



World Travel Market 2015



In 2015, 4mediarelations was selected as the official broadcast partner of World Travel Market for a third year, delivering radio, TV and digital broadcast coverage for tourism brands across the week-long industry-wide event. From our mobile studio at Excel - London, our dedicated production and editing team delivered excellent features and coverage for clients ranging from Visit Flanders to the Omani Tourism Ministry. Utilising our experience at the event and our media team's extensive contacts in the mainstream media, we secured over 300 items of coverage which reached a staggering 72,000,000 people.

The Campaigns

Prior to setting-up our pop-up radio and TV studio at the heart of one of London's most famous exhibition venues, we began by outlining the possibilities of broadcast PR for the tourism brands featured at the event.

Coverage

4mediarelations's in-house media sell-in team, News Data Network, made full use of their valuable national media relationships, ensuring that WTM 2015 dominated the broadcast agenda for the full week.

After presenting our track record to them we were inundated with requests for coverage which we were able to convert into strong editorial content.

Alongside the aforementioned TV coverage, NDN also secured coverage on BBCs Radio 2, 4 and 5, with Absolute Radio also running direct ISDN features through our studio from the event.

With studio guests that included Team GB Olympic gold medalist Daley Thompson and Indian Minister of Tourism, Dr Mahesh Sharma, live link-up interviews proved exceptionally popular with the UK media, securing coverage on the biggest BBC and commercial stations.

In all, it was our most successful WTM to date, both in terms of items of coverage and audience reach.

Summary of Success

Audience Reach: 72,601,140

Total Items of Coverage: 310

Total AVE: £421,527.80

PR Value: £1,053,819.50

