao Onsen Ski Resort. Admission to China's Yunding Snow Park and South Korea's Mon Yongpyong are also set to join.

Passholders will be able to spend seven days at Shiga Kogen Mountain Resort and seven days at any other Asian resort with no blackout dates with the Ikon Pass, reduced to five days on the Base option.

News Bites

- YOU CAN save £150 on Caribbean breaks of seven nights or more at 17 Sandals and two Beaches resorts when booking before November 4th, 2025 and quoting code 'SUMMER100'.
- THE LAST Gold Travel Counsellors trips of the year saw top-selling agents visit Rabat, Morocco and Hanoi, Vietnam.



WHILST TAKING delivery of its newest ship, *Celebrity Xcel*, Celebrity Cruises announced the name of its next Edge series ship, *Celebrity Xcite*, which is due to set sail in 2028. Construction began on the ship in France, just as the Celebrity Cruises leadership and ground team took delivery of *Celebrity Xcel*.

RAISING THE BAR

WTM London returns to a new-look ExCeL London, for what is being pitched as a landmark celebration of 45 years of World Travel Market



CAFFEINE AND business cards at the ready, folks, WTM London 2025 returns to London's ExCeL Centre from November 4th to 6th this year, convening almost 5,000 of the world's destinations and suppliers in the capital.

Ever felt like your step count was simply not high enough after three days on the trade show? Fear not: earlier this

year, ExCeL London unveiled a 25,000 sqm expansion, certifying it as Europe's biggest fully integrated conference and exhibition space. That expansion has allowed WTM London 2025 to be the largest in the show's 45-year history.

The landmarks continue coming, with this year's edition the first under new event director Chris Carter-Chapman, who said earlier this year, "... all indicators suggest WTM London 2025 will be a landmark edition—already tracking significantly ahead of 2024... we're unlocking unprecedented opportunities for exhibitors, content, and visitor experiences at a scale never seen before."

This year's edition is held under the theme 'Reimagining Travel in a Changing World,' reflecting a commitment on behalf of WTM organisers RX to, despite its storied history and almost guaranteed place on the calendar of the travel trade, change with the times. Chris added, "WTM London is proud of its legacy—but we're firmly focused on the future."

This WTM London preview packs in everything, from on-stand activations to in-depth panel sessions from industry leaders.

We'll see you on the show floor—and remember, wear your comfiest shoes!

Reimagining travel for all

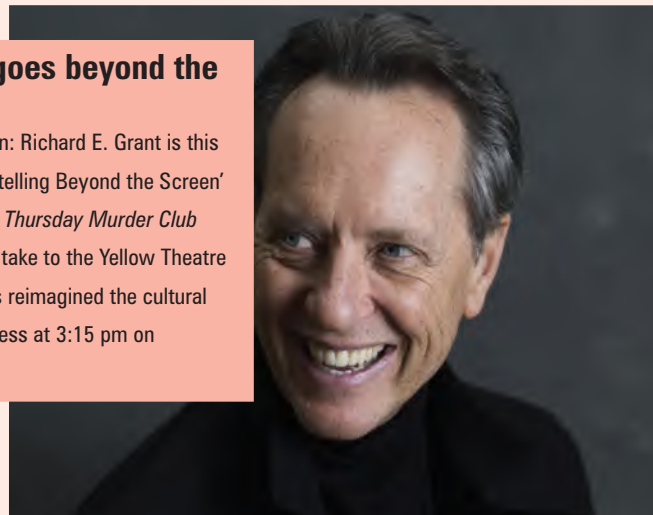
CONFERENCE MANAGER Brooke Gilbertson has promised that this year's conference sessions and summits will be "even more appealing" than previous editions.

"The rate of change in travel is accelerating, which is why we've briefed all our speakers to consider this year's theme of Reimagining Travel in a Changing World, and to help attendees find ways to thrive and prosper during this pivotal period for the travel and tourism industry."

Panel sessions and keynotes take place across all three days of World Travel Market.

A closing keynote that goes beyond the screen

FROM GOSFORD Park to ExCeL London: Richard E. Grant is this year's closing keynote speaker. 'Storytelling Beyond the Screen' will see the star of *Withnail and I*, *The Thursday Murder Club* and *Star Wars: The Rise of Skywalker* take to the Yellow Theatre to discuss how filming on location has reimagined the cultural context of travel and his creative process at 3:15 pm on November 6th.





"A wonderful opportunity" for Mövenpick

THE NEW jewel in the Indonesian Ministry of Tourism's stand (N9-220) this year is Mövenpick Resort & Spa Jimbaran Bali, a resort promising 297 rooms and a warm welcome. Director of sales Riris Siregar said, "We are excited to showcase Mövenpick Resort & Spa Jimbaran Bali at WTM London 2025... a wonderful opportunity to introduce our resort's unique offerings, from family-friendly facilities to our vibrant dining options, and to share the warmth of Balinese hospitality with our international partners."



Re-imagining tourism: the Ministers' perspective

THE ANNUAL WTM London Ministers' Summit is expected to host its most impactful line-up to date, building on its momentum from previous events. This year, the Summit 'Re-imagining Tourism Investment Models: Building Next-Generation Incentives' will explore innovative approaches to tourism investment, focusing on emerging technologies to unlock new markets and diversification for long-term resilience.

A big presence from Down Under

COMING UP from Down Under, this year's event will see a major Australia and New Zealand delegation in attendance. The Australian Tourism Export Council will incorporate more than 30 partners, providing a one-stop shop for attendees interested in boosting tourism to the other side of the world.

The ATEC stand will feature a diverse range of airlines, accommodation providers and tour operators, promising to be one of the strongest line-ups the region has presented at WTM for several years.

Brands ready to take to the stand include the Australian flag carrier Qantas, Singapore Airlines, Hotel Grand Chancellor Australia and New Zealand, luxury transport services, a series of regional hoteliers, and a range of tour operators and DMCs.

Peter Shelley, managing director of ATEC,



said WTM offers the "perfect place to nurture valuable connections in our core source markets. With the buzz around the 2025/2026 Ashes Series, it's also a key time to harness interest in travel Down Under."

Want to learn more about the region? Visit Stand N9-510.

Taiwan puts sustainability in the spotlight on its stand

SHINING THE spotlight on sustainability, cultural immersion and adventure travel, the Taiwan Tourism Administration is ready to bring the Taiwanese spirit to London this WTM, complete with sweet treats, live music and the appearance of West Ham legends.

On the stand, TTA will be sharing news of its new dedicated e-learning platform for trade professionals, designed to encourage agents to broaden their knowledge of Taiwan from local cuisines and cultural activities to off-the-beaten-track adventures.

Other headline news includes the increased airlift from the Middle East, with

Emirates and Etihad Airways offering new routes from Dubai and Abu Dhabi, and the addition of more than 20 new holidays to Taiwan being launched in the UK market from various tour operators.

Looking ahead to 2026, TTA has outlined its ambitions to increase its product by 20% to demonstrate its commitment to the UK market. Agent partners will also become a top priority next year: the e-learning platform will continue to be updated and five fam trips in partnerships with several airlines are scheduled to take place.

On the stand itself, Taiwan's lovable mascot OhBear will once again make an appearance, where it will be joined by West Ham Premier League players on November 4th. Visitors can also take a selfie with a branded Taiwan taxi and win a special gift.

The Taiwan Tourism Administration is exhibiting at Stand N9-21.





Full Winners' List
& Photos

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Souvenir Issue Out on November 14th!

Travelbulletin TRAIN & GAIN DAYS 2025

We are delighted to bring you the next instalment of our highly popular Train & Gain events programme on



Thursday 16th October - Alderley Edge

SUPPLIER PARTNERS



Train & Gain: Alderley Edge

A huge thank you to all the brilliant agents who joined us in Alderley Edge last month for our Train & Gain Day event!

We're so grateful to our wonderful supplier partners, and a special shout-out to those who joined us: Abercrombie & Kent, Bahamas Ministry of Tourism, Jetset, Grecotel Hotels & Resorts, Visit Ras Al Khaimah & Thanos Hotels.





Dubai remains a UK favourite

DUBAI IS retaining its position as a favourite destination for the UK market, welcoming 711,000 overnight visitors in the first half of this year and thus reporting a 13% growth in UK visitation against 2024.

New luxury hotels and resorts, a new authentic attraction and exciting sporting events are all in the pipeline for the upcoming year; attendees will be able to hear more about those developments and more at WTM. Hear more from Visit Dubai at Stand S10-201.



Guatemala set for major tourism boost

GUATEMALA'S TOURISM sector is set for a major boost according to the WTTC, pushing visitor spending to \$2.6 billion by 2035. Harris Whitbeck, Tourism Minister, said, "We are working to attract more high-value visitors, strengthen partnerships with airlines and tour operators, and ensure that the economic benefits of tourism are felt across our communities." Guatemala will be at Stand S5-522.

UK proves a 'vital market' for Sri Lanka

SRI LANKA will be taking to the WTM stage to celebrate the strong surge of international arrivals in 2025, with the UK emerging as a vital source market, with enhanced accessibility, policy reforms and strategic promotions fuelling the growth.

The country continues to report a strong post-pandemic recovery by welcoming 684,000 visitors by March 2025, marking a 17.6% year-on-year increase. Sri Lanka's target for the end of the year is to attract at least three million visitors.

Data from the first week of October shows that total arrivals from the UK stood at 164,000, marking a further 11.6% overall growth year-on-year.

Buddhika Hewawasam, chairman of the Sri Lanka Tourism Promotion Bureau, said the influx in UK visitors "reflects both the strong affinity British travellers have for both Sri Lanka and our commitment to



offering authentic, high-value experiences. With enhanced accessibility, new product offerings, and sustainability at the core of our development, Sri Lanka is ready to welcome even more visitors from the UK."

Find out more at the Sri Lanka stand at N11-220.

VisitBritain earns Premier Partner status

VISITBRITAIN IS the Premier Partner for this year's event, highlighting a closer working relationship between WTM and the UK Government, which last year announced ambitious plans to increase visitor numbers to 50 million annually by 2030.

CEO Patricia Yates said, "WTM London is a flagship global travel trade event in the industry's calendar, a catalyst for new business for more than four decades, and we are delighted to be this year's premium partner as we gear up to welcome top travel

buyers from around the world."

Chris Carter-Chapman, event director for WTM, said he is "delighted to welcome our host nation, Britain, as Premier Partner for this year's show. Britain has been home of WTM for 45 years and the economic benefits, over £200 million to the London economy in 2024, have been significant.

WTM presents a strong opportunity for VisitBritain to showcase its message to a global audience. During the show, the organisation will broadcast its global 'Starring GREAT Britain' screen tourism campaign which uses films and TV shows to inspire visitors to choose Britain as research has found that 9-in-10 potential visitors are interested in set-jetting across the UK.

VisitBritain is partnering with UKinbound on Stand N8-220.





INVITES YOU TO AN

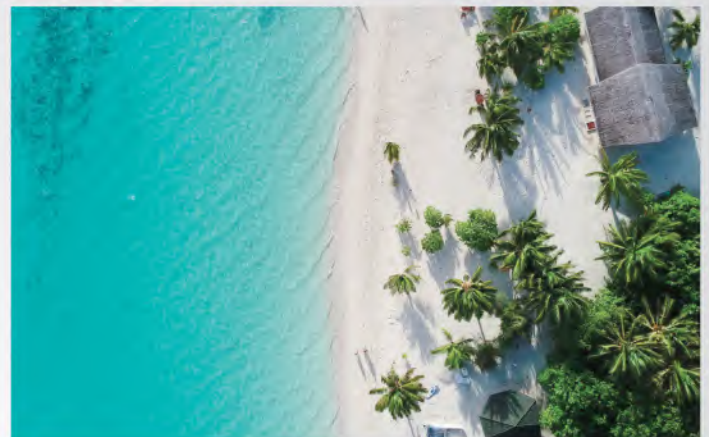
INDIAN OCEAN SHOWCASE

AGENT NETWORKING EVENING

**Tuesday 18th November
Newcastle**

TIMINGS

- 5:45^{PM} - Registration
- 6:10^{PM} - Travel Bulletin Welcome
- 6:15^{PM} - Client Presentations
- 7:30^{PM} - Hot Dinner
- 8:15^{PM} - Client Presentations
- 9:15^{PM} - 9:45^{PM} - Product Quiz & Prizes



Travel Bulletin is excited to welcome you to our Indian Ocean Showcase an evening of fun, food, and fantastic travel inspiration! Discover a vibrant mix of destinations, top resorts, and exciting itineraries, while enjoying great networking, a hot meal, drinks, entertainment, and the chance to win amazing prizes in our free prize draw.

FEATURING:

ABERCROMBIE & KENT



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THESE EVENTS ARE BY INVITATION ONLY

and will be booked on a first come first served basis with limited space available.

Colombia's US\$5 billion 2025

COLOMBIA WILL be joined by 32 businesses from across the destination as well as ProColombia, the government agency behind the nation's tourism promotion globally.

Sustainability will be key to Colombia's on-stand messaging, perfectly embodied by one of its ongoing campaign, 'Colombia, the Country of Beauty'.

Carmen Caballero, ProColombia president, anticipated the nation's strong presence at WTM. "Today we show that Colombia has a story that excites, inspires, and conquers global stages.

"This is a Colombia that embraces its diversity, protects its essence, and transforms it into a powerful, authentic, and profoundly beautiful message."

Last year, almost seven million visitors made sure Colombia broke into its travel plans, up 15% against 2023.

2025 is projecting even stronger, with 3.9 non-residents visiting. That period is up 6% against the same last year.

Travel and air fare revenue has surpassed US\$5 billion in the first half of the year, up 11.4% against last year.

Operators joining ProColombia on Stand S6-510 include Andes World Travel, Awake TRavel, Colombia57 Tours Travel, Go and Travel, Intrepid Travel, Kiubo Colombia Travel SAS and Phoenix Travel Group.



247 Airport Transfer celebrates 15 years

247 AIRPORT TRANSFER is celebrating 15 years of service at the show, and promises two new initiatives worthy of the festivities. Its transfer fleet, which operates across all London airports, is set to welcome new hybrid and electric vehicles, making 35% of its fleet low-emission by the end of the year. New AI-powered tools, including a real-time monitoring app and predictive route mapping, are also due to go live shortly. **247 Airport Transfer will be exhibiting at Stand N8-220.**



Finger on the Pulse

PULSE RESORTS' attendance at WTM on Stand N11-415 will shortly follow the opening of its latest resort development, Eri Maldives.

The new property sits a 45 minute speedboat ride from Valena International Airport on the North Malé Atoll.

Anticipation will be high for the debut of The Coral Residences at Kandima, launching in Q2 2026.



One for techies: Wednesday's tech summit

FROM 10:45AM on November 5th on World Travel Market London's Purple Stage, a three-hour lineup of 12 sessions will unpack the latest in travel tech.

Timothy O'Neil-Dunne, who was a founding team member at Expedia and is now WTM's technology advisor, curated the

lineup. "Attendees will hear from an eclectic mix of experts, all of whom have strong and sometimes differing opinions...

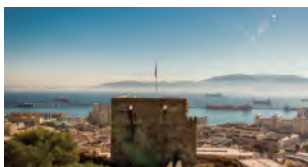
"We're taking a broad approach to AI, but I've structured the summit so that data, payments, airlines and more also get a look in."



Okinawa makes WTM return

THE OKINAWA Convention & Visitors Bureau will return to WTM for the first time since 2019, exhibiting at the Japan National Tourism Organisation stand to showcase its latest hotel offerings and training opportunities for agents. Among the new openings is the PGM Hotel Resort Okinawa, the Four Seasons Hotels and Resorts, and the Royal Park ICONIC Naha.

Find out the latest details around the new hotels and more at Stand N11-400.



Gibraltar brings the spirit

GIBRALTAR IS bringing the spirit of the region to the WTM stage by hosting gin sampling events on the stand on November 4th and 5th. Guests can sample the spirit while learning more about the cultural restoration projects occurring around the destination, from the refreshed look of the Trinity Lighthouse to the relaunched 'The Tunnels – Gibraltar's WWII Experience' after a full upgrade.

Attendees can find all the information on Stand N2-423.

Celebration all-round in the Bahamas

IT IS an exciting time for the Bahamas, with increased air capacity, new hotel developments and the official opening of Celebration Key has making for a memorable 2025.

Emirates and Bahamasair have established an interline partnership, allowing visitors to fly with Emirates to Miami or Orlando with a Bahamasair connection to Nassau, Freeport and San Salvador. The partnership will open up the region to Emirates' vast global network.

Air Canada has also boosted its winter schedule with increased services to Nassau with up to 12 flights per week from Toronto. Increased services from Montreal are also available, as well as new direct services from Ottawa and Halifax which will launch in December.

Set to open in December 2025, the Royal Beach Club Paradise Island, set across 17 acres, will emphasise the island's



environmental sustainability with a long-term plan of running on renewable power.

The opening of Carnival's Celebration Key proved to be a success story for the sector, exceeding its anticipated return on investment.

Unpack the iconic Caribbean archipelago at Stand S6-335.

No 'Arm done: Armenia at WTM

ARMENIA WILL take to its stand at Excel to showcase its full, but largely untapped, tourism potential.

The Tourism Committee of the Republic of Armenia are the leading organisation behind its presence at World Travel Market; the committee will hope to surprise visitors with just how vast a tourism offering Armenia has, spanning everything from eco & wellness to wine, cultural and historical travel opportunities.

Lusine Gevorgyan, chairman of the Tourism Committee of Armenia, described World Travel Market as "an exceptional

opportunity for Armenia to connect with key players in the international tourism industry and present our country as an inspiring destination for all seasons."

The Tourism Committee will be joined by a wide range of tour operators and hospitality businesses as the destination looks to take the next step forward in its global visibility and tourism strategy. The wider strategy sees Armenia putting a strong focus on international partnerships to attract new source markets and develop a stronger global brand and presence around Armenia.

Lusine concluded, "We look forward to sharing Armenia's authentic experiences, rich traditions, and warm hospitality with the world."

The Tourism Committee of the Republic of Armenia will showcase all it and its partners has to offer at Stand N7-412.



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The land of fire, ice, and Excel London

VISIT ICELAND is bringing much cause for anticipation to World Travel Market, with the countdown to 2026's solar eclipse, which will likely be viewable across Western Iceland, well and truly on. The area will likely be one of the most naturally marvellous spots to catch the once-in-a-lifetime natural phenomenon.

The Laugarvatn Fontana Geothermal Baths, on the island's Golden Circle, was recently renovated with more modern comforts.



Cause for Cretan celebration

THE 2026 season will see a new addition to the Ella Resorts portfolio. The Rocrita Lifestyle Beach Resort will offer a family-friendly resort away from Crete's well-trodden hotspots. Families are invited to explore the island's hidden gems with a host of active and explorative excursions on the doorstep. **Ella Resorts is sharing the Greek National Tourism Organisation's stand, N2-230-N2-530.**

A taste of Valencia at World Travel Market

A TASTE of the Region of Valencia awaits at World Travel Market: the region's tourist board will put its gastronomic and sustainable offerings front and centre on its stand. The foodie focus comes on the back of Alicante being named as Spain's Gastronomic Capital for 2025, with several invite-only events marking the occasion around the show for the lucky attendees.

President of the Region of Valencia, Carlos Mazón, will be joined by Marian Cano, the regional minister for Innovation, Industry, Trade and Tourism to present the Tourism Strategy for 2026.

Next year's strategy will hope to build on the region's continued destination success, which saw almost three million Brits visit the region and comprise one in four (24.7%) international arrivals. 90% of those Brits who visited opted for Alicante, with over half of British tourists (54%) continuing to prove their loyalty to Benidorm.



2026 will see the anniversary of Valencia's Fallas Festival from March 15th to 19th, spotlighting the region's vibrancy.

The Region of Valencia will be joined at Stand N7-300 by Costa Blanca, Benidorm, Alicante, Visit Elche, Valencia Turisme, Visit Valencia, and Castelló.

Inspiring the next generation

THE INSTITUTE of Travel and Tourism's ITT Future You initiative will continue at its dedicated forum at World Travel Market, as it has every year since 2009.

The forum provides networking opportunities and mentoring to young hopeful hospitality professionals, bridging the gap between education and travel.

More than 500 students and graduates are expected to attend at the Forum, which takes place from 10:45 am on the Orange Theatre on November 6th, 2025.



Several high profile industry executives will join the forum and hope to inspire the next generation.

The Institute of Travel and Tourism's chair of education and training, Claire Steiner, said the forum "has helped ITT Future You to cement its role as the leading industry led student initiative..."

Chris Carter-Chapman, WTM London's event director, added, "ITT Future You is an initiative that WTM is proud to support. We are very much looking forward to welcoming the best and brightest students and graduates to the world's most influential travel and tourism event this November.

"Our collaboration with ITT Future You is all about human connection and making sure that there is a pipeline of talented and committed individuals keen to join our vitally important global industry."

A new-look Ras Al Khaimah

THIS YEAR'S event will mark the first time Ras Al Khaimah Tourism Development Authority (RAKTDA) has exhibited under its new leadership, CEO Phillipa Harrison, who was appointed in September.

The Emirate's appearance this year will hope to embody its ambition: Phillipa explained, "WTM London provides the perfect stage to present Ras Al Khaimah's next chapter – from transformative hospitality developments to our elevation on the global luxury travel map."

The destination's ever-ambitious plans will be under the spotlight across their stand, with the target of 3.5 million visitors by the end of the decade still very much on track. Last year, UK visitation alone was up 8% against 2023.

Attracting the high-end traveller remains a key focus for Ras, with recent admission into Virtuoso and Serandipians by Traveller

Made highlighted as two key steps in the right direction in the pursuit of luxury.

Phillipa concluded, "I look forward to engaging with international partners and showcasing why Ras Al Khaimah is one of the most compelling destinations for travellers seeking both authenticity, luxury and world-class experiences."

Ras Al Khaimah Tourism Development Authority and its partners will be exhibiting at Stand S10-509.



Derry Halloween turns 40

TOURISM IRELAND will bring the spooky season spirit to Stand N8-210 as it builds anticipation for the 40th anniversary of Derry Halloween, Europe's biggest spooky season celebration, next year. The event, which summons the Celtic spirits of Samhain, started off with a costume party in a pub in 1986 and now welcomes over 120,000 attendees. 2026's celebrations will see three nights of festivities. Co-exhibitors include Titanic Belfast, Stena Line, Guinness Storehouse and more.



Jersey with pride

VISIT JERSEY will be celebrating the recently-launched Jersey Tidal Trail at this year's WTM.

The 47-mile trial follows Jersey's coastline, telling the story of the island through the rhythms of its tide. The free-to-walk trail ticks off World War II bunkers, medieval castles, secret coves and charming pubs along the way.

Visit Jersey is exhibiting at UKinbound's Stand N8-220.



Only in Wales

VISIT WALES' ongoing campaign, 'Feel the hwyl. Only in Wales' invites guests to experience the uniquely Welsh spirit; and its presence at WTM 2025 should embody that warm Welsh welcome.

2026 will see the 850th anniversary of the annual Eisteddfod festival (Europe's largest

of its kind) among other anniversaries.

Visit Wales will be joined by Cadw, Cambria@ASA, The Celtic Collection, Coastal Cottages of Pembrokeshire, Mint & Mine, Southern Wales, Transport for Wales, Vale Resort, and Hensol Castle on the UKinbound stand N8-220.

Brazil brings the vibes

STEPPING BEYOND the football, samba and party scenes, Brazil will take to the WTM stage to launch its new global campaign focusing on the emotion travel can have on visitors.

With the slogan ‘Brazil. We can’t explain it. It’s an enchantment. It’s a vibe’, the campaign presents the destination beyond the tourist scenes and instead delves into the sounds, flavours and colours that provide the most authentic emotional experiences

Marcelo Freixo, president of Embratur, previewed the campaign. “Soft power is our most genuine asset [...] we are living in a historic moment, with international tourism breaking records and transforming realities. Every visitor becomes an ambassador of this energy, one that inspires,

creates opportunities and strengthens communities.

“More than showing Brazil, we want the world to feel everything we can’t put into words about our country.”

The WTM Brazilian Pavilion will undergo a complete redesign in line with the campaign, bringing along 54 co-exhibitors to reflect the country’s burgeoning travel industry.

To learn more about the new campaign, visit Stand S5-222.



WTM celebrates charitable project success

THANKS TO attendee donations last year, WTM’s long-term charity partner Just a Drop has provided safe, clean drinking water to a 1,000-strong community in Kenya. After raising almost £16,000, the money was used to help the Katethya community build a sand dam to provide clean water.

WTM London has extended its partnership with Just a Drop for another four years. If you want to learn more about the charity and how you can support it, visit Stand S5-209.

What is your WTM top tip?

Jeanette Ratcliffe
Publisher
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Comfy shoes 100%.



Simon Eddolls
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Fewer layers, it’s always hot.



Sarah Terry
Account Manager
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Make sure you eat.



Tim Podger
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Caffeinate!



Melissa Paddock
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Make a plan.



Holly Brown
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Bring coffee and energy drinks.



Leah Kelly
Deputy Editor
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Wear comfy shoes and try to stick to a plan.



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CIRCULATION

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Travel bulletin

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TIMINGS

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Registration, coffee
and pastries

3.00pm

Networking
with suppliers

5.00pm

Festive
Activity

6.30pm

Dinner is
served


8.00pm

Prizes courtesy of
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