



Illinois Great River Road Signs Up for the World Travel Market 2014

Illinois Great River Road is proud to announce that they will be exhibiting at World Travel Market 2014, the leading global event for the travel industry. The decision to do so will not only mean that they are taking part in an event boasting consistent growth in the value of deals it drives but comes following news that WTM 2014 will be bigger and better with a number of new initiatives for this year. Figures already released show that in 2013, a total of £2.2 billion travel and tourism deals will be generated by the event.

Illinois Great River Road is attending WTM for the second year and will continue to build awareness with tour operators for its tourism product among the leisure and group travel markets. The scenic Great River Road stretches for 550 miles along the western coast of Illinois – offering incredible views, majestic landscapes and charming riverside towns.

Illinois Great River Road will also benefit from a number of initiatives designed to ensure WTM 2014 remains the most innovative global event for the travel industry.

The Travel Tech Show at WTM will again run in conjunction to WTM 2014 from Monday 3 – Thursday 6 November at ExCeL, London. The Travel Tech Show at WTM has doubled in size over the past five years.

The growing importance of the luxury sector is also recognized with the two-day luxury showcase event, 'A Taste of ILTM at WTM'. This will take place on Monday 3 – Tuesday 4 November at ExCeL, London, and is based around table-top appointments.

This year WTM will also be celebrating 35 year of business within the industry and we look forward to

celebrating with delegates over the four days.

“Through several joint co-operative promotions, Illinois Great River Road has added more tourism product to our destination,” said Roger Carmack, Illinois Great River Road Executive Director. “We look forward to building and growing new partnerships through our meetings at WTM this year.”

World Travel Market, Senior Exhibition Director, Simon Press said: “We are delighted to welcome Illinois Great River Road to WTM 2014 and are sure its attendance will prove to be a wise decision. WTM is showing consistent and strong growth in the business deals generated there and with this year’s innovations, we are confident the 2014 event will continue in this vein.”

For more information on attractions, accommodations, maps and driving directions to places along the Great River Road in Illinois, visit www.greatriverroad-illinois.org or contact John Haas at (877) 477-7007

About World Travel Market

World Travel Market, the leading global event for the travel industry, is the must-attend four-day business-to-business exhibition for the worldwide travel and tourism industry.

More than 50,000 senior travel industry professionals, government ministers and international press, embark on ExCeL - London every November to network, negotiate and discover the latest industry opinion and trends at WTM.

WTM, now in its 35th year, is the event where the travel industry conducts and concludes its deals.

WTM 2013 generated more than £2.2 billion of travel industry contracts, revealed independent research by Fusion Communications.

WTM is owned by the world's leading events organizer Reed Exhibitions (RE), which organizes a portfolio of other travel industry events including Arabian Travel Market and International Luxury Travel Market.