

# First look at WTCE 2025

This is a special feature from *PAX International's* October 2024 [IFSA Global EXPO](#) issue.



Shona Thomson, Event Manager of WTCE

World Travel Catering & Onboard Services Expo ([WTCE](#)) will return to Hamburg from April 8 to 10, 2025. Taking place at the Hamburg Messe, the 13th edition promises to unite the world's leading air, rail and cruise operators with exhibitors showcasing the hottest onboard product innovations, services and trends across inflight catering, passenger comfort and inboard services.

With global air passenger traffic expected to surpass pre-pandemic levels by the end of this year at [9.7 billion](#), this opens up a huge opportunity for airline operators to ensure their offerings meet the needs of today's and tomorrow's passengers. Air passenger traffic is forecasted to double by 2042, with Asian countries dominating the top three spots overtaking the U.S. as the number one market by [total passenger traffic](#).

Creating a memorable passenger experience along with technology, sustainability and wellbeing are all key for airlines, railways and cruise ship operators to ensure they satisfy passengers as data shows the number of travellers continues to grow.

*PAX International* caught up with Shona Thomson, new Event Manager of WTCE, to discuss the 2025 event, bringing back well-known features on the show floor while also introducing new elements.



A view of the tradeshow floor WTCE 2024

### **A new era for WTCE**

Polly Magraw has stepped up into the role of Portfolio Director – Transport at [RX](#). Created to further drive the success of the show, Thomson will take the helm of WTCE with Magraw overseeing the event through her expanded role.

“My goal as the new Event Manager of WTCE is to continue delivering an outstanding exhibition that highlights the latest innovations in travel catering and onboard services, ensuring WTCE remains the leading industry event for the sector,” Thomson tells *PAX International*.

She continues, “The travel industry is in an exciting place with a positive outlook for the future as it looks set to reach pre-pandemic travel levels by the end of the year. Now, more than ever, we need to be on the front foot when it comes to future trends, and ensure we truly understand passenger dynamics as the number of travellers looks set to double in the next 20 years.”



Cooking at the LSG Group booth at WTCE 2024

### **What's on at WTCE 2025**

New for WTCE 2025 is the 'Tech Trail,' shining a light on those paving the way in technology within the onboard industry. This feature will highlight exhibitors that tackle issues including onboard payment, customer meal pre-orders and inventory management. They will showcase solutions to create a smoother process for onboard operators and ultimately deliver an improved passenger experience.

Following its successful launch last year, the 'Steps to Sustainability' feature will return for 2025, to celebrate the accomplishments and innovations of companies that are leading the way in sustainability. As the travel industry continues its journey towards improving environmentally friendly practices across all areas of the passenger experience, this trail and showcase will include a curated range of exciting onboard products from organic food and drinks to amenities and tableware.

Back for its third year at WTCE, the 'Wellbeing Walk-through' continues to promote a range of exhibitors that are making strides in onboard wellness. The trail highlights key exhibitors showcasing a selection of wellbeing-focused products from healthy food and beverages to soft goods and amenity kits.

More than 75 percent of 2025's show floor is already sold, with a large number of exhibitors signed up. Noteworthy companies include Linstol, dnata, Buzz Products, Catrion, Diageo Global Travel and En Route, among others. New exhibitors to WTCE 2025, located in the New Exhibitor Village, include Off-Piste Wines, Sattviko, and Neuhaus Chocolates.

"At WTCE 2025, the spotlight will be on crafting experiences that will support airlines in achieving sustainability goals and providing wellbeing solutions tailored to the ever-changing needs of

passengers. This event is an ideal opportunity for buyers from the airline, rail, cruise and inflight catering industries to come together and stay ahead of the curve,” says Thomson.

WTCE will be co-located with the industry-renowned Aircraft Interiors Expo (AIX), which will see Archana Dharni (previously AIX Marketing Manager and former Event Director for WTCE) take on the role of Event Director for the show. Both events will come together to provide passenger experience professionals with the opportunity to network and explore new products, services and solutions.



WTCE takes place at the Hamburg Messe