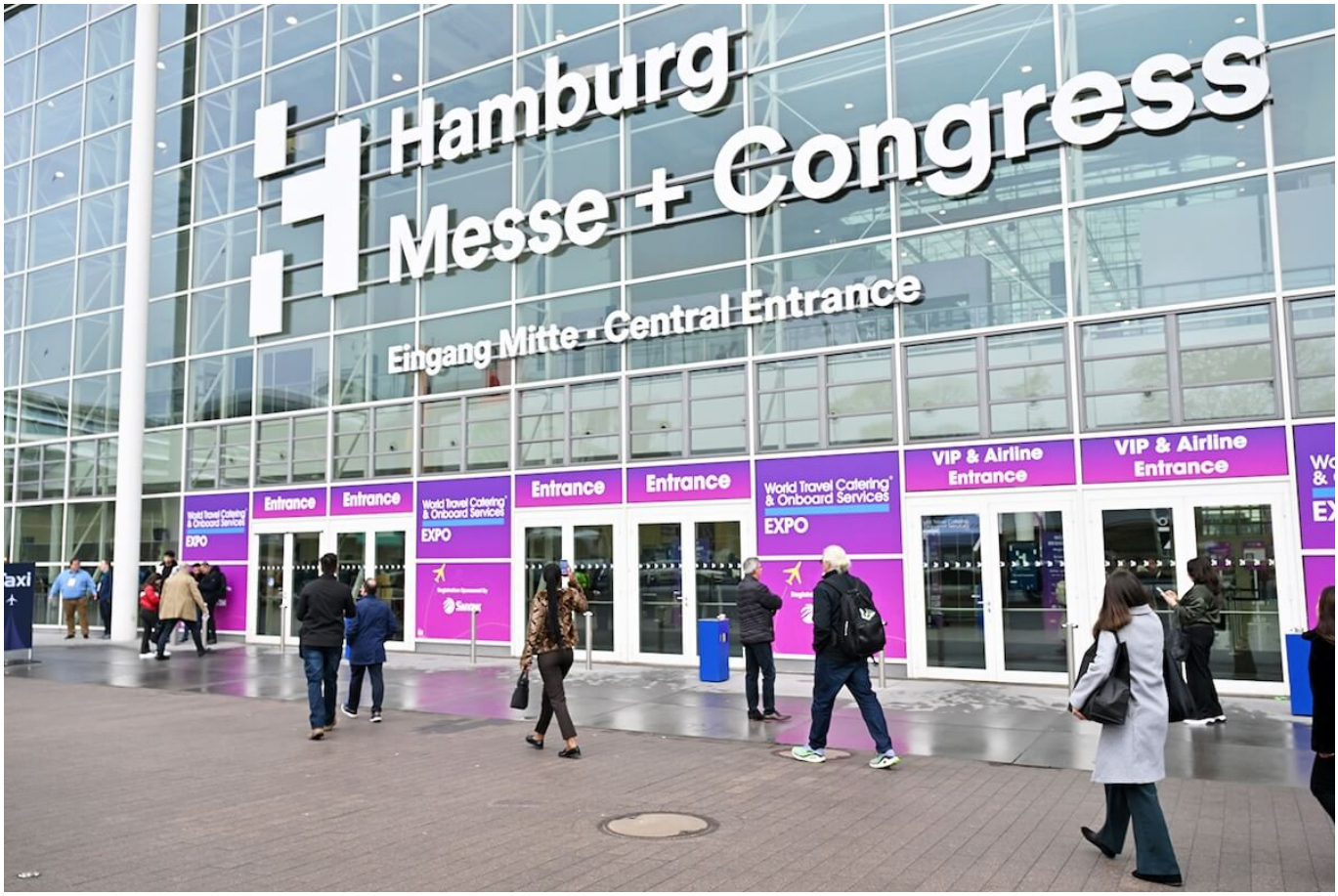
WTCE 2027 marks 15th edition with expanded agenda

This is a special feature from the November 2026 Middle East, Asia & Africa issue of *PAX International*, on page 50.



The Hamburg Messe will host WTCE's 15th edition in 2027, with an expanded show focused on the future of onboard travel

World Travel Catering & Onboard Services Expo (WTCE) celebrates its 15th anniversary at the Hamburg Messe from April 6 to 8, 2027, connecting airline, rail and travel catering buyers with inflight catering, onboard retail and passenger comfort suppliers.

"Reaching the 15th edition of WTCE is an important milestone for the show and for the community it serves. It reflects the continued need for a place where the people responsible for catering, retail and passenger comfort can meet the suppliers, products and ideas helping to move the onboard experience forward," Shona Thomson, Event Manager of WTCE 2027, tells *PAX International*.

The 2026 edition drew more than 4,500 visitors and 300 exhibitors, including 90 newcomers. For 2027, 200 companies are already confirmed.

Mordor Intelligence projects the global inflight catering market will reach £12.4 billion (US$16.6 billion) in 2026, up from £11.61 billion (US$14.5 billion) in 2025, with seven percent compound annual growth through 2031.

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“WTCE 2027 will reflect the areas shaping that growth within sustainability, operational efficiency, onboard retail and passenger experience,” Thomson explains.

New for 2027, the Nutrition and Healthy Eating, Upper Cabins and Economy trails join the returning Steps to Sustainability trail to help buyers quickly find relevant products and suppliers.

An expanded WTCE ambassador team will curate the stand-to-stand routes. Exhibitor entries are now open.

The Discovery Zone, Drinks Zone and New Exhibitor Village return in larger formats, helping buyers explore more products and meet new suppliers efficiently.

WTCE’s Journey Circle welcomes Cam Woodward of Qantas, Hari Ghotra and Shiada Drysdale of Virgin Atlantic, Þórunn Björg Guðmundsdóttir of Icelandair, and Yann Bayeul of Eurostar. They join founding members Simone Walli of Austrian Airlines, Samson Arega of Ethiopian Airlines, Tobias Ögren of Sunclass Airlines and Louise Leaupepe of Riyadh Air.

These leaders shape WTCE’s program around airline and rail operators’ challenges and ideas and products that could improve onboard experiences.

“The event gives the industry a chance to take a wider view of what is changing across the onboard market. Buyers can see and test new launches, speak directly to the companies behind them, and come away with a clearer idea of what could work for their own catering, aircraft and rail services,” Thomson says.

WTCE will once again be co-located with Aircraft Interiors Expo (AIX), and a single badge gives visitors access to both shows. Passenger Experience Conference (PEC) opens the week on April 5, with curated keynotes and panels for airline professionals.

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