

WTM 2025 PLANNING

KEY

TZHC	Tanzania High Commission, UK
TTB	Tanzania Tourism Board
PS	Private Sector

Various stand size prices sourced from WTM	22 Nov	TZHC
Questionnaire distributed to all 2024 exhibitors	25 Nov	TZHC
Questionnaire responses received	10 Dec	TZHC
Questionnaires analysed and report provided for TTB	20 Dec	TZHC
Supply of brand guidelines, logos, imagery & footage	20 Dec	TTB > TZHC
No. of stands to be agreed	19 Jan	TZHC/TTB
<ul style="list-style-type: none"> One stand combining Tan PS, Zan PS and Govt offices Two stands: 1 -Tan & Zan PS; 2. Govt offices Three stands: 1. Tan PS; 2 Zan PS; 3. Govt offices TTB responsible for Govt stand design and build? 		
Budget agreed for overall project		
<ul style="list-style-type: none"> Space costs sourced Design & build budget (2024 minus 20%?) Likely TTB contribution provided Calculate participants cost (flexible against their space) 	21 Jan 21 Jan 21 Jan 21 Jan	TZHC TZHC TTB TZHC > TTB
Outline plan announced to private sector for WTM2025	25 Jan	TZHC/TTB
<ul style="list-style-type: none"> key learnings and feedback changes in approach explained anticipated cost for participation (flexible v space) 		
Expression of interest by exhibitors	18 Feb	PS > TZHC
Confirmed participants list (95%)	20 Feb	TZHC/TTB
First deposit of 25% of cost	20 Mar	PS > TZHC
Final stand size agreed with WTM	20 Apr	TZHC
Second deposit of 50% of cost	20 May	PS > TZHC
Visa assistance letters issued	22 May	TZHC
General floor layout of stand agreed	30 May	TZHC > TTB
Search for design creative (x3)	01 June	TZHC
Appointment of agency	01 July	TZHC
Stand design agreed (stage 1)	01 Sept	TZHC > TTB
<ul style="list-style-type: none"> Overall design Seating and tables Table numbers and locations (not allocation) 		
Final 25% booth payment	19 Sep	PS > TZHC
Payment order confirmed and announced	20 Sep	TZHC
Supply of all exhibitor names, contacts etc	20 Sep	TZHC > TTB
Registration of exhibitors on WTM portal	21 Sep	TTB

Booth allocation starts (in payment order) by PS	22 Sep	PS > TZHC
<ul style="list-style-type: none"> • 3 preferences in order from supplied stand layout • Exhibitors given max 24hrs to request stand number • Logo and marketing name must be provided 		
Booth allocation end	30 Sep	PS >TZHC
Booth allocation announced	30 Sep	TZHC
Stand design agreed (stage 2)	05 Oct	TZHC/TTB
<ul style="list-style-type: none"> • Graphics and branding • Visuals and imagery • Directional signage • Maps 		
Pre-briefing meeting (zoom) to TTB	06 Oct	TZHC
Pre-briefing meeting (zoom) to exhibitors	08 Oct	TZHC/TTB
Stand build	02 Nov	TZHC