

TIPS FOR OUR 2 NOVEMBER WTM PREVIEW FEATURE

Deadline for submissions: MONDAY 18 SEPTEMBER.

We cannot guarantee that exhibitors who submit after this date will be included. Read these instructions then fill in the **SUBMISSION FORM** document and send it to wtm@ttgmedia.com

The Preview feature is your chance to convince the readers of our weekly magazine (ie UK and Ireland travel agents) why they should come to your stand during WTM:

Reasons for agents to visit your stand could be...

Prizes, celeb appearances, goodies, treats, photo opportunities, training sessions, marketing collateral and product news about destinations they are likely and indeed able to sell.

Describe the key themes you'll be focussing on this year, and keep it lively!

Bear in mind that agents only attend on Tuesday and Wednesday, so don't tell us about events on Monday. Also, don't tell us about press events or closed events which agents could not attend. If agents are welcome, but need to register, please supply an email address so they can contact you.

Your 40-50 word listing will be edited by our team and appear in a grid format like this:

CARIBBEAN	<p>Barbados Tourism Authority (A203) Barbados will be celebrating the launch of two Thomas Cook routes to Barbados (twinning with St Lucia and Antigua, starting this November and December), and the relaunch of Barbados Island Inclusive "free spending money" campaign. A pop-up restaurant and celebrity footballer, cricketer and models will add to the fun.</p>  <p>Caribbean Tourism Organisation (CA265) The CTO will be launching its new Caribbean Travel Guru agent training programme with a treasure hunt, lunch and party on Wednesday November 6. Email abrooks@caribtourism.com to sign up. It will also be participating in the UNWTO & WTM Ministers' Summit covering tourism and aviation policies.</p>	CARIBBEAN	<p>Trinidad and Tobago (CA240) The UK team will launch agent initiative Just Add Four, a mega-fam concept that rewards achievers and repeat bookings. There'll also be opportunities to learn about the islands' natural attractions and meet celebrity ambassadors - footballer Dwight Yorke, cricketer Brian Lara and <i>Eastender</i> Rudolf Walker.</p> <p>St Lucia Tourist Board (CA200) Get up to speed on the island's first Triathlon, supported by Olympic gold medallist Daley Thompson; the Small Six Safari challenge (spotting indigenous birds and snakes); and a host of training initiatives and fairs. Also learn about Thomas Cook's new weekly flights from Manchester starting November 10.</p>  <p>True Blue Bay Boutique Resort (CA101) The boutique Grenada resort is holding its inaugural Chocolate Week in May with chocolatier Gerry Wilton. It is also opening a yoga studio and fitness centre in a purpose-built facility with views of the bay.</p> 
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See last year's preview feature for examples:

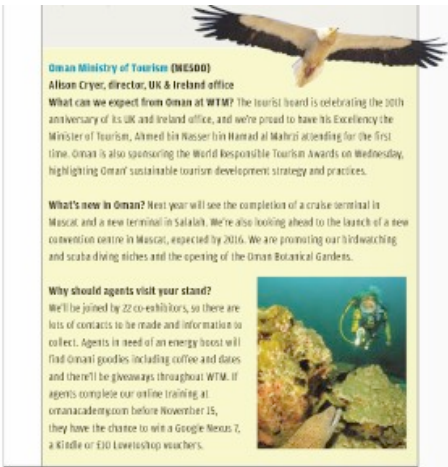
<http://content.yudu.com/web/2zc2/0Auv9i/TTG-03-11-16/flash/resources/index.htm>

Please keep to the 50-word limit in your submission and be pithy and specific. It should look something like this on the submission form:

Exhibitor name and stand number	<i>Elite Island Resorts (CA230)</i>
40-50 word summary	<i>Agents can win a seven-night stay at St James Club Antigua, location for "Judges Homes" filming in X Factor. The group will also be promoting its new live-booking site, spa-inclusive suites and a swim workshop with Becky Adlington</i>

If you have high-res photos that might be useful, attach one or two (no more!) to your email. Pix of celebrities, foodie treats, competition prizes and new tourism products are particularly useful. Also pix that can be easily "cut out" to fill in gaps in the grid.

Exhibitors supporting the WTM Preview feature/WTM Daily magazines with advertising **might** be offered an enhanced profile (a Q&A mini interview) in the Preview feature, as in the example on the right. Please contact sales manager Chris Gascoine to enquire about WTM advertising (cgascoine@ttgmedia.com).



Oman Ministry of Tourism (MESTO)
Alison Cryer, director, UK & Ireland office
What can we expect from Oman at WTM? The tourist board is celebrating the 30th anniversary of its UK and Ireland office, and we're proud to have His Excellency the Minister of Tourism, Ahmed bin Hassan bin Hamad al Mahiri attending for the first time. Oman is also sponsoring the World Responsible Tourism Awards on Wednesday, highlighting Oman's sustainable tourism development strategy and practices.

What's new in Oman? Next year will see the completion of a cruise terminal in Muscat and a new terminal in Salalah. We're also looking ahead to the launch of a new convention centre in Muscat, expected by 2016. We are promoting our birdwatching and scuba diving niches and the opening of the Oman Botanical Gardens.

Why should agents visit your stand?
 We'll be joined by 22 co-exhibitors, so there are lots of contacts to be made and information to collect. Agents in need of an energy boost will find Oman goodies including coffee and dates and there'll be giveaways throughout WTM. If agents complete our online training at omanacademy.com before November 15, they have the chance to win a Google Nexus 7, a Kindle or £30 Leisureship vouchers.

KEY CONTACTS FOR TTG@WTM:

Please use wtm@ttgmedia.com to submit photos and press releases wherever possible

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