Show daily

ibtm® world
barcelona, spain
17 - 19 november 2015

Wednesday **November 18th**

DAY TWO

Taking it to the sky

Reed Travel Exhibitions (RTE) has signed a global agreement designating oneworld® as its exclusive airline alliance partner for 2016, in what is believed to be the biggest yet partnership of its kind.

Participants in 19 of RTE's selected shows worldwide will enjoy attractive discounts on any of oneworld´s 15 carriers, serving between them more than 1,000 destinations in 150 plus countries. These shows include World Travel Market (WTM), International Luxury Travel Market (ILTM) and Meetings, Incentives, Conferences, Events (ibtm events), attracting an estimated 100,000 delegates from across the travel sector worldwide. Reservations can be made from December 2015 via www.oneworld.com/events.

oneworld and oneworld events, the alliance's travel solution for the meetings, conferences, conventions, exhibitions and special events sector, will be prominently promoted at RTE's 2016 events, including during their build-up.

"Being the world's largest travel event organiser, with shows on all continents and customers travelling all over the globe to attend our events, the synergy with oneworld's global network, with 15 major carriers and their affiliates, is an excellent fit for our customers," said Nick Pilbeam, Divisional Director of Reed Travel Exhibitions.

oneworld Director of Sales José María Alvarado said: "The conventions and events industry clearly loves the attractive flight discounts on a collection of some of the world's leading airlines that oneworld events offers, to say nothing of its ease of use and the many other benefits it provides. Today's contract with Reed Travel Exhibitions is a tangible seal of approval from the very people who best know the sector that oneworld events is designed to serve.

Both parties believe that the synergy of their expertise and quality of customer service will build an alliance where connections really do mean business.

Thailand seeks to trap MICE market

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Oman meets events industry head-on

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Cool technology at NH Eurobuilding

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Pacific World expands reach

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IT'S ALL WORK BUT ALSO ALL PLAY!

Networking Hour

Wednesday, November 18th
18.00-19.00
ibtm world Show Floor

Club Night

Wednesday, November 18th
22.00-02.00
Opium Mar – please bring your ibtm world badge. Cash bar.