



HIKONE JAPAN

The **City of Hikone** is in Shiga Prefecture, near the center of Japan, on the eastern shore of Lake Biwa, the country's largest lake. Hikone Castle, standing in elegant profile against Lake Biwa, is both the city's symbol and its main tourist attraction. Nature and Terrain

The city experiences all four seasons, which provide fun activities all year round. The spring season is filled with cherry blossoms, followed by summer when people come out to play water sports. The fall is filled with brightly colored changing leaves and cool breezes along the shoreline. In winter, many people enjoy skiing in the nearby mountains. As the seasons change throughout the year, the beautiful sunsets across Lake Biwa remain breathtaking.

World Travel Market London 2016 was the most successful ever with a joint-record attendance of 51,500 and the highest number of exhibitor invitees and buyers in the event's 37 year history. World Travel Market London, Senior Director, Simon Press, said:

*"WTM London has grown at an unprecedented rate in recent years making it the event where the industry conducts its business"*

*"More than £2.5 billion in industry contracts were agreed at WTM London 2016 with more than 9,700 buyers conducting 865,500 meetings with 5,000 exhibitors"*

*"The record number of participants, exhibitor invitees and WTM Buyers' Club members is testament to the success of the new-look three-day WTM London and demonstrates all the key decision-makers and those with purchasing responsibility attend WTM London"*



THAILAND



KOREA

Many people have commented that **Korea's stand was one of the busiest at WTM** this year with all the activities taking place. Visually the stand was built to represent a Korean palace gate to represent the old and plasma screens showcasing the modern side of Korea.

*"Our primary function at WTM was to be a platform for our partners to do business and with the Korea's global and growing popularity, it's a great opportunity for Korean Tourism Organisation to take advantage of the traffic, promotional opportunities and lucrative partnerships that will be forged during this event"* explained Mr. Seunghyun Hwang, Director, KTO.



UZBEKISTAN

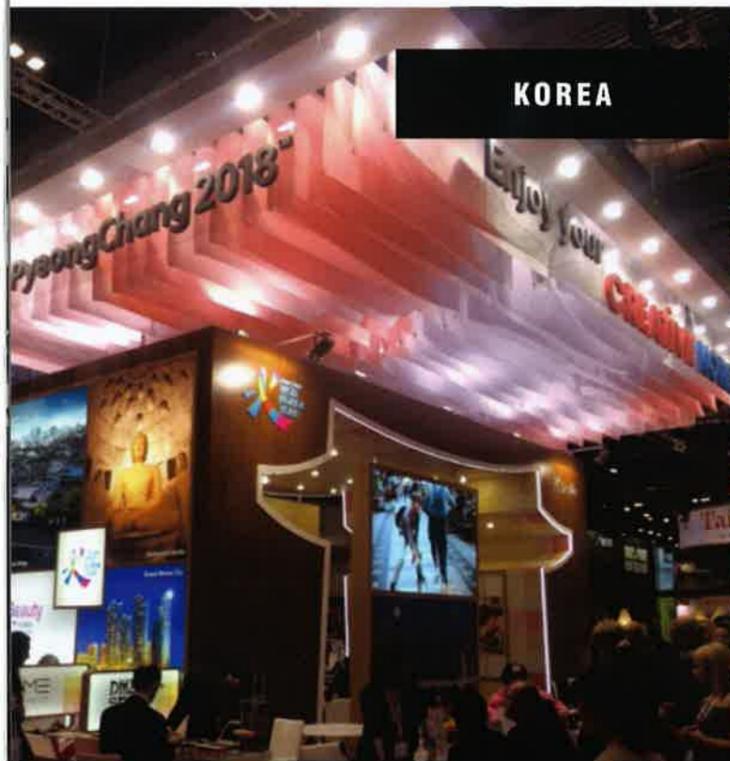


SWITZERLAND

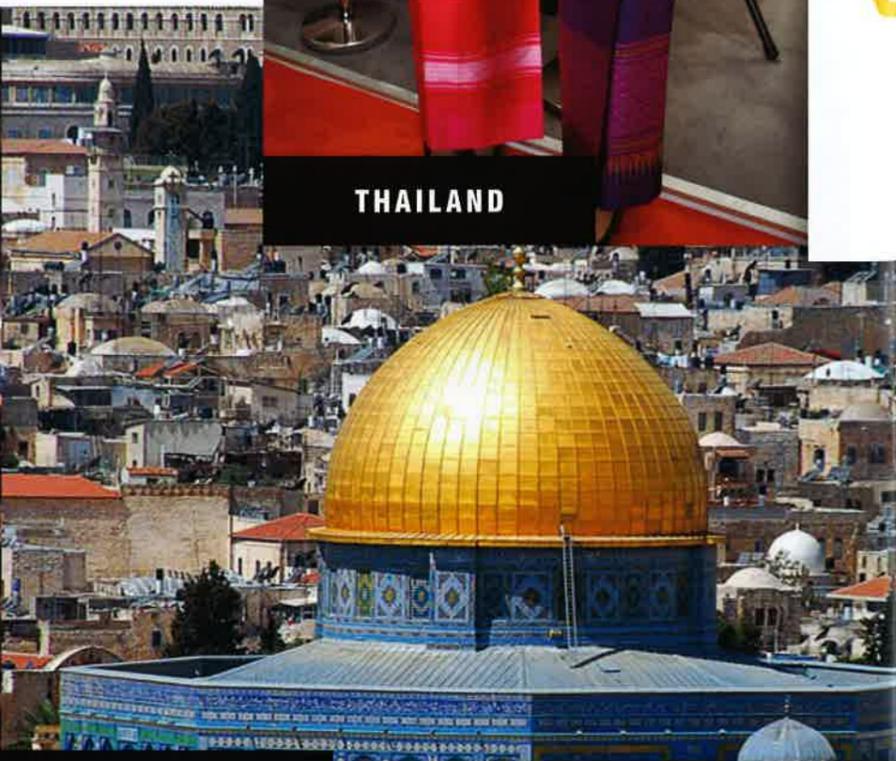


**world travel market**

The Most Successful Ever With A record 51,500 Participants



KOREA



GREECE

SKIATHOS Aegean Paradise

**"Spyrou Hotels and Spyrou F... ic Presence at WTM London"**

The company was happy to... initiatives in alternative tou... Walking Tour Holiday Pack... and soon with its new destir... tacts were also made with tra... around the world whose influ... helping relay the experiences... from their holidays. Skopelos... into the limelight with the pop... Mia!" "Many visitors come to... encounter the beautiful locatio... film, and we are always happy... tions greatly exceeded after vi... Grigoros, Deputy Sales and Ma