

# WTCE organizers unveil event highlights 2024



WTCE Taste of Travel Theatre in 2023

The [World Travel Catering & Onboard Services Expo](#) (WTCE) will open its doors for its 12th year on May 28 at the Hamburg Messe. More than 2,750 delegates are set to attend, to showcase and learn about the latest innovations and products elevating the onboard passenger experience.

According to WTCE organizers, there are five highlights at this year's event that attendees will not want to miss.

## Exceptional exhibitors

There will be more than 250 exhibitors present at WTCE 2024, from industry giants to first-timers. The array of exhibitors will showcase their latest innovations in travel catering, amenities and onboard services at the Hamburg Messe. Confirmed exhibitors include [CATRION](#), [Linstol](#), [LSG Group](#), [Flying Food Group](#), [En Route](#), [FORMIA](#) and more.

## Taste of Travel Theatre

Popular feature Taste of Travel Theatre, sponsored by En Route, returns in 2024. This experience showcases the latest trends and the future of inflight retail, the passenger experience, sustainability and more.

## **Steps to Sustainability**

WTCE is debuting a “Steps to Sustainability” feature this year to address the growing demand from passengers for eco-conscious products and services. This product showcase area is located in Hall A1 and is a trail lined with the latest sustainable products for onboard. Exhibitors in this section include [Sustainaholics](#), [Hello Straw](#), [Onyx Plast](#), [Ly Company Italia Srl](#) and more.

## **Wellbeing Walk-through**

Passenger wellbeing is a big topic currently and this year at WTCE, visitors can take a holistic journey through products and services designed to elevate the health and comfort onboard at the Wellbeing Walk-through feature. Exhibitors such as [Snackboxtogo](#), [Rivazur Cakes](#), [Swypes](#) and more will be highlighting their products in this area.

## **VIP Buyer Program**

The VIP Buyer Program offers perks for airlines and rail operators, including access to the VIP Lounge, sponsored by CATRION, VIP Sample Bags filled with products and a discounted rate for the Passenger Experience Conference (PEC) which takes place on May 27th.

WTCE runs for three days, from May 28 to 30, 2024.