

Join us at WTCE



*The leading global event for inflight catering,
onboard services and passenger comfort*

How will WTCE help me achieve my business goals?



Watch the WTCE 2026 Highlights!

“

We want to bring the Hard Rock experience everywhere, whether that is on trains, rail or airways, and WTCE has been the ideal place to start making that happen. WTCE is very concise, with all the right people in the room. As a new product, having the opportunity to trial and gather feedback here has been invaluable. All the right conversations, all the right targets.



”

“

WTCE provides an amazing cross section of people in the travel and catering space, giving a unique opportunity to engage with global representatives across products and innovation. The airline space is one of the least understood but most tremendous opportunities for any brand within alcohol and beverages, and this show truly reflects that.



”

World Travel Catering
& Onboard Services

EXPO | 6 - 8 APRIL 2027
HAMBURG, GERMANY

Co-located with:

Aircraft Interiors | **EXPO**

Passenger Experience
CONFERENCE

Why you can't afford to miss WTCE

With 4,000+ industry visitors, WTCE is the **largest international event** for sourcing onboard-ready products*



Connect directly with **1350+** onboard buyers and build valuable business relationships*

60% of onboard buyers attend to discover new suppliers and/or products. *Showcase your brand to buyers eager to explore fresh ideas and solutions*



160+ passenger airlines attended in 2026.

Our market-leading **Lead generation and networking tools** for exhibitor; including WTCE Connect, Colleqt and Lead Manager App.



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Top Features and Activations



TASTE OF TRAVEL THEATRE

Free-to-attend Theatre, covering the global onboard trends of tomorrow. *Produced in collaboration with Onboard Hospitality.*



NEW EXHIBITOR VILLAGE

Exclusive area for first time exhibitors to WTCE. Located next to the Taste of Travel Theatre.



WTCE CONNECT

Our meetings tool provides a list of recommended buyers and allows you to book meetings at the show in minutes.



DISCOVER ZONE

Visitor can explore "onboard ready" products, with VIP buyers able to curate their own Sample Bag by scanning the Colleqt QR codes.



TECH TRAIL

Visitors can follow the exhibitor trail to get a glimpse into the future of technology-driven improvements to boost passenger experience and drive efficiencies.



STEPS TO SUSTAINABILITY

A trail of innovations leading the way for sustainability onboard; from organic foods and drinks to amenities and tableware.



WELLBEING WALK-THROUGH

A trail created for buyers interested in food, drink, beauty and amenity kit products that can improve a passenger's wellbeing while travelling.



DRINKS ZONE

As the most popular product category at WTCE, place yourself in this exciting mix of emerging and established beverage brands with twice daily happy hours!

For the 1350+ airline, rail, cruise and travel catering buyers that attend WTCE, we offer an exclusive VIP programme with benefits before and during the event, including access to the VIP Lounge.



What will I get from Exhibiting at WTCE?



Shape the Future of Onboard Travel

Passenger expectations are evolving — and operators are looking for smarter ways to elevate the journey, boost ancillary revenue, and meet sustainability goals. At WTCE, your brand is part of that transformation.

Showcase your products and services in the global marketplace for onboard innovation — connect with key decision-makers and unlock new growth for your brand.

WTCE is the perfect place for us to meet with low-cost carriers and caterers, connecting with both potential and existing customers all under one roof. It truly is a reunion of the industry. Meeting everyone in one place makes WTCE an invaluable event for us!

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AIR RETAIL

From a great first afternoon right through to strong quality leads on the final day, it has been consistently busy throughout - resulting in really strong new leads across cruise, shops and airlines. A brilliant show all round.

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What can I Achieve by Exhibiting?

Grow Your Customer Base



Reach 1000+ qualified buyers from airlines, rail, cruise, and travel catering—all ready to discover new suppliers and solutions.

Connect with the Onboard Industry



Network with 250+ airlines, travel caterers, and rail operators— all in one place, all looking to do business.



Launch with Impact

Showcase your latest products live to a targeted audience—capture attention, book meetings, and drive instant interest..

Break Into Onboard

60% of buyers come specifically to find new products and partners. Meet the decision-makers who can get your brand onboard.

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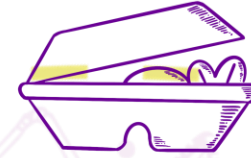
Don't miss out to your competitors: join the global onboard community at WTCE



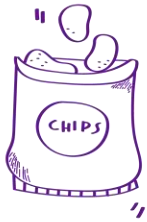
Alcoholic & Non-Alcoholic Beverages



Full-Service Caterers



Packaging & Tableware



Sweet & Savoury Snacks



Passenger Amenities and Wellbeing



Catering Equipment & Logistics



Pre-prepared Meals and Ingredients



Hygiene & Cleaning



Software and Digital Technology



Catering and Fresh Meal Suppliers

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Do business with relevant, quality buyers



160

Global Airlines*

Job Functions

- 25%** Buying/Purchasing
- 20%** Inflight Services
- 16%** Customer Experience
- 11%** C-level
- 5%** Operations and Logistics
- 3%** Chef/Catering

VIP – Purchasing Budget

- 70%** - €1 Million+
- 6%** - €500,001 To €1 Million
- 12%** - €100,001 To €500,000
- 7%** - €50,000-€100,000
- 4.5%** - €1-€50,000



115+

Travel Caterers –
Procurement
Roles

Regions

- 57%** Europe
- 19%** Americas
- 13%** Asia
- 9%** Middle East
- 2%** Africa
- 1%** Australasia

Purchasing Power

- 10%** Sole decision-maker
- 73%** Highly involved
- 16%** Influence Decision



1350+

VIP Buyers*

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VIP Buyer - Airline List

Aegean Airlines

Aer Lingus

Aeromexico

Air Algérie

Air Astana

Air Borneo

Air Calédonie

Air Canada

Air Caraïbes Atlantique

Air China

Air Corsica

Air Dolomiti

Air Europa

Air France

Air Greenland

Air India

Air Mauritius

Air Nostrum

Air Serbia

Air Seychelles

Air Transat

AirX

AJet Airlines

All Nippon Airways

Allegiant Air

American Airlines

Arkia Airlines

ASL Airlines France

Austrian Airlines

Aviana

Azerbaijan Airlines

Azul Linhas Aereas Brasileiras

BA Cityflyer

BermudAir

Binter Canarias

British Airways

Brussels Airlines

Cathay Pacific Airways

Centrum Air

China Airlines

China Southern Airlines

Condor Flugdienst

Copa Airlines

Corendon Airlines

Croatia Airlines

Delta Air Lines

Deutsche Lufthansa

Drukair - Royal Bhutan Airlines

easyJet

Edelweiss Air

El AL Israel Airlines

Electra Airways

Emirates

Enter Air

Ethiopian Airlines Group

Etihad Airways

European Air Transport Leipzig

Eurowings Aviation

Eva Air

EW Discover

Finnair

Fly Level

Fly Oya

flyadeal

flydubai

Flynas

Frenchbee Air Caraïbes

Frontier Airlines

Garuda Indonesia

German Airways

GOL Airlines

Gryphon Air

Hainan Airlines

Heston Airlines

Hifly

Hub Airlines

Iberia Lineas Aereas

Iceland Air

InterGlobe Aviation (IndiGo)

International Airline Group (IAG)

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VIP Buyer - Airline List

Israir Airlines
ITA Airways
Japan Airlines
Jet Aviation Business Jets
Jet2.com
JetBlue Airways
JetTime
Juneyao Air
KM Malta Airlines
Korean Air
Latam Airlines
Libyan United Airlines
LJ Air
LOT Polish Airlines
Luminair
Malaysia Airlines
Marabu Airlines
MAVI GOK Airlines
Middle East Airlines (MEA)
Myway Airlines

Neos Air
NetJets
Nile Air
Norse Atlantic Airways
Norwegian Air
Norwegian Air Shuttle
Oman Air
Pakistan international Airline
Pegasus Airlines
Philippine Airlines
Platoon Aviation
Privilege Style Airlines
Qantas
Qatar Airways
Riyadh Air
Royal Air Force
Royal Air Maroc
Royal Jordanian Airlines
Ryanair
SAS Link

Saudia
Saudia Royal Fleet
Scandinavian Airlines
Singapore Airlines
SKY Airline
Sky Express
Smart Wings
Southwest Airlines
Starlux Airlines
Sunclass Airlines
Sundair
SunExpress Airlines
Swiss International Air Lines
TAAG Angola Airlines
TAP Air Portugal
Taron
Thai Airways
Transavia
TUI
TUifly

Turkish Airlines
Uganda Airlines
United Airlines
US-Bangla Airlines
Uzbekistan Airways
Virgin Atlantic
Virgin Australia
Volaris
Volotea
Vueling Airlines
W2FLY
Wamos Air
WestJet Airlines
Widerøes Flyveselskap
Wingo
Wizz Air
Xiamen Airlines
Zipair Tokoyo

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How do I maximise the return on my participation at WTCE?

The WTCE team will work with you every step of the way. To make your show participation as easy and successful as possible for you, you'll have

- 1 Access to an **Exhibitor Hub** with all the information you will need in one place and a tailored guide enabling you to optimise each product for maximum ROI
- 2 A **Customer Success specialist** dedicated to helping you get your team, your stand and your promotional products in place and working to deliver on your goals
- 3 Digital tools and an extensively used online Exhibitor Directory to start promoting your brand and connecting with the right type of visitors during the build-up to the event
- 4 Access to an **Exhibitor Dashboard** where you can download all the leads you scan at the show using our Lead Manager App, PLUS all the visitors who scanned your Collect QR code on your stand
- 5 Download the '**Marketing & PR Guide**' to support your participation before and at the event.