

Travel Tech on the Rise



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October 30, 2013, 6:00 am -- /[EPR NETWORK](#)/ -- Consumers are consulting travel blogs, social media and other technologies more than ever to help book holidays and accommodation, find information on destinations and get feedback from other holiday makers.

In recognition of the growth and success of the travel technology sector, World Travel Market (WTM) has introduced The Travel Tech Show, which will run alongside the main event at ExCel London from 4th to 7th November.

Technology has been the fastest-growing area for WTM over the past five years, growing by 70 per cent from 2010 to 2012, and with a 65 per cent increase in attendance by technology buyers.

Travel technology will continue to play a vital role in WTM's strategy and to encourage innovation in tech, it has introduced WTM Fresh, which will offer one start-up company the chance to win £5,000, as well as mentoring. It will focus on companies that have launched in the last 12 months and use technology – such as web, mobile, social, app or a combination of these to help consumers with trip planning and travel inspiration before and during trips. Six entrants will be asked to deliver 'elevator pitches' on their technology at the show in front of the judging panel.

The comprehensive programme of talks on technology, social media, mobile technology and blogging is a must for anyone looking to develop their online strategies. Don't miss out.

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