

# MICE **Travel Advisor**

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## Sandton Convention Centre

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# From the Editor's Desk

Dear readers,

MICE Travel Advisor is the best informative source for readers about the global business travel sector. And, as was appropriately predicted on one of the reports published by the IBTM World Trends Watch in 2017, last year witnessed a smart growth curve in this industry.

Luckily for the MICE planners and professionals, the growth trend is likely to continue thanks to some brand new trends like engaging incentive programs, unique destinations, etc., expected to embrace the market this year, according to Pacific World.

Pacific World is a leading global destination and event management company of the planet and it feels the concept of 'personalized travel' would influence the MICE industry in 2018.

MICE segment has been flourishing in Africa as well, for instance the Sandton Convention Centre that is renowned for its esteemed corporate aura and world class amenities. 'Spotlight On' elaborates about it.

'Venue Check' informs readers about the potential of the US city of Cleveland as a promising MICE hub in the heart of the United States.

With millennials expected to dominate almost 40% of the workforce by 2020, travel industry professionals can be well updated about the latest trends in the meetings industry thanks to our 'Cover Story'.

Finally, tech-savvy generation would be glued to our chapter 'Tech Talk' that discussed the leading six convention centres in the world with trending technologies.

The other chapters are MICE Bites, MICE Appointments, Show Highlight, Show Review and Calendar of Events.

MICE Travel Advisor keeps you well-informed about the contemporary updates associated to the corporate travel sector of the globe.

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03 MICE Travel Advisor

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# Sandton Convention Centre

## Leading Event Space in the city echoing African Spirit

**N**orthern Johannesburg's vibrant and affluent city Sandton is a noted business destination. Sandton is home to Sandton Convention Centre, one of the largest convention centres in the city offering multi-use spaces to promote business.

**Johannesburg's Multi-Use Space :** Sandton's most flexible and advanced event space with 22,000 m<sup>2</sup> area is a perfect spot for hosting exhibitions, events and conference. This 12-storey building provides comprehensive choice to host business and personal events. Designed with contemporary Afro-chic décor and world-class and upgraded modern technical facilities, this Sandton's most prestigious convention centre can accommodate as many as 10,000 visitors at a time and has 11,000 parking bays adjoining the centre. Sandton Convention Centre is spread over four main levels with multiple venues and has 10-seat function room which can easily accommodate 4,500 cocktail guests.

**Elegant Ambience:** Offering the best space to promote business, SCC comes from Tsogo Sun Group and has splendid and generous space with luxurious and contemporary services. Its architecture compliments green areas, cultural manifestation and flexible event space. SCC's event décor provider Twoway Exhibitions and Events works relentlessly to give you ultimate satisfaction with innovative ways to showcase your brand at any exhibitions or events.

**Culturally beautiful:** Sandton Convention Centre upholds the cultural ethos with African and European ethnic mix. Here, while having a tour inside the convention centre, you will be mesmerised with the display of more than 100 authentic artworks by the widely acclaimed South African artists, well suited for both business and personal events.

**Experience best hospitality :** Enjoy here the best hospitality with professional versatility in every field. From Catering to Audio Visual treatment, SCC maintains the etiquette to give you secured, stylish, hygienic and effective space for all events.



**Technically Sound:** Sandton Convention Centre makes itself South Africa's most vibrant one-stop event venue by offering all event organisers with the most advanced technical facilities and best communication system. Display your best product or brand in the best way possible by using LED projectors, flat screens, plasma displays and high-speed internet networking.

**Easy Accessibility:** Located in the heart of financial hub of Johannesburg, Sandton Convention Centre is well connected with O.R. Tambo International Airport and Gautrain Station Rail Link. O.R.Tambo International Airport is just 15 minutes via Gautrain that links Sandton with Pretoria.

## WHAT TO DO

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Take a close look at the bouquet of attractions that you can enjoy after an event at Sandton Convention Centre:

**Cradle of Humankind:** It is a UNESCO certified paleoanthropological site alluring the visitors with its limestone caves and collection house of human evolution. This world's richest hominin site is about 90 minutes-drive from Johannesburg, showcasing rich human heritage.

**Nelson Mandela Square :** Shop and dine at Nelson Mandela Square, famous for popular food joints offering authentic South African dishes and Sushi foods. Home to all the South African brands, this square looks vivacious and lively at night.



**Sandton City:** Take a stroll in this 21-storey shopping destination. Sandton City is a hub of more than 300 leading international brands, offering unparalleled shopping experiences in Afro-cosmopolitan glamour. Sandton Convention Centre is connected to Sandton City by Skywalk Bridge.

**Montecasino :** Another premier entertainment destination is Montecasino that opened its doors on 30 November, 2000. It is now a vibrant location easily accessible from the SCC.



## Stay near Sandton Convention Centre

**Garden Court Sandton City :** If you want to live in an informal and relaxed way, stay at Garden Court Sandton City. It will impress you with contemporary and attractive suites with all modern amenities.

**Garden Court Morningside Sandton:** Garden Court Morningside Sandton offers 150 en-suite rooms, with Georgian-themed décor, making a classic look in the midst of lush greenery.

**Sandton Sun:** Located close to SCC, Sandton Sun recommends you to stay in spacious and superbly furnished rooms. Unwind with rejuvenating and refreshing Spa treatments at Sandton Sun with timeless hospitality.

Plan your next event in Sandton Convention Centre and make it successful, unique and innovative. While attending at SCC, explore the city's landmarks in best possible way and stay here to witness the true African glamour.

# CLEVELAND

## CORPORATE TRAVEL'S DYNAMIC CORE

Venue Check



*Connectivity and a unique classical coolness characterise the inherent dynamism of an ideal corporate destination.*

*Home to the internationally acclaimed 'Rock and Roll Hall of Fame', the 51st largest city of the United States based in Ohio, Cleveland is one such locale.*

*In fact, it ranks in the leading five cities in terms of having the most productive business travel. This county, which is the seat of Cuyahoga County, is a highly favourable choice among the corporate tourists, thanks to its excellent Internet connectivity, traffic and flight facilities. Cleveland is the state's most populous city with a populace of over 388,072. It is also the largest city in Ohio, second only to Columbus.*

# Promising MICE Hub

In 2017, a travel risk management company, On Call International released a fresh research. The research findings indicated that Cleveland is one of the most noted cities in the US for being the best equipped one in hosting seamless business travel experiences.

The 'Business Travel Productivity Report' lists the largest 20 markets in the US. The report is based on crucial factors like hotel prices, punctual flights, reliability of 4G LTE mobile networks, traffic congestion levels as well as the efficiency of emergency rooms.

According to the study, Detroit, Phoenix, Cleveland, Minneapolis and Denver comprise the top five most productive cities.

Cleveland ranks second in terms of on-time flights, first in low traffic congestion and fifth in 4G LTE coverage.



# Huntington Convention Centre of Cleveland

Based in Downtown Cleveland, the Huntington Convention Centre of Cleveland and Global Centre for Health Innovation offers 390,000 total square feet of prime space.

It is well connected to the 600-room Hilton Cleveland Downtown and is within walking distance to Cleveland's convention center campus.

This convention centre is a convenient location to host small executive meetings or large industry trade shows. It is in close proximity to nearly 5,000 hotel rooms that are presently in the premises of this corporate nerve centre in Cleveland.

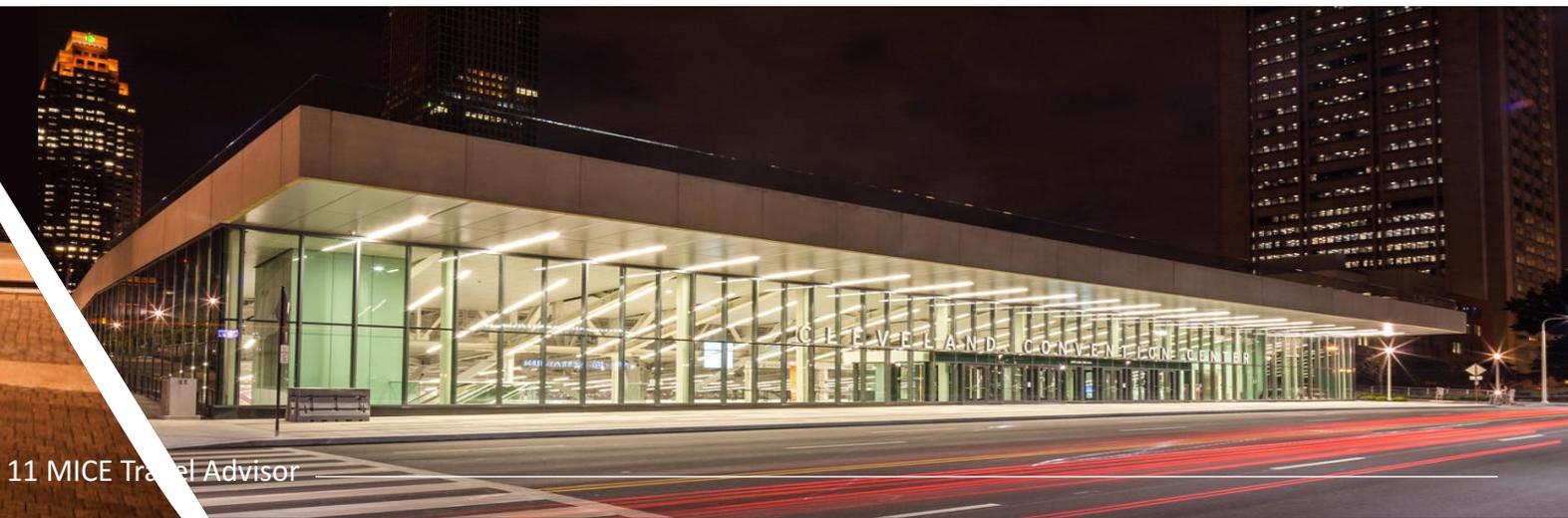
Some of the best features of this convention centre include:

- An exhibit space measuring about 225,000 square feet
- Over 140,000 square feet of meeting and event space
- 30 breakout rooms
- 32,000 square feet of grand ballroom that is divisible into three spaces

## Sustainability Plan

The comprehensive sustainability plan for the Global Center for Health Innovation and the Huntington Convention Centre of Cleveland involves creation of the new Convention Centre, with a brand new green

roof. The new convention centre replaces an already existent below-grade structure and improves the Mall with additional plant life and soil materials that effortlessly filter storm water.



# Cleveland's Coziest Business Hotels

Cleveland is waiting to pamper business travellers with the choicest collection of corporate hotels.

Read on to know about a few of them:

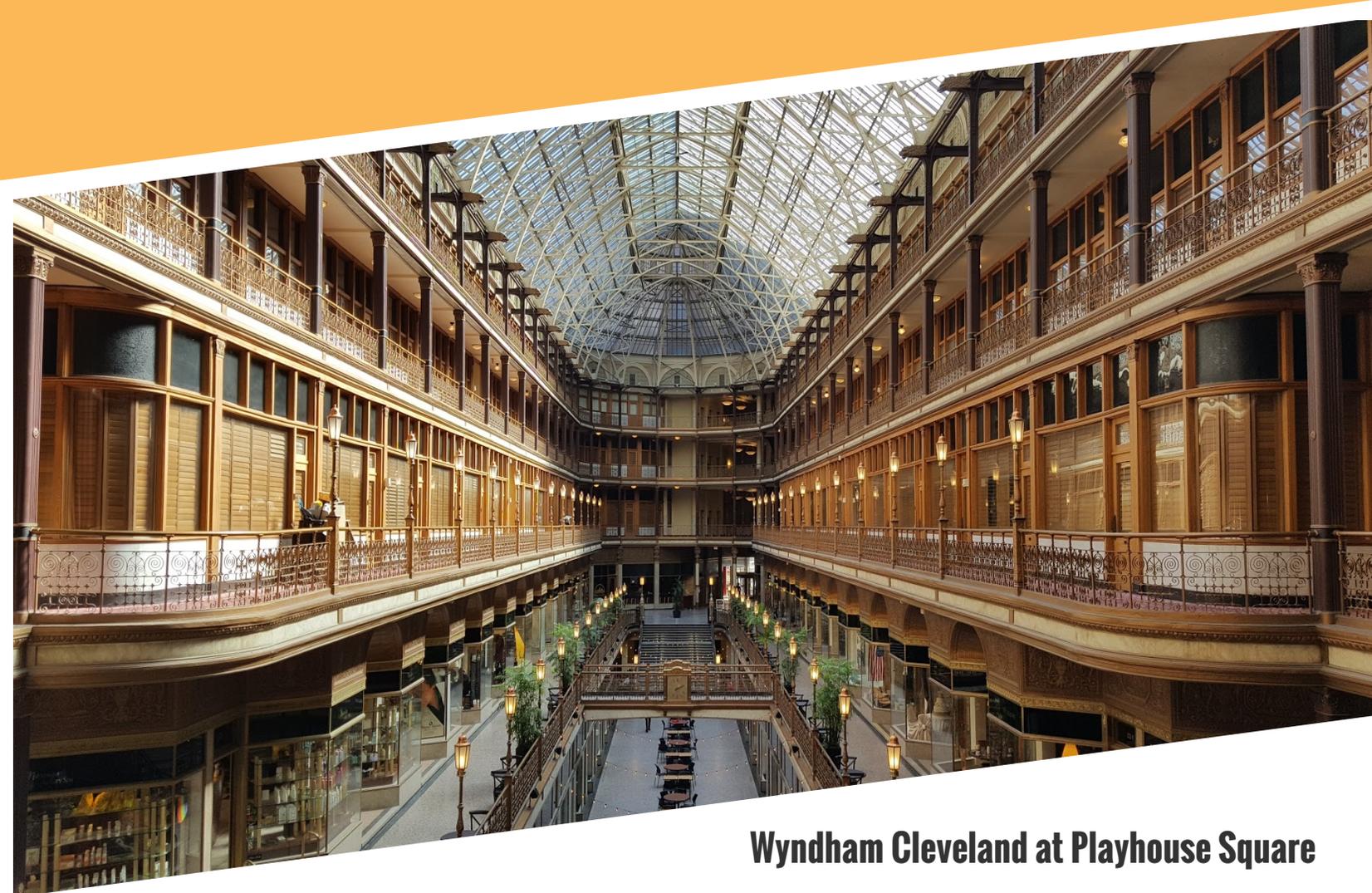


## The Intercontinental Cleveland

The Intercontinental Cleveland is one of the most popular hotels for hosting business meetings and events in this part of the world with a timeless appeal. This hotel has an amphitheatre that can accommodate 500 people. The rooms are free of smoke as the hotel is a non-smoking zone.

## Hyatt Regency Cleveland at the Arcade

This is a business-friendly hotel downtown that is smart enough for corporate tourists. Travellers are also impressed with the presence of entertainment attractions here like the Playhouse Square, Progressive Field, House of Blues and the Rock and Roll Hall of Fame.



## Wyndham Cleveland at Playhouse Square

The Wyndham Cleveland at Playhouse Square provides business travellers the convenience of upscale accommodations with great corporate amenities like nine meeting rooms and a function space measuring 13,000 square feet.





## Tourist Appeal

Ohio's second largest city, Cleveland paints a rare portrait of modernisation with a rustic flare. It presents a wonderful spectacle of strong cultural elements with museums, theatres and a flourishing social scene in the Flats East Bank where the Cuyahoga River and Lake Erie converge.





**This classical corporate hub is probably among the most favourite business tourist destinations of a large number of millennial corporate travellers. Never miss a chance to explore it on your next business trip!**

## Rock & Roll Hall of Fame

A visit to Cleveland is incomplete without a trip down to the globally renowned Rock & Roll Hall of Fame. It is a museum that skillfully preserves music in a precious form – thanks to its ambience of multimedia exuberance with rarities like manuscript of Purple Haze written by Jimi Hendrix.

## Great Lake Science Centre

Another thrilling tourist attraction here is the Great Lakes Science Centre, sparking curiosity about science behind things like wind and space travel. Cleveland Clinic DOME Theatre is one of the main features at this centre.

## Cleveland Botanical Garden

The Cleveland Botanical Garden features 20 special gardens presenting a marvellous sight of the best flora and fauna from around the world. Some of the gardens here are The Hershey's Children's Garden, Mary Ann Seats Swetland Rose Garden, Woodland Garden, Campsey-Stauffer Gateway Garden and others.

## West Side Market

The longest running public market in Cleveland, West Side Market's most attractive feature is its 1912 markethouse with a 137-foot-tall clock tower that is more than a century old.



## MANCHESTER CENTRAL CONVENTION COMPLEX

### **A fast turning magnet for enticing the global talents!**

Winner of M&IT Awards 2017 (Bronze) in the category of Best UK Conference Centre, Manchester Central Convention Centre is located in the central region of the UK and at the heart of the city of Manchester. Revamped from the old Manchester Central Railway Station in 1986, this iconic venue with time has transformed into a dedicated exhibition centre of Manchester. The vaulted arches and antique station clock makes this city feature, truly special!

# Amenities

The convention centre has over 23,000 sq meters of flexible space to accommodate more than 10,000 delegates. It has four separate entries to ascertain that exclusivity to every event. In addition, Manchester Central has one of the largest purpose-built banqueting spaces in the city, welcoming over 1,200 guests time to time. The world-class features of Manchester Central have the capability to arrange intimate corporate events as well as large-scale exhibitions and seminars. Known for its superlative service standards, skilled team of Manchester Central are apt in managing leading events and conferences with ease.





## The extensive multi-nodal transport network makes Manchester Central easily reachable

The significant international hub, Manchester Airport is situated just 14.5 kms away from the city centre and the convention centre lies in the vicinity. From the airport, black cab taxis take a 20 minutes drive to commute the visitors to the convention centre. Also, there is half-hourly express rail service from the airport to the main city.

From London, one can reach Manchester via rail as well as the city has direct rail connectivity to all the important cities in the UK. From Victoria and Piccadilly railway station, visitors can avail Metrolink tram services to reach Manchester Central with no trouble.

Besides, one can easily catch Metroshuttle bus services from the center of the city to reach the convention center in no time. These bus services connect all the important rail stations, shopping centers and business hubs within the city with their extensive network.



## Why to pick Manchester Central Convention Center?

A flexible venue, Manchester Central has state-of-the-art boardroom, conference facility, exchange auditorium, exchange hall, coffee stops and many more.

The easily accessible location of Manchester Airport at 15 minutes drive from the city center makes the convention center a walkable venue for business representatives coming to the city for the first time.

The convention center has many top business hotels like QHotel The Midland, Radisson Blu Edwardian Manchester, Hilton Manchester Deansgate, Princess St. Hotel, and Novotel Manchester Center among many others and other city attractions like Warehouse Project, Whitworth Art Gallery, Sea Life Manchester etc. close by.

By now, the center has already established itself with powerful business reputation, slowly turning into a power-house to do business.

Quite a reasonably priced city for global business delegates, Manchester provides great value in terms of money. The city has innumerable hotels to suite everyone's budget.

The city offers countless leisure options like Museum of Science and Industry, Castlefield, National Football Museum, Manchester Cathedral, Chetham's Library to name a few for the business delegates to enjoy their free time and breaks within conferences.

# Performance 2016-2017

Last year and the year before, the financial results were typically powerful with revenue reaching almost £19m. In terms of profitability, Manchester Central Convention Complex witnessed an up of £3.5m EBITDA which is anticipated to get boosted by an additional £1m this year, as predicted by its chief executive.

Luring over half a million delegates every year, Manchester Central Convention Complex generates £75m impact on the economy, on an average. To note, what's profitable for Manchester Central is equally lucrative for the city, as every £1 spent in the convention center churns out £4 for the city for the hotels, restaurants, bars and local businesses. At present, the managing body is already looking for available dates for 2020 and 2021 respectively. Considering digitalization, Manchester Central currently introduced online ordering platform that help exhibitors to shop different venue services, for example, catering and internet for the booths and stalls, making digital approach handy!



To conclude, Manchester Central Convention Center is one of the premier conference venues of the city, hosting innumerable events, starting right from academic science festivals to Comic Con events, all through the year. So, if there's any event beckoning anytime soon, do grab the opportunity!



# MICE APPOINTMENTS



## Trevor Weltman is the new Chief of Staff of PATA



The Pacific Asia Travel Association (PATA) has appointed Trevor Weltman as Chief of Staff who will manage the planning, coordinating and executing the various activities of PATA.

Dr. Hardy said that it is happy to announce as Trevor to the PATA family. He is a master planner and project manager and he will be a great benefit to the association as well as a great mentor to many of the staff.

Mr. Trevor Weltman has more than 10 years of experience in Asia between China, India, and Vietnam. Prior to PATA, he was the Director of Sales and Marketing for HR consulting firm Lee Hecht Harrison Vietnam, and was also the Chief Marketing Officer for Triip.me, a venture-backed impact travel company present in 98 countries and over 650 cities around the world.

## The Events Industry Board announced the appointments of Jennifer Jenkins & Sarah Wright



Jennifer Jenkins was appointed CEO at EVCOM in June 2017 after 15 years as managing director of global communications agency MCI Group. She is also the Chair of events industry charity Meeting Needs. After working across the financial, pharmaceutical, telecoms, professional service, Government and FMCG sectors in a corporate and agency capacity for 20 years, Sarah Wright now runs her own

The Events Industry Board has confirmed the appointment of two new members – Jennifer Jenkins, CEO of the Event and Visual Communication Association (EVCOM) and Events Consultant Sarah Wright.

consultancy. She set up the Apprenticeship Programme in 2012 and is the Director for Employer Engagement on the Event Apprenticeship Programme Board.

## Ben Barnes is the new head of Top Banana's creative support

Ben Barnes has recently joined the Stourbridge-based events agency Top Banana as the Head of Creative Department.

He has more than 10 years of experience in digital, design, film and media sciences and moves from Jaguar Land Rover. There he was the digital communications and project specialist. According to his new role, he will be to manage the digital, film and creative teams at Top Banana.



## Kim Collins appointed as SAGE account director to monitor United Kingdom

Kim Collins is the new SAGE account director, who will be responsible to see and supervise the events in United Kingdom.

Kim Collins played an instrumental part in building the events division at Venues Events Management which was owned by CEO Anita Lowe before it was sold to Expotel in 2010 and then acquired by Capita in 2012. The journey of Kim Collins started in 2004 with Anita and the business and over the last three years she has missed being



part of an agency where clients are at the heart of everything they do. Kim Collins takes the time to understand her clients and their culture, and with her passion and enthusiasm, is able to deliver hugely successful events.

Cover story



# The trends that shape **MEETINGS INDUSTRY**



Industry changes keep occurring on a massive scale. So far, experiential aspects of events, security and cost consideration, LGBT travel, digital engagement, venue selection have been identified as the future of meetings and events by expert sources.

Millennials will be 40 percent of the workforce by 2020 and it's better to be well equipped. In this article, we list out how the major trend planners should prepare to turn the tides.

## Safety and natural calamities

Attendees' safety is a major concern as 2017 was disruptive – there were damages wrought by hurricane, earthquakes, mass shootings, terrorist attacks putting major countries on high alert. Besides considering the factors that drive business value and create behaviour change that impact the global economy, meeting planners now have profound concerns about extreme weather conditions, protests and labour strikes while selecting destinations.

A strong economic climate with stable infrastructure is required to counter travel bans and instability in destinations so that the risks can be controlled via extensive crisis planning in globally recognised standards.

Convention Centres and meeting spaces should be highly equipped with emergency protocol during an event. Business sensitive information should be digitally protected. Security breaches can have a damaging effect on business, politics and personal lives, so it gets mandatory for technology providers to lessen the risk.



## Experiential travel

Events, trainings and meetings should be as interactive and engaging as possible. There should be meaningful itineraries with keen focus on experience in incentive travel to ensure the outings are social media worthy. Planners, associations and event producers believe major indicator of an event's success is attendee satisfaction —the main aim is to create once- in- a- life- time experience.

Conferences and events should consume and deliver meeting in sync with the attendees' needs and in fact, the venues should be shaped in a way that these permit networking while remaining real, creative and organic.

Leigh Barnes, Regional Director, North America, Intrepid Group, said, "There is a demographic shift from the traditional desire to own material things to search for memorable experiences that lasts for a lifetime. Intrepid Travel's research study with OnePoll found the top reasons North Americans, aged 18 to 24, want to travel in 2018 is because they care more about experiences over things, try new adventures and want to see the world.

Adventure travel continues to be a popular choice more than sitting on a beach, or backpacking. In Europe, we saw an increased booking in tours offering cultural experiences in destinations; few have had the opportunity to explore."

To mention a few, South Africa's Kruger National Park, Congo Basin's tropical rainforest, Rio Carnival in Brazil, the Sarawak rainforest World Music Festival are some of the most sought- after destinations.



## Mobile Bookings and online reviews

TrekkSoft's data revealed that 82% of bookings made by tour or activity operators were through the operator's website and among those bookings, almost 49% were made on mobile.

Bookings made on mobile have significantly grown providing a wealth of opportunities with easy facilitation, interesting interactions pre-trip.

Managing online reputation is quintessential; 9 out of 10 travellers find reading online reviews a must and 95 % of the travellers trust reviews from the third- party sites.

## Sustainability and lesser-known destinations

Over-tourism has ruined certain destinations and 2017 had locals taking to streets to protest in Barcelona and Venice which further sparked controversies across Europe. So, travellers will be looking to visit lesser known destinations to satisfy their wanderlust.

But the current sustainable practice is looking beyond protecting the environment and includes involving local communities and residents through voluntary commitments over legislation to create a win-win situation.



## Booming LGBTQ tourism- friendly destination

Some of the countries do not have LGBTQ-friendly law as there are tour operators who ensure the group travels safely. The modus operandi of the group is the tour operators like HE Travel, Out Adventures, Out Asia Travel, Source Events etc visit the countries in advance and locate businesses and guides that are progressive in their thinking even if the destination is not.



**John Tanzella, IGLTA President and CEO**, said, “More and more destinations and businesses will stand up to support LGBTQ tourism – particularly in places that haven't traditionally been associated with the market. IGLTA signed its first global partnership with a national tourism board in 2017 – Italy. I went to Slovenia for the first time to discuss LGBTQ tourism with governmental and industry leaders in Ljubljana at the end of last year. We've also seen significant membership growth throughout Brazil and Japan across all business types and expect to see the rise of emerging LGBTQ markets in 2018 and beyond.”

## Tech Talk



## 6 Convention Centres in the world with Trending Technologies

**T**oday's world is on hyper-connected digital platform. The workers and the exhibitors spend their days communicating with their peers via email, text and instant messaging services.

Now most of the convention centres in the world are embracing technological advancements along with innovations. The needs of attendees

are evolving now. They want smart ways to make their events or exhibitions successful. They want power sockets, fast Wi-Fi, sustainable practices and are driven by a steady desire to be wowed by tech.

Here MICE Travel Advisor lists top 6 convention centres which are revamped and refurbished with the new technological tools for making events, conferences or exhibitions successful and smart.

## San Diego Convention Centre, California, USA

San Diego Convention Centre comes to the MICE world with 615,000-square-feet of exhibition space, 204,00 square-feet of meeting area and high-end waterfront. It has developed its 600 Distribute Antenna System (DAS) upgrade. This helps to make good communiqué in the isolated spots of the poor coverage inside the convention centre, by installing a network of small antennas throughout the event space. DAS antenna elevations are generally at or below the clutter level, and node installations are compact. It also helps to create an area of wireless coverage to increase the level of indoor Wi-Fi.

## Swiss Tech Convention Centre, Switzerland

SwissTech Convention Centre makes a world-class tool for exchange of knowledge installed “Grätzel cells” which is the world's first solar photovoltaic façade developed with the support of Romande

Energie. The new \$255 million convention centre anchors “Innovation Square” and Polytechnic School of Lausanne (EPFL) with the world-class futuristic convertible seating arrangement. This transformation is driven by GALA Systems technology developed in Quebec. In this system, the floor opens and mechanical arms lift the chairs into the air so that they can flip down under the floor.

## NH Hotels, Spain

NH Hotel Group, the widely popular Spanish-based hotel chain headquartered in Madrid, takes the newest step for technological innovations along with sustainability, starting from the LCD brochures to the 3D presentation capabilities in the conference halls or large meeting spaces. Powered by Power Point, NH Hotel can host business meetings with pre-recorded or live holograms of attendees who could not be present in person.



## Las Vegas Convention Center, USA

The Las Vegas Convention Centre targets for the best communication technology with more innovation with the installation of smartphone tracking— a brand new tool which allows the convention centre to generate “attendee maps,” that reveal where and when the attendees are spending most of their time. This new implication reveals the locations on the floor of the convention centre that gets the most foot traffic meaning that premium prices can be assigned to the most valuable space, or even the way convention centres design their layout could be altered. It is just another step in optimizing the functions and success for every kind of convention and event.

## R. David Thomas Executive Conference Center, Durham, USA

Located on the Duke University's campus, R. David Thomas Executive Conference Centre has implemented a series of new technical tools to make the events more engaging and effective. Mimio boards is a white board technology that capture and

save written images from the desktop. This convention centre also features tele-suite communication centres and even offers on-site podcasting. These are combined with the aptitude to meet any request from rear projector screens to touch panel controls to smart boards.

## Raleigh Convention Center, USA

Experienced in hosting events for 2,500 members of the North Carolina Technology in Education Society, Raleigh Convention Centre offers more than 3,200 wireless devices to meet the high bandwidth demand during conferences or events. It helps to make communication easier.

Most of the convention venues are taking the new advancement technology and sustainability very seriously. These six convention and exhibition centres impressed the global MICE industry with their commitment to innovation in both technology and sustainability. These are committed to satisfy the need of a modern event professional, who looks for reliable and innovative technology.



## Dubai World Trade Centre saw a record number of business tourists' footfall in 2017

Dubai World Trade Centre welcomed a record of 3.3 million delegates and attendees in 2017, which is about 9% hike from the previous year, making China, Germany and Turkey as top nation for MICE tourism.

The international participation in Dubai World Trade Centre Authority (DWTCA) also posted a steady increase, as DWTC hosted over 1.1 million foreign business travellers in 2017, representing 42 percent of overall participant volumes and 6 percent annual growth.

The Dubai World Trade Centre Authority (DWTCA) has announced the result with the record visitors' footfalls, which is the region's largest trade venue,

hosted 353 MICE (Meetings, Incentives, Conferences and Exhibitions) and business events. The year-on-year footfall increase was driven by the calendar's ability to attract high quality visitors, delegates and attendees from 185 countries – and participating exhibitors with 56,360 exhibiting companies from 154 countries. With 39,202 exhibitors from overseas markets, the Dubai World Trade Centre Authority (DWTCA) registered a 10 percent increase in this base over 2016 on the back of proven participant ROI for foreign firms.



## 'Thailand 4.0' projects to boost the MICE tourism

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'Thailand 4.0' a new MICE tourism economic reform and infrastructure project aim to elevate the development model.

The mega project includes a submarine cable network that connects Thailand, Hong Kong and China, an electric rail system in Bangkok, and the expansion of major airports including

Suvarnabhumi Airport, Don Mueang International Airport and Chiang Mai International Airport. These new projects are in the conduit that has sparked interest from foreign players in the region including India and Japan. In the year 2017, Thailand welcomed over 36 million MICE travellers, who generated upwards of 179 billion Baht.

## Boston Convention & Exhibition Center takes \$2.2 million plan to study on expansion for MICE

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Massachusetts Convention Center Authority supports Boston Convention & Exhibition Center with the budget of \$2.2 million to study the possibility of expansion of the convention & exhibition center, which have been on hold for 3 years.

On Thursday, the Massachusetts Convention Center Authority accepted an agreement valued at up to \$2.2 million for a team led by Kansas City, Mo.-based architectural firm Populous to craft a campus master plan and to study the feasibility of future expansion options. The main goal of Boston

Convention & Exhibition Center is to figure out the best way for the MCCA to use 30 undeveloped acres behind the sprawling South Boston complex, in what has become one of the country's hottest urban real estate markets.





## Canada targets MICE tourism from Indian market

Canada aims to attract more MICE tourists from India, as in the last year there is a growth of 18 percent with the arrival more than 250,000 tourists.

Speaking about the latest development Bardish Chagger, Minister of Small Business and Tourism, Government of

Canada said, PM Justin Trudeau is here on his first official state visit. People to people ties will further develop the relationship between Canada and India. The tourism numbers have further increased from India in 2017. The 34 MICE Travel Advisor

tourism in Canada is a CAN\$90 billion industry and is the largest service exports. With a high percentage of youth population, in 2018, Canada is aggressively focusing to tap the millennial segment from India. Also the destination is looking to tap the 55 age plus travellers from India.



## Farnborough International Exhibition and Conference Centre opened new conference zone center

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Farnborough International Exhibition and Conference Centre has opened the new 20,000sqm conference and exhibition rooms for the business events, exhibitions and conferences that can accommodate to accommodate up to 10,000 guests. This is about £30m purpose-built centre brings new, modern event space to market for organizers. Gareth Rogers, CEO of Farnborough International commented that Farnborough International brings decades of experience in

delivering complex events on a world stage to the running of this Exhibition and Conference Centre. The new exhibition and conference centre of Farnborough joins with a collection of existing venues on the site and already has a number of events confirmed including: Screwfix Live, Merchandise World and Kidz to Adultz South. It will be at the heart of July's Airshow – a biennial event which in 2016 saw US\$124bn worth of deals announced.



## 7th Azerbaijan International Travel and Tourism Fair, AITF

The main event of the country's tourism industry, the 17th Azerbaijan International Travel and Tourism Fair, AITF 2018 will be held from 5th to 7th of April. For many years now, the exhibition has remained relevant and has kept on delighting its guests and visitors with tourism opportunities in various destinations.

The exhibition will be held at Baku Expo Centre and will bring together representatives of tourism market, government agencies and national and regional tourism organisations under its roof. This major specialized event of tourist industry of the entire Caspian region will again turn into a platform for important meetings, partnership agreements and announcement of new programmes and destinations.

AITF 2018 will be held with the strong support from the Ministry of Culture and Tourism of the Republic of Azerbaijan. The exhibition is also supported by its permanent participant, Azerbaijan Tourism Association (AzTA). AITF has always enjoyed the support from international organisations, such as the World Tourism Organization (UNWTO) and the Asia-Pacific Tourist Association (PATA). The exhibition is organised by Iteca Caspian and its British partner, ITE Group plc. This year's exhibition will present various tourist destinations, airlines, hotel chains and other tourism services. Among participants there are companies from Azerbaijan, Bulgaria, Georgia, the Dominican Republic, Indonesia, Italy, Morocco, Russia, Slovenia, Thailand, Turkey, the Czech Republic and many other countries. The exhibition

will also widely present Medical and Health Tourism sector where participants will demonstrate a number of services for combining holidays abroad with highly qualified medical services. National and regional stands will be a part of the exhibition. The country-partner of AITF 2018 is Bulgaria which annually takes part in the exhibition with its national stand.

The AITF exhibition has been active in showcasing the development of domestic tourism in Azerbaijan. And this year will be no exception, the tourist potential will be demonstrated by the country's regions, and tour operators. Traditionally, the Ministry of Culture and Tourism of the Republic of Azerbaijan and Azerbaijan Tourism Association (AzTA) will be represented in separate stands.

The exhibition will also feature a workshop for establishing business contacts and conducting negotiations with representatives of leading local tour companies and exhibitors.

The AITF 2018 exhibition will become a platform for the announcement of new tourist products, while serving as a meeting point for partners and for establishing strong business relations.

**When :**  
5th – 7th April, 2018  
**Where :**  
Baku Expo Center-  
Baku, Azerbaijan



# IMEX Frankfurt

At IMEX in Frankfurt, taking place 15 – 17 May, thousands of hosted buyers and buyer attendees from all over the world will meet and do business with almost 3,500 international destinations and venues under one roof. They'll also discover the latest learning ideas in over 180 education sessions, make new contacts and catch up with colleagues at many networking events.

Carina Bauer says that innovation is at the heart of IMEX in Frankfurt and they are creating a series of new initiatives that will meet the needs of buyers and exhibitors and substantially enhance their business experience.

The innovation begins on EduMonday, a free, full day of learning and insights taking place the day before the show. Open to all IMEX attendees and exhibitors, EduMonday brings together a vast

range of learning sessions, with insights into event design, future trends and the power of partnerships.

From general education open to all – planners, suppliers, partners, exhibitors - to specialist sessions designed for specific areas of the industry, the expert-led education programme

during EduMonday will help attendees

foster fresh ideas and new habits, with a firm focus on professional development.

The Agency Directors Forum is a new facilitated forum for professionals who own, or are part of a senior management team at small to mid-size meetings and events agencies. Future meeting professionals can kick start their career at Rising Talent, a new programme designed for the under 35's by the under 35's. London Business School's Executive Director of Thought Leadership Adam Kingl heads up PCMA Business School, offering a free MBA-quality professional development programme.

IMEX is also offering the Event Design Certificate, a full day workshop intro to the Event Canvas Model, a strategic event management model for customer-centric events. This allows 30 English and 30 German-speaking event professionals to take their career to the next level by taking the certification free of charge on the day. There's also exclusive education and networking for corporate meeting planners and association meeting planners in the form of Exclusively Corporate and Association Day.



**When :**  
15th -17th May, 2018

**Where :**  
Frankfurt, Germany

# ITB China 2018

Top Speakers from major travel companies, such as Ctrip, one of the biggest online travel agencies in China, as well as American Airlines, VisitFinland, Wyndham Hotels, Meituan, Mafengwo, Merlin Entertainment, Lushu and China Tourism Association will provide exciting insights into their expanding markets at the second edition of ITB CHINA Conference (16 – 18 May 2018 in Shanghai).

The Chinese travel think tank will be co-hosted by TravelDaily and with its wealth of up-to-date information will provide key insights relating to seven distinct areas: 'Destination', 'Travel Tech', 'Corporate Travel & MICE', 'Online Travel', and - for the very first time - will also feature sessions on 'Unique Travel', 'Business Travel' and 'Education & Job'.

On 17 May 2018 the ITB CHINA Conference will offer everyone working in the business travel market an ideal platform for training and

networking at the Business Travel Day. Practical workshops with up-to-date information on methods and strategies will provide both career newcomers and corporate travel managers with first-hand knowledge and updates.

This year's exclusive partners are CITS American Express Global Business Travel, Carlson Wagonlit Travel China and BCD Travel. Admission to the Business Travel Day is free for visitors of ITB CHINA. Clients from all ITB CHINA business travel day partners will be sending their corporate travel managers to attend this event and senior representatives will have up-to-the-minute panel discussions, presenting current topics and profound knowledge in the areas of Business and Corporate Travel.



**ITB**  
China

The Marketplace for China's Travel Industry



**When :**  
16th – 18th May, 2018

**Where :**  
Shanghai World Expo  
Exhibition & Convention  
Centre, China

# ITE Hong Kong 2018



The city's only travel fair, ITE Hong Kong, in two trade days (requiring registration for admission) draw over 12000 regional buyers and trade visitors with 6000 from travel agents and 2400 from corporations and MICE, in two public days 88000 public visitors with 87% prefer traveling in FIT / private group and promote trendy travel themes for the regional travel trade and affluent travelers of MICE and FIT.

ITE Hong Kong 2018, comprising of the 32nd ITE (leisure) and the 13th ITE MICE, will be held from June 14th to 17th, 2018 at Halls 1A to 1E of the Hong Kong Convention & Exhibition Centre. Organized by TKS Exhibition Services Ltd, ITE is supported by China National Tourism Administration, Hong Kong Tourism Board, travel and MICE associations in the region etc. ITE last year drew from 56 destinations all over the world 645 exhibitors of which 88% from abroad, of which over 170 exhibitors targeting MICE market.

A survey last month on ITE's MICE/corporate visitors on incorporating travel theme to enhance MICE trips, 64% of the respondents chose Green Tourism, the highest, while 52% selected Food & Wine, to be followed by Cruise at 38%,

Volunteerism at 32% and Sport Tourism at 27%. Also, respectively 46% and 49% respondents reported their corporations will organize Incentive Trips and Overseas Events in the coming two years. Further, 37% respondents indicated their corporation will spend more on travel in the coming year, outnumbering those cutting back (13%) by almost three to one, while half see no change in spending. In short, Hong Kong companies are not cutting back on travel spending but instead more discerning on how the money are being spent. Some repeating official pavilions and independent exhibitors, such as Thailand, Turkey, Taiwan and separate pavilion / stand from some cities, resorts and travel agents from Japan, are expanding substantially with the biggest doubling scale in 2018! Newly exhibiting destinations from, for examples, Catalonia of Spain, Uzbekistan, Fiji Islands, Selangor from Malaysia and Danang of Vietnam etc and to those who absent for some years such as Greece, Egypt, Kazakhstan and Nepal. In addition, we are expecting few more new official stands / pavilions say from Europe and Oceania etc.

In trade days are some 20 seminars on leisure, MICE and corporate travels; Business Matching for quick dating between buyers and sellers etc. Over 100 travel seminars are held in the public days with the most popular drawing over 200 audiences! Our B2B & B2C programs consist of free services and optional services for exhibitors before and during ITE.

**When :**  
14th – 17th June 2018  
**Where :**  
Hong Kong, China

# Russia Hotel Upgrading & Development Forum



The Russia Hotel Upgrading & Development Forum is

scheduled from May 16-17, 2018 in Moscow, Russia.

Mykar's Russia Hotel Upgrading & Development Forum gathers high level executives from hospitality industry developers, investors, Government, Developers, Regulators, Construction Companies, Architects, Solution providers, Financial Institutes and Associations in a focused 2-day program. Panel discussions and presentations will elaborate investment strategies, commercial challenges, operational efficiency and updated technologies required for guaranteeing customer satisfaction and success.

## Topic Highlights

- Updated 2018 Outlook And Market Trends
- Understanding plans for stimulating the growth in Russia

- Exploring and investing in Russia
- Luxury, Mid-Market And Budget Segment Outlook
- Boutique, Lifestyle, Luxury Serviced Hotel Apartments
- Hotel Properties Within Mixed-Use Developments
- Finance Availability And Return On Investment
- Facility Management
- Customer Experience & Loyalty
- Architectural Innovations And Design Company Showcases
- Energy and operational efficiency in hotels
- Trends in hospitality technology

**When :**  
16th – 17th May, 2018

**Where :**  
Moscow, Russia

# PATA Annual Summit 2018



The PATA Annual Summit 2018 is a four-day event that brings together travel's most progressive thinkers to connect, share and move travel forward under the theme 'Building Bridges, Connecting People: How Collaboration Creates Opportunities'. The event, generously hosted by the Korea Tourism Organization (KTO) and Gangwon Province, will take place from May 17-20 at the Lakai SANDPINE in Gangneung, Korea (ROK).

The Annual Summit programme embraces a dynamic one-day conference that will examine the various connections that are helping to shape the industry as we move towards a more exponential future, bringing together a diverse line-up on international thought leaders, industry shapers, and senior decision-makers. Former United Nations Secretary-General, H.E. Ban Ki-moon is set to be the opening keynote speaker for the conference.

The conference is followed by the half-day UNWTO/PATA Leaders Debate, where tourism leaders from both the public and private sector will come together to discuss the challenges and opportunities facing the industry. Former UNWTO Secretary-General, Dr. Taleb Rifai, as well as the Honourable Edmund Bartlett, C.D., M.P., Minister of Tourism of Jamaica, have both confirmed their participation at the debate.

The event also provides the opportunity for students and young professionals to engage with industry leaders at the PATA Youth Symposium, highlighting PATA's commitment to the development of the 'Young Tourism Professional' (YTP).

Other confirmed speakers during the event include Adrienne Lee, Director of Development, Planeterra Foundation; Alistair McEwan, Senior Vice President, Commercial Development Asia & ANZ, BBC World News; Amy Kunrojpanya, Director of Communications, Asia Pacific, Uber; Dr. Chris Bottrill, Vice Chairman of PATA and Dean of Global and Community Studies, School of Tourism Management, Capilano University; Ambassador Dho Young-shim, Chairperson of UNWTO ST-EP Foundation; Edward Chen, Co-founder and Chief Marketing Officer, oBike; FaezFadhilillah, PATA Face of the Future 2017 and CEO and Co-founder of Tripfez; Kyle Sandilands, Director and Cinematographer; Michelle Kristy, Associate Expert-Women and Trade Programme Sustainable and Inclusive Value Chains Section, SheTrades; Pai-Somsak Boonkam, CEO & Founder, LocalAlike, Raya Bidshahri, Founder & Chief Executive Officer, Awecademy, and Vinoop Goel, Regional Director-Airport, Passenger, Cargo & Security Asia Pacific, IATA.

Delegates attending the event will experience the diverse landscapes of Gangneung, Korea's best all-year-round destination. A popular destination among locals, Gangneung combines the white sandy beaches that stretch across the East Coast with the misty peaks of the Taebaek Mountains, also referred to as the spine of the Korean Peninsula.

**When :**  
May 17th - 20th, 2018

**Where :**  
Gangneung, South Korea

**When:**  
**27th – 28th February**  
**2018**  
**Where: Dubai, UAE**



**MICE ARABIA CONGRESS**  
*GCC's Premium MICE & Luxury Travel Platform*

## **MICE ARABIA & LUXURY TRAVEL CONGRESS 2018**

The 6th edition of the MICE Arabia & Luxury Travel Congress successfully concluded last week highlighting the importance of “creating memorable experiences” This years' edition saw business at an all-time high with select 100 % Middle East buyers, world class suppliers and more than 20 hours of networking, thus making it the regions' one of a kind platform, carefully curated for organizers of MICE, business & luxury travel from the Middle East.

Over the past six years, the MALT Congress has grown in importance and stature attracting not only business leaders, but high calibre industry professionals, government policy makers and other senior decision makers. Mirza Usman, Account Director, Business Travel, Millenium Copthorne commented that the Congress gets an exciting mix of delegates from corporates, luxury travel buyers to organizers of MICE, which is an interesting mix. He also indicated that the diverse mix of professionals that the MALT Congress hosts is an advantage for knowledge exchange and understanding what's on the mind of the high spending GCC buyer.

MALT Congress provides hosted buyers with a personalized schedule of one to one meetings with a handpicked selection of leading suppliers, speaking on the effectiveness of the pre-arranged one to one meeting appointments at the MALT Congress. Dag Kastensson, CEO of the Swedish destination management company, SNE Northern Europe said that it is an extremely important way of doing business. In short, they got to meet the right people, which is efficient for both sides. Face to face meetings are essential in their business. The GCC market has great potential, with new and more time efficient daily nonstop flight routes to all Scandinavian capitals, he believes it will have an enormously positive effect and they will see many more visitors from the GCC area in the coming years.

Many delegates lauded the platform's efficiency in making the right business connections through prequalified appointments as well as ample opportunities for networking slotted in throughout the two-day agenda.

“The congress mirrors the increase, both in confidence and business levels across major industry sectors in the GCC” commented Sidh N.C, Director, QnA International. From success stories, best

practices to leadership lessons, the conference program also featured, H.E. Sara Al Madani, Board Member, Sharjah Chamber of Commerce & Industry and well known entrepreneur, she outlined top tips on converting every challenge into an opportunity, and discussed how effective leaders build teams, maximize performance, and transform organizations. She said that they have had an exciting two days, a clear pattern of trends and business game changers emerged over the course of the event, and these are seen as an imminent and important characteristics in the world of MICE and Luxury Travel.

Sidh N.C. concluded by saying that creating memorable experiences continues to be a defining attribute of MICE, business & luxury travel from the region. This year they also saw an increase in the number of top middle east buyers, thanks to great feedback from the participants and sponsors, which will help them to plan for the next edition of the MALT Congress.



**When:**  
**18th - 20th January 2018**

**Where:**  
**Bombay Exhibition Centre**



## OTM Mumbai 2018

OTM Mumbai, the largest travel trade show in the Asia Pacific region which concluded on an optimistic note. 1000+ sellers from 50+ countries and 27 states networked with 10,000+ trade visitors, at Bombay Exhibition Centre, between 18th to 20th January 2018. OTM has emerged as the largest travel trade show in the Asia Pacific region, on the basis of number of participants and gross exhibition area rented.

The show was inaugurated by Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India. In his inaugural address he expressed his delight seeing the turnout of the global participants and expressed satisfaction about the mix of international and national participants, approximately 400 and 600 respectively.

Guest of Honour Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra remarked that Mumbai was proud to host the leading travel show in the Asia Pacific region. He also mentioned OTM as an offshoot of the oldest travel trade show in the country.

Many sellers appreciated the quality and value addition ensured by Fairfest Media, the organisers of OTM. According to their feedback, OTM is the best in class travel show globally and has assisted them in generating a large number of business enquiries from the Indian market. Visitors included hosted buyers all the major cities in India. The highest number of hosted buyers were from Delhi. National Tourist Organisations like Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives and many other such organisations displayed colourful country pavilions, along with a large number of local hotels, attractions and operators. Countries like Australia, Bulgaria, Canada, Dubai, Germany were represented through private operators at OTM 2018. At OTM, Knowledge Partner - Cox & Kings introduced the Baltic States comprising Estonia, Latvia, Lithuania and Finland. It also introduced Indo-China package showcasing Vietnam, Laos and Cambodia.

**Outbound Sellers Speak:** Egypt Tourism had a fantastic experience at OTM this year. Ismail A Hamid Amer, Regional Director, Egyptian Tourism Counsellor said he always believes that OTM is their partner. The China Tourism delegation ensured their attendance in a big way at OTM 2018. Tian Xin, Director, China National Tourist Office, New Delhi termed OTM as a very effective platform.

**Indian Delegates Speak:** Smt. Neela Lad, Regional Director (West), India Tourism Mumbai Office said that OTM 2018 had a balanced mix of participants from outbound and inbound. She added it assisted in creating awareness on destinations in North East. Through OTM, the North Eastern travel destinations in India initiated a dialogue with Indian film producers. Tater Mize, District Tourist Officer from Government of Arunachal Pradesh appreciated the efforts of Fairfest Media.

**Business Sessions at OTM:** Dignitaries at the panel discussion - Cine Locales by Film Tourism Consortium brought to the fore the permits involved and the reasons why film producers find it easier to shoot a film abroad. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra thanked the panelists for bringing up the concerns at OTM 2018 and assured the producers that by OTM 2019, they said issues will get resolved as far as shooting in Maharashtra was concerned. He also asserted that Mumbai is home to Bollywood and all should work at selling Mumbai first and then the rest of India.

Promoting Tourism to North East by DoNER session comprised a presentation on the eight breathtakingly beautiful and scenic landscapes of the North East - Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The presentation was followed by an official release of the Report on Film Tourism in the North East.

Travel Technology Track, an initiative by TravHQ and OTM was a knowledge sharing platform to showcase innovative technologies in the travel segment. It decoded the Indian traveller and outlined that customer experience was one aspect which was observed as being missing nowadays.

Major focus on customer experience was termed as the highlight of 2018 where technology will be playing a key role, remarked speakers. The session also brought to notice that we still have a long way to go as far as technology is concerned and called it the way forward.

The session Millennials are the next frontier by Phocuswright observed that one cannot understand a millennial (travellers below 35 years) completely as their wants and desires keep changing time and again. Hence it is difficult to be 100% ready for a millennial traveller. During the session what came to notice was that millennials value experience more than the price. Millennials are the driving aspect of experiencing a destination. Hence, the industry needs to personalise as per their desires to win over a millennial traveller. 20% of development in tourism can be seen if the personalisation is enhanced.



# CALENDAR of Events



**AITF**

Baku, Azerbaijan

[www.ite-exhibitions.com](http://www.ite-exhibitions.com)

5-7 April

3-5 April



**WTM Latin America**

Sau Polo, Brazil

[latinamerica.wtm.com](http://latinamerica.wtm.com)



**Serviced Apartment**

**Summit America**

New York, USA

[www.servicedapartmentsummitamericas.com](http://www.servicedapartmentsummitamericas.com)

9-10 April

9-10 April



**Eye for Travel**

San Francisco

[events.eyefortravel.com/san-francisco-summit](http://events.eyefortravel.com/san-francisco-summit)



**The Hotel Show Saudi Arabia**

Jeddah, Saudi Arabia

[www.thehotelshowsaudiarabia.com](http://www.thehotelshowsaudiarabia.com)



**Riyadh Travel Fair**

Riyadh KSA

[www.riyadhtravel.net/](http://www.riyadhtravel.net/)

10-13 April

10-12 April



### Digital Travel Apac

World Sentosa, Singapore  
digitaltravelapac.wbresearch.com

17-19 April



### Arabian Hotel Investment Conference

Ras Al Khaimah, United Arab Emirates  
www.arabianconference.com/

17-19 April



### Kazakhstan International Tourism Exhibition

Almaty, Kazakhstan  
www.kitf.kz/en/

18-20 April



### WTM Africa

Cape Town, South Africa  
www.africa.wtm.com/

19-20 April



### Digital Travel Summit

Las Vegas, USA  
digitaltravel.wbresearch.com

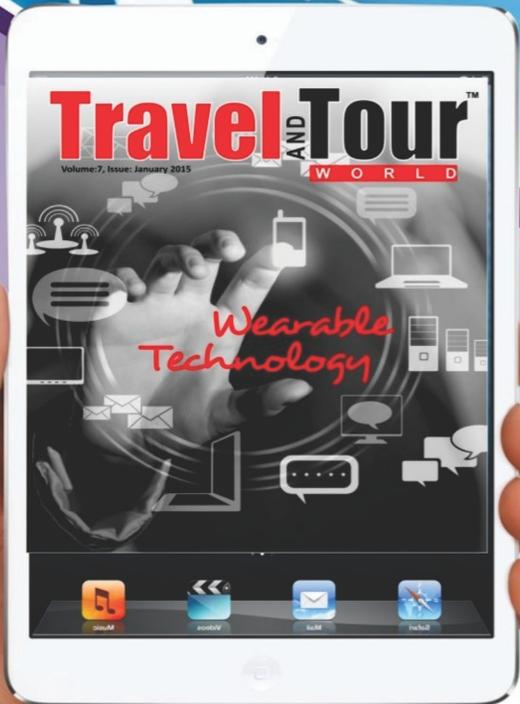
30 April to 2 May



### World Tourism Forum

Istanbul, Turkey  
www.worldtourismforum.net/

24-26 April



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