

## WTM London 2018 kicks off with Iran's participation

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More than 5,000 tourism companies from 182 countries from the Middle East, Asia, America, Latin America, Europe, and Africa are taking part in the exhibition.

According to the website of the fair, it is “the leading global event for the travel industry, unlocking the ideas that will shape the world’s dreams and plans for travel over the next five years.

More than 50,000 tourists, tourism ministers and international media are expected to visit the fair this year, which is largely influenced by global developments, including terrorism and refugee issues.

Last year, contracts worth more than 3 billion pounds were signed, and this year the value is expected to exceed 3.5 billion pounds.

Several Iranian firms operating in the field of tourism as well as travel agencies are attending the event in a particular pavilion to showcase Iran's tourism potentials to the world audience.

The exhibition kicked off today and will wrap up on November 7.