



Programmatic OOH takes off at the World Travel Market

This November, the World Travel Market returns to London for the world's largest travel and tourism conference. Facilitating over £2.8 billion in industry deals across over 5,000 travel-focused exhibitors, and 180 countries, advertisers have the opportunity to capitalise on the confluence of the entire travel industry, from airlines and cruises, to hotels, to tourism boards.

51k

attendees come to the World Travel Market every year

34k

business meetings were scheduled during WTM 2024

75%

of consumers agree that leisure travel is a priority

82%

of World Travel Market attendees are from outside the UK

Source: World Travel Market, 2025

Leverage Place Exchange's global footprint of premium digital OOH inventory with coverage across all venue categories to reach spectators at the event and tuning in around the world. DOOH allows advertisers to put their message in brand-safe physical environments, with complete viewability, across the consumer's daily journey, breaking through the clutter with high impact creative.

Contact sales@placeexchange.com to learn more.

Reach attendees in London at every stage of the conference

- **Arrival:** Welcome attendees and exhibitors as they touch down in London and nearby airports. Target arrivals screens to connect with audiences the moment they land.
- **Commute to the Conference:** Build buzz leading up to and during the conference with DOOH screens throughout London, reaching travel professionals as they move through the city.
- **Make a Statement:** Connect with travel enthusiasts through unmissable spectaculars and billboards.

Airports

Digital Screens: 83 | Weekly Impressions: 21M+

Billboards & Spectaculars

Digital Screens: 98 | Weekly Impressions: 208M+

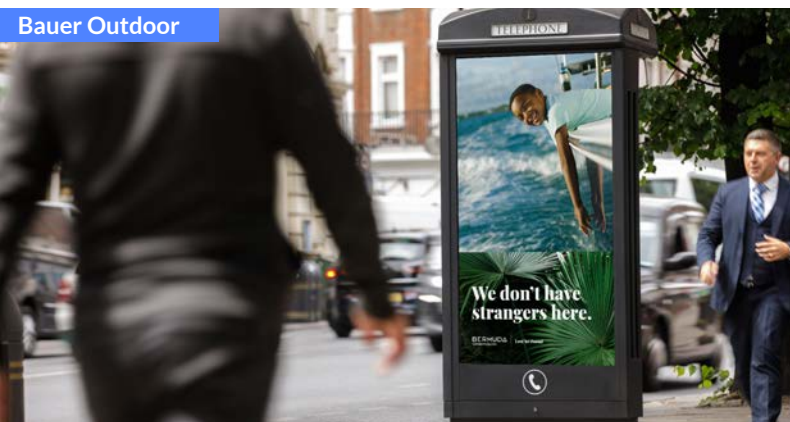


Street Furniture

Digital Screens: 478 | Weekly Impressions: 214M+

Transit (London Underground)

Digital Screens: 457 | Weekly Impressions: 116M+



Leverage advanced targeting capabilities

PX can match 3rd party audiences to individual screens and deliver ads to those that index highest for the target audience.