

# MICE Travel Advisor

Volume:7, Issue: August 2018



# ISRAEL

**A DYNAMIC  
BUSINESS  
DESTINATION**

# CONTENTS

## 04. Spotlight on: **Kenyatta International**

**Convention Centre** is a major landmark within the Nairobi City Centre and is complacently placed within walking distance from modern hotels.

## 08. Tech talk: **IPv6, Internet Protocol Technology**

is fast gaining momentum in the convention centres. IPv6 is currently trending, ensures maximum connectivity and event planners are adapting to this.

## 11. Cover Story: **Budget-friendly business travel**

gives a chance to explore some really intelligent travel techniques that slash your travel spending while minimizing probable hiccups along the way.

## 16. Centre of Attraction: **The Sand Expo and**

**Convention Center** is a fully integrated property designed to satisfy every single requirement of any attendee or organiser, participating or arranging an event of any size.

## 20. Venue Check: **Israel** has a tangible impact on

work, themed summits, events and trade delegations that provides in-depth view of business opportunities and networking.

## 28. MICE APPOINTMENTS

### 29. MICE Bites

### 32. Show Highlight

### 51. Show Review

### 52. Calendar of Events



04

Kenyatta International  
Convention Centre



16

The Sand Expo and  
Convention Center



20  
Israel



# From the Editor's Desk

Dear Readers,

There were major appointments and expansion in the global MICE industry last month. The Melbourne Convention and Exhibition Centre was officially opened and it now offers 25% increased event space.

It has been predicted by Global Business Travel Association (GBTA), business travellers might have to pay more for flights and rooms in future due to rising fuel prices and increasing demand in hotels.

Travelling on strict budget is a top priority these days for corporates, Cover Story on Budget-friendly business travel suggests how to keep the expenses on trips to responsible minimum.

In the World Bank's 2018 Ease of Doing Business Survey, Israel was ranked 54th out of 190 economies. It held 16th position in the category of protecting minority investors and 29th in resolving insolvency. Venue Check on Israel shows how the diversity in work, business approaches, hospitality and work culture is facilitating important industries to thrive.

Kenyatta International Convention Centre is significantly placed, poised to attract and the first preference for many business visitors. Read Spotlight On to know more. Centre of Attraction focuses on The Sands Expo Convention Center which seamlessly hosts events and is renowned for outstanding delivery.

Tech Talk on Internet Protocol Technology reveals with the advancement in technology there will be more than 30 billion connected devices by 2020 enabling faster connections while organising meetings.

Go through MICE bites, MICE Appointment, Show Highlight, Show Review, and Calendar of Events to remain updated from the world of corporate travel.

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03 MICE Travel Advisor

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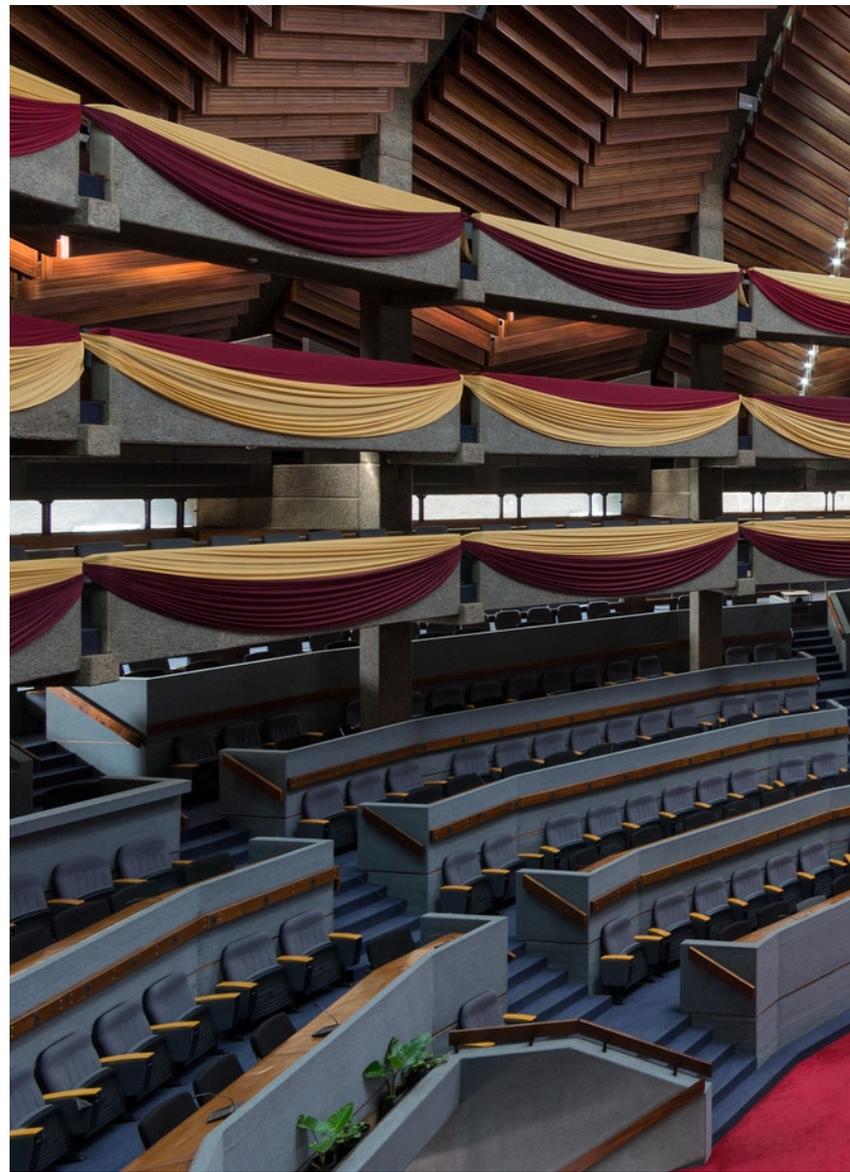
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Spotlight on



# KENYATTA INTERNATIONAL CONVENTION CENTRE

## A viable business hub!

Kenya is a top performer in the regional East African Market and is a key point for international businesses intending to foray in the region's emerging markets. It is numero uno in the 19-member COMESA (Common Market for Eastern and South Africa) trading bloc and many foreign companies have built plants here for manufacturing.



Businesses conducted among the COMESA member countries can evade tax which adds up to their profit margin.

According to the Global Innovative Index (GII), Kenya is the third most innovative country in the Sub Saharan Africa and as the 78th most innovative country globally. Its strengths lie in access to credit specially microfinance loans, innovative linkages, exports of creative services,

workforce efficiency, printing etc.

Asian manufacturers like India and China have set up their warehouse in Kenya. They send their semi-finished goods here and use EAC trade protocols to circulate them around the East African countries like Tanzania, Uganda and Rwanda.

## ***Kenyatta International Convention Centre (KICC),***

the largest convention centre in Eastern Africa, was set up under the Tourism Act 2011 to promote the Meetings, Incentive travel, Conferences and Exhibitions (MICE) industry. In 1976, KICC was commissioned by the first President of Kenya, Jomo Kenyatta.

The State Corporation establishment holds a large



capacity of delegates with state-of-the-art facility. The Tsavo ballroom is the largest room in KICC that can host upto 4000 people and offers banking facility, expansive grounds, ample and secure parking.

KICC has a revolving hotel that rotates 360 degree in every 76 minutes and provided a panoramic view of the Nairobi City.

Over the years, the centre has been revamped and refurbished. The meeting rooms and their facilities have been rebranded to reflect the massive diversity of Kenya's tourist attractions.

KICC is made with cuboid features in a cylindrical shape. It has a plenary hall, a helipad, a courtyard and is fortified with sound-proof walls. Its Simultaneous Interpretation Equipment (SIE) can translate up to 7 languages.

The centre is accessible to all the guests with

ramps running throughout the centre which eases mobility. Guests can expect a world-class experience offered by the well trained professionals.

Kenyatta International Convention Centre takes care of every detail needed to plan and execute an exceptional event. The special suppliers work stringently to provide a seamless event experience.



## Facilities available

- World-class facilities for Meetings, Incentives, Conferences & Exhibitions
- Upgraded office space
- Sumptuous catering services through prequalified caterers
- View Tower
- Parking facilities
- Customisable exhibition strategies for national meetings, incentives for conventions and exhibitions
- Ancillary support

## Location & Security

Kenya's government square bordering the Kenya Police headquarters, Kenya's Supreme Court, the Kenyan Parliament and the County government offices houses KICC.

Safety and security is a prime consideration at the KICC and it has well structured and organised security apparatus that works in collaboration with several security agents in the country.

The internationally renowned centre for meetings is a major landmark within the Nairobi City Centre and is complacently placed within walking distance from modern hotels. Accommodation needs of the guests are well catered during business stay.





Convention centres are the biggest part of investment in any urban area. It is because; these spaces offer flexible areas with good connectivity to promote your business. Good connectivity and data sharing help to satisfy the

clients. Now, convention centres are upgrading and working consistently to make “smart” space with upgraded tech-driven amenities and sustainability features.

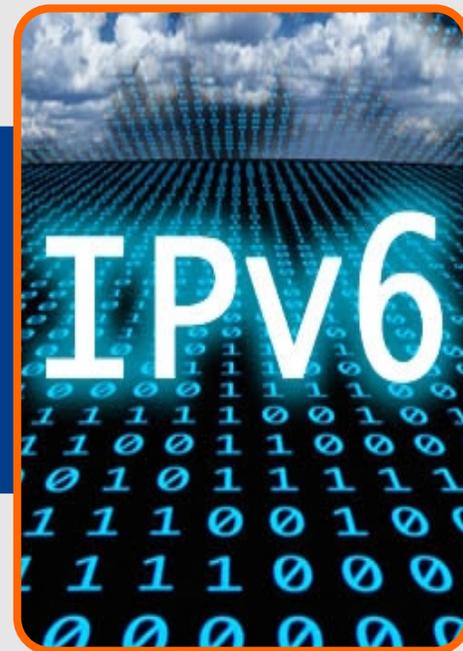


## **IPV6- FUTURE INTERNET PROTOCOL TECHNOLOGY** for Every Convention Centres

## What is IPv6?

One of the recent versions of networking is IPv6. This is communication protocol providing an identification and location system for computers on networks and

routes traffic through internet. IPv6 is the replacement for IPv4. This address space protocol underlies today's internet communication.



## History of IPv6

In the history of internet protocol, IPv6 has very slow progress. Launched in 2012, IPv6 now has 128-bit address space which is equivalent to  $3.4 \times 10^{38}$  IP addresses. Accepted in Belgium, Greece, Germany, Switzerland,

India and USA, IPv6 comes with many security features and good connectivity. Many convention centres are already switching over to IPv6. IPv6 is the present trend and ensures maximum connectivity moving forward.

## Why IPv6 is necessary

As convention centres are continuously developing technically, IPv4 is exhausting easily. In today's world, IPv4 is common. IPv4 is depleting as number of connected devices are multiplying. This makes it necessary to have a new standard of internet networking protocol to

accommodate everything ranging from computers and mobile devices to watches and cars. For this the transition from IPv4 to IPv6 is vital for event planners and organisers to ensure their meetings and conferences are better positioned in the coming years.

## Power over Ethernet

Most of the modern summits or events rely on a significant number of connected devices. IPv6 supports new services, increases security features and is seen as a more capable option to the outdated IPv4. IPv6 is driving a stronger internet connection. Event planners should consider both benefits and logistics of transitioning to IPv6 to secure their events and keep pace with the increasingly connected landscape. In this situation, you need to know about **Power over Ethernet**.



## Power over Ethernet

The demand for wireless devices has grown year over year. This PoE has made it easy to develop VoIP telephones, wireless access points and many other network connected devices. UPoE monitors the

increased demand from multi-radio wireless access points, thin clients, cameras, digital signage, building automation systems to developed sensors.

## Adoption of IPv6

It is predicted that by 2020 there will over 30 billion connected devices providing services to make the meetings smart. With the advancements in technology, many new devices will be connected to the internet. For this we need faster connection. IPv6 will enable us to be

better connected. Through the web-connected devices, it is easy to organise a meeting. These devices also help to smoothen the events. With IPv6 there is virtually no limit to the number of devices that we will be able to connect to the Internet.

### IPv6 Deployment as of 2018

- Over 25% of all connected networks advertise IPv6 connectivity.
- Google reports 49 countries deliver more than 5% of traffic over IPv6.
- Google reports 24 countries whose IPv6 traffic exceeds 15%.
- India and U.S. currently dominates in IPv6 deployment.

# BUDGET-FRIENDLY BUSINESS TRAVEL BEST TIPS

Corporate travel is exciting and exhilarating.

However, making corporate travel savings might appear quite challenging, especially for organisations with a large number of employees flying to various locations at different times of the year.

So a smart planning process is likely to enable employers to make sure such trips are affordable.

A budget-friendly business or incentive trip possess immense potential to leave travellers and stakeholders motivated and happy! CEOs, here goes the happy tidings: you can keep your travel costs low sans compromising on tour quality and safety.



## SAVE AND TRAVEL SMART...

Our article lets you explore some really intelligent travel techniques that slash your overall travel spending while minimising probable hiccups along the way.

### #1. Toughening corporate travel policy

Right from booking flights to meal allowances and dealing with expenses, there are some essential factors to consider while establishing a corporate travel policy.

So it is important to analyse the existent corporate travel policy and examine if it is smart enough to cover every sphere of travel spend within the company. First of all, one must make sure the fundamentals are in order – a proper approvals process complete with guidelines on reservations and bookings, on-site spending and expenses.



### Attempting savings on airline tickets

Airfare is generally exorbitantly priced therefore business tourists need to be vigilant about the ones they book. For instance they can save just by being flexible on the dates of travel and airline they use and booking economy flights only.

One can also make efforts to reduce corporate travel costs by signing up for alerts for airfare promotions and discounted rates.

### #3. Cutting costs of hotels

Room rates vary to an enormous extent, even within the same hotel, but it is possible to reap rewards of great savings if one is a thoughtful spender.

CEOs of certain brands might decide where their employees might opt where they would prefer to reside during their tours. But then corporate travellers need to be certain to set a budget threshold. They can also specify the standard room expectations and whether they would cover minibar charges, Wi-Fi costs and more.



Offering employees control over their food and transport go a long way in averting overspending. Meal expenses might be set as an overall allowance per day. This gives the employee a choice of how much he can afford to spend individually on breakfast, lunch and dinner.

In terms of transport, one should advise employees to choose the most economical procedure factoring in journey times.

### #4. Setting realistic food, travel allowance

## #5. Planning in advance

A golden rule to save money is planning in advance!

When it comes to planning business tour, it is always wise to plan much ahead. For instance, travellers should make attempts to book flights and hotels in advance since they tend to dramatically increase in price nearer the time.

In addition, being smart about who is covering the client meetings also proves to be a smart practice.



Hiring a professional business travel specialist can assure you the most effectual business travel spend. They are known to collaborate with travel management programmes and services and can save money, stress and precious time!

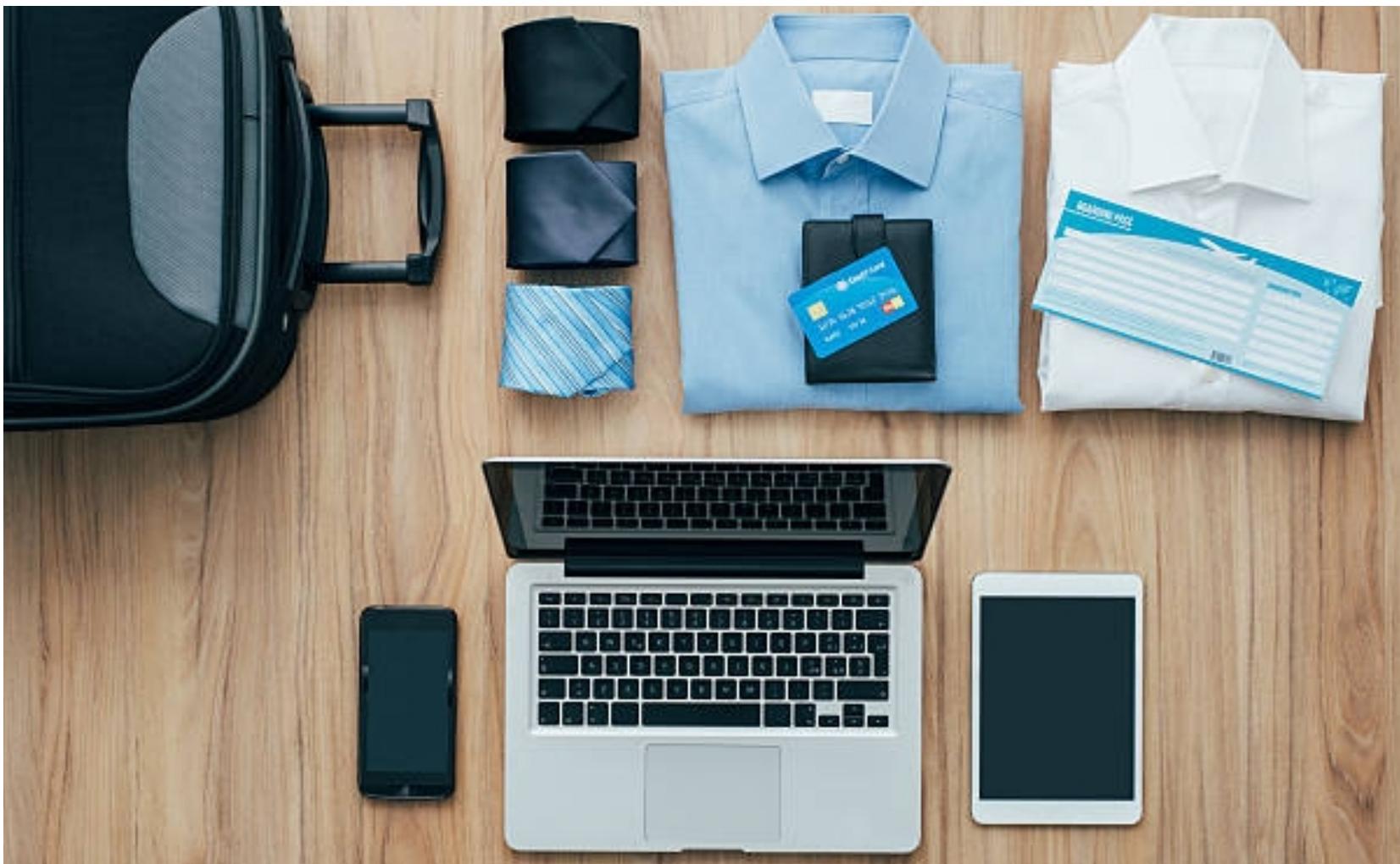
These organizations imparts complete visibility of travel arrangements, helping them in appropriate decision making that leads to significant cost-reduction.

## #6. Hiring travel management service

## #7. Rewarding employees

Every time travellers opt for a more cost-effective alternative, they are eager to save the company finances and over the course of a year, they can really add up and make quite an impact.

Offering them an incentive to encourage further savings can prove to be a constructive idea.



***It could be a voucher for their favorite store, a share of the savings, or time off – just some way of thanking employees for reducing your travel costs and encouraging them to keep doing it. Always be trip-ready with these fantastic cost-saving ideas that can never go wrong!***



According to Statista, the statistics portal for market data and market research, the Sands Expo and Convention Center is one of the leading convention centres in the United States as of August 2017, in terms of size. It has around 1.25 million exhibit space with innumerable sponsorship and digital signage opportunities, allowing the organisers and convention managers to attract the attention of the participants and exhibitors in various ways.

## SANDS EXPO & CONVENTION CENTER

Where events impress & inspire!

## Looking back...

Inaugurated in 1990, Sands Expo and Convention Center was the second largest convention centre in the United States then, as it was the exclusive privately owned and functional convention centre in America. Las Vegas Sands Corporation is the owner as well as the managing body of this centre. Majority of the events organised at the adjoining Venetian hotel and Palazzo casino takes place in the convention centre.

## Quick specifications

Sands Expo has approximately 2,250,000 sq ft of exhibit space on a single floor, with ceiling height of 25 feet. It has 37 meeting rooms, 8000 booths with the capacity to hold 1890 people in theatre style, 1260 people in banquet style and 787 people in classroom style. It has a parking space of 4000 sq ft. Also, there are AV facilities, business centre, CCTV, compressed air, elevators, escalators, food services, high-power outlets, internet access, handicapped access, security, steam, teleconferencing and much more.

## Why choose Sands Expo?

This fully integrated property is designed to satisfy every single requirement of any attendee or organiser, participating or arranging an event of any size. It not only offers million square feet of seminar or meeting space but also has flexible boardrooms, luxurious suites, banquet, classroom and other entertainment facilities.

The convention space is situated at a maximum of 3-4 minutes walking distance from the suites. Most of the meeting and exhibit spaces are linked by escalators, providing smooth access for the participants from one corner to another.





One of the forerunners in eco-friendly operations in Las Vegas, the centre is devoted to eco-friendly and sustainable efforts like cutback on wastes, resource conservation and utilization of sustainable materials which in turn benefits the meeting customers.

The convention centre has innumerable hotels, restaurants and entertainment options in and around, giving the attendees a fresh lease of life. Majority of these amenities are located within 10 minutes walk from the venue.

Sands Expo has 5 large expo halls, offering fully customisable space to suit the purpose of any trade show or board meeting, be it classical or non-traditional.

Unparallel catering services, professional show cleaning services and a skilled production team committed to offer superlative technical excellence make Sands Expo a 'must-to-organise' convention centre at the city centre.

The robust Wi-Fi network of Sands Expo with 3

Gbps for meetings and conventions offers zero downtime.

Well trained staff and on-site support of Sands Expo help the organisers to reach maximum attendee productivity. The centre has critical industry expertise that is proficient to meet the needs of key industries.

## Best hotels near the convention centre

This combined meeting and event space has several hotels of varying budgets in and around. Some of the top names include the Palazzo Resort Hotel Casino, Treasure Island – TI Hotel & Casino, the Venetian Las Vegas, Wynn Las Vegas, Harrah's Las Vegas, the Mirage Hotel & Casino, the LINQ Hotel & Casino to name a few.

## Few upcoming events...

With more than 60 important conventions every year, Sands Expo and Convention Center is all set to organise upcoming events like OFFPRICE Specialist Show from August 11th till 14th, Vision Expo & Conference on September 27th, G2E 2018: Global Gaming Expo, IMEX America from October 16th, AAPEX 2018 from October 30th and others.

To conclude, Sands Expo and Convention Center is a fully equipped events space in Las Vegas, designed to meet every need of an event, big or small, with élan.



Venue Check



# ISRAEL

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20 MICE Travel Advisor



Image courtesy of the Israel Ministry of Tourism.



Diverse landscapes, sheer beauty, rich history, people, culture and sights — the land of Israel is incredibly varied leaving anyone gasp in awe!

Continuous expansion in the service industries and business sector with scientific and technological innovations has led to exponential growth in the MICE industry. The country has a tangible impact of work; themed summits, events and trade delegations providing in-depth view of business opportunities and networking are constant phenomena here.

21 MICE Travel Advisor

The Israeli startup is basically supported by its diversity and immigrants and entrepreneurs here work on a global scale as Israel has no local or regional market. The country is small in size, with just 8.5 million people wherein two-third population comprises newcomers. Tel Aviv is the second largest startup ecosystem in the world after the Silicon Valley. Major multinational companies like the Intel, Microsoft, Google, Facebook have their research and development centre in Israel.

In 1993, the Israeli government started “Yozma” (meaning initiative) to provide attractive tax incentives for foreign venture-capital investments in the country. This helped in garnering \$3.3 billion between 1991 and 2000 in the venture capital outlay.

It is believed that every Israeli family has one entrepreneur sharing their knowledge and resources with the community. Several accelerators and incubators nurture startups leading to a huge number of meets and events taking place almost every day.

The economic policies of the government are conducive for running business. However, there are restrictive trade policies in favour of domestic producers.

The Israeli economy's biggest assets are its high skilled and well-educated labour force.



## ICC JERUSALEM INTERNATIONAL CONVENTION CENTER

The largest convention centre in Middle East, known as Binyenei HaUma ( in Hebrew), is a bearer of the country's grand heritage and dates back to more than 60 years. The ICC is well equipped with the latest technology and meets international standard. It has competitively surged ahead and emerged as a prime destination for business conventions and event industry. The center has hosted a plethora of events – the reception for Presidents and VIPs, professional fairs and exhibition, business events

and social gatherings. There had been local and international conventions and conferences along with mind-blowing performances in its auditorium stage. Its facilities include 12,000 m<sup>2</sup> of display space for exhibitions, 27 conference halls and seminar rooms. At a time it can accommodate about 10,000 people. There is a well-equipped business center and dozens of alcoves catering to breaks and meetings. The major highlight of the center is its size and spaciousness which can be divided as per requirement.

## TEL AVIV CONVENTION CENTER

The high-end center attracts more than 2.5 million visitors every year. It hosts innumerable exhibitions, stage performances and events of international standard. It is known to seamlessly assist public and professionals to curate events and programs.

Third-party production companies and organisers host their exhibitions every year. The Tel Aviv Convention

Center is poised for business events. Professional events like product launches, promotional events, corporate events, cocktail parties, HR events, political events, etc. are held here.

It is also an ideal location for TV shows, advertising shoots and fashion shows. This

cultural and business venue of Israel is a buzzing hub for all types of conventions, lectures, seminars with the capacity of hosting fifty to thousands of participants.

Its luxurious conference hall is equipped with cutting-edge technology making it the perfect destination for performances and parties providing a unique experience.





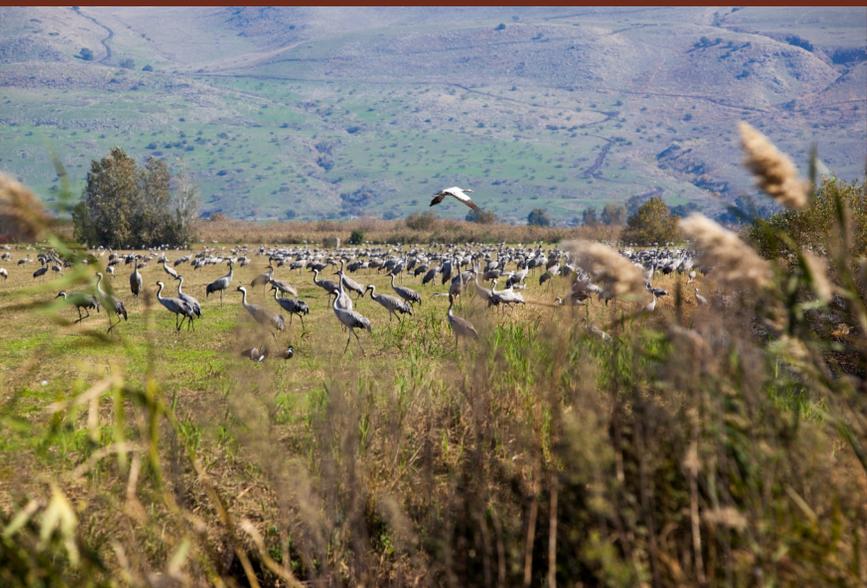
Israel has an exhaustive list of attractions, historical monuments, adventurous and entertainment activities in Caesarea National Park, Tel Aviv Museum of Arts, 3 Vines Winery, Church of holy Sepulchre, The Garden Tomb, Mount of Olivers, Yad Vashem, Isreal Museum , Gethsemane and many more. So, don't miss out on these amazing sights!

Business travellers can check-in these hotels — Jerusalem Gate Hotel, Crown Plaza Jerusalem, Prima Park, Ramada Jerusalem, Leonardo City Tower Hotel, Rimonim Tower, Leonardo Boutique Tel Avi — for a comfortable stay.



## Quick fact

- The global MICE industry is valued at \$752 billion in 2016 and is estimated to reach \$1,245 billion by 2023, according to the Allied Market Research.
- The Global MICE Industry will have a registered CAGR of 7.5% from 2017 to 2023.
- Israel's economic freedom score is 72.2, deeming it as the 31st freest economy in the 2018 index



# 2019 looks to be a very big year for the incentive market,

*Chad Martin, Israel Minister of Tourism, North east region director, in an exclusive interview with Travel And Tour World, speaks about the consistent tourists growth and planned agenda for MICE tourism in Israel.*

**MICE Travel Advisor:** Israel saw a record number of tourists in the first half of 2018. What according to you drew tourists?

**Chad Martin :** The first half of 2018 has been a record-breaking tourism year for the destination, injecting more than NIS 12 billion (\$3.3 billion) into the Israeli economy. From January to June 2018, Israel welcomed about 2.1 million tourists—an increase of 19 percent over the same period in 2017 (1.74 million) and 26 percent more than 2016.

Israel enjoyed consistent double digit growth in the last few years. Our momentum has endured because Israel is a diverse destination with myriad reasons to visit, from historical, religious, and cultural to world-class culinary attractions.



**MICE Travel Advisor:** Which countries are majorly contributing for tourism boom? Is over-tourism a growing concern in Israel?

**Chad Martin :** The US remains our strongest market and it's continuing to grow with 470,200 tourist entries in 2018, 17% more than 2017. North America alone makes up approximately 25% of all incoming tourism to Israel.

The demand for hotel rooms, however, is quickly exceeding Israel's supply particularly during peak seasons so we've seen a lot of recent developments to counteract the issue. Developers are seeing this as an opportunity to build additional properties across the country that will target multiple demographics. In Tel Aviv for example, this year alone we've seen the opening of several luxury hotels. We've also seen a rise in boutique properties that will attract a younger and trendier crowd.

The country is also boosting its infrastructure to support locals and the increase in tourist arrivals. In September, Israel's much-anticipated high-speed train connecting Jerusalem and Tel Aviv will be the first electric railway line in Israel.

**MICE Travel Advisor: What activities are being undertaken to promote the destination?**

**Chad Martin:** Israel is in many people's bucket list and as a multifaceted destination we try to focus on offering an experience that reflects the interest of every kind of traveller. Our LGBT travellers, for example, will find that our Pride Week in Tel Aviv as one of the biggest and most inclusive LGBT events in all of Europe and the Middle East. The Latino market will enjoy Israel's spiritual and historical values. We have activities ideal for each member of the family, whether it is visiting the Old City in Jerusalem or enjoying the beaches in Tel Aviv.

The ministry of tourism is actively participating in numerous conferences, events and promotional activities across the spectrum. We actively engage travel professionals with a strong presence at events such as IMEX, Virtuoso, IGLTA, GTM and others, while

also taking an active role in faith based conferences and seminars. For the past two years, we have also been participating more and more actively in engaging the MICE sector.

**MICE Travel Advisor: How is the MICE industry flourishing in Israel?**

**Chad Martin:** Israel is a vibrant destination, rich in cultural and leisure options and an exciting place to host MICE event and is considered as a "startup nation". We understand the importance of having these groups visit our country to show them the best accommodations and activities while also offering comfortable spaces and convention centers for their events. Israel has attracted numerous tech brands to establish major research facilities, which has resulted in an increase in corporate meetings and conferences both locally and internationally.

As Israel continues to grow economically and specifically in incoming tourism, interest and production are sure to continue to grow in this sector. The Ministry of Tourism will continue to invest to ensure that we are generating interest and serving the demand. While many projects are confidential, we can say that 2019 looks to be a very big year for the incentive market specifically with some groups anticipating as

many as 6,000 participants. A few years ago these types of numbers were unheard of.

**MICE Travel Advisor: UNWTO declared this year as the Year of adventure travel. Any measures the tourism board will take?**

**Chad Martin:** Adventure tourism has always been a big market in Israel. Though geographically, Israel may be best known for being home to the lowest place on earth – the Dead Sea, the destination has a multitude of outdoor activities due to its diverse landscape. Travellers can go rappelling in the Ramon Crater, the world's largest erosion crater, camping under the stars in the Negev Desert, ride in a hot air balloon above the Jezreel Valley, kayaking/rafting in the Upper Galilee or go hiking in the biblical oasis of Ein Gedi in the heart of the Judean Desert.

In April 2018, the Independence Trail was opened and it allows visitors to discover some of the nation's most significant historical monuments and explore its cultural and

national heritage. The new

1km walking route brings two stories to

life that are central to the story of modern Israel: the birth of Tel Aviv in 1909 and the birth of the State of Israel 39 years later in 1948.

The Ministry of Tourism regularly promotes Israel as an adventure destination through press hostings and media, while also participating in travel and adventure shows across the country.

**MICE Travel Advisor: Share your plans for 2018?**

**Chad Martin:** Our new international airport opening later this year and new airline routes will make Israel even more accessible. We will continue unfolding other parts of Israel to expose beautiful parts of the country that are yet to be explored by my many of the tourists visiting Israel for the first time.

**MCEC appoints it's new Director of Information Technology**

Melbourne Convention and Exhibition Centre (MCEC) appointed Celeste Johnston as Director of Information Technology. She joins MCEC from AGL where she was Head of Digital Technology Quality Assurance Digital Transformation Capability Leader. She has held a number of senior positions with organisations including Credit Suisse, Telstra and Coles Myer. She has extensive experience in digital transformation; ensuring technology delivers business value and leading large, complex digital delivery services.



**Alain Pittet is the new Executive Director of Ega**

Ega appointed Alain Pittet as its new Executive Director to advise and support the company in their next level of internationalisation. Alain Pittet will lead a working group dedicated to the development of the international association congress business that is including association consultancy to help scientific communities to develop and grow.



**Shelley Spencer elected as the board member of ABPCO**

Ashelley Spencer has been appointed as new board member of the Association of British Professional Conference Organisers in July. ABPCO is the leading professional body for association conference and not-for-profit event organisers. Shelley Spencer joins a selection of representatives from around the UK, consisting of professional conference organisers, suppliers, venues, convention bureaus and universities. The board members are elected to serve for a three-year period.



**Handan Boyce is the new GM of ICEC**



Handan Boyce has been appointed as the GM of Istanbul Convention and Exhibition Center (ICEC). Handan Boyce is an experienced industry operator who has been the GM of the Halic Congress Center in Istanbul since 2011. She was responsible to operate in different positions in international industry associations ICCA and AIPC. She said that it is their mission and responsibility to revitalise and contribute to the reputation and to the potential of Istanbul being one of the world's leading meeting industry destinations benefiting our industry's leverage effect.

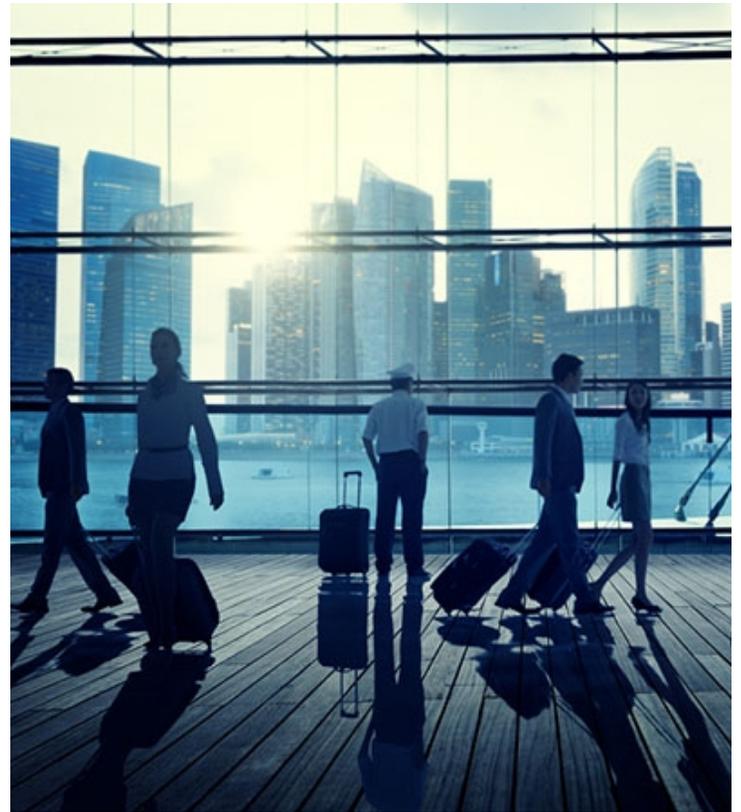
## Business tourists expect to pay higher amount for flights and rooms

# MICE Bites

Business tourists should expect to pay higher amount for flights and rooms in the coming year as predicted by the Global Business Travel Association (GBTA). The hotel prices are slated to rise by nearly 3.7% and airfare costs are expected to rise by 2.6% as per the Global Travel Forecast of GBTA that was produced in cooperation by Carlson Wagonlit Travel. Increasing fuel prices are triggering increases in airfare costs while rising demand is pushing hotel prices upward.

Kurt Ekert who is the president and CEO of Carlson Wagonlit Travel said that the prices are expected to spike in several global markets even as inflation continues to be subdued. Airfare prices in North America are expected to rise 1.8% but the cost of flying would rise more dramatically in various portions of Asia and Europe as reported by the project. Airfares in New Zealand are expected to rise by 5% and Indian airfares are expected to jump 7.3%

for instance. Airfares in China are expected to rise by 3.9%. This report expects flights to cost 3.9% less in Japan.



## Penang eyes on India's business market to improve business tourism

Penang focuses on Indian business market in an effort to enhance its MICE industry. The Chief Minister Chow Kon Yeow said the business events or MICE industry in the state had been showing steady and positive growth in the past.

He said that Penang government was focusing on the India market this year after the Penang Convention and Exhibition Bureau (PCEB), a bureau established to develop the MICE industry in

Penang, had successfully held its roadshow in the republic early this year.

MICE is a growing industry and Penang is working hard to penetrate into more new markets. For the record, the estimated economic impact (EEI) for business events in Penang had surpassed the RM1 billion target last year, recording RM1.002 billion compared with RM808 million in 2016.

## Australia launches redesigned website to attract Chinese business tourists

Tourism Australia has launched a redesigned version of its Chinese-language website for business events, to grow Australia's international business events visitation, worth \$4.75 billion to Australia's economy in 2017, and bringing more than 1 million international visitors down under. The business

visitors spend, on average, twice as much as leisure travellers, and are more likely to extend their stay and return for a future holiday. Attracting more business events will boost Australia's economy and support the almost one million Australians employed in our \$135.5 billion tourism industry.





## Australia's convention centres can earn more from MICE market

The tourism experts at a hotel conference in Australia last week stated that convention centres could garner huge amount and the sector was deeply seated into business that corporate events could bring. The Chief executive of Conventions and Incentives Sue Sullivan predicted that Queenstown could be the next city to have a convention centre. The upcoming two major convention centres are the \$475 million

convention centre in Christchurch and the Sky City convention centre in Auckland. As per an official business events boosted other sectors within the tourism industry that included the hotels and the food and beverage sector. Spatial planning should be taken into consideration and one should be visible. Fine dining is dying a slow death and one has to think beyond the brand standards to grow the food and beverage arm.



## International Travel Expo Ho Chi Minh City 2018

The International Travel Expo Ho Chi Minh City 2018 (ITE HCMC 2018) will expect more than 300 international companies and brands to set up booth at the Saigon Exhibition & Convention Center on September 6th to 8th, 2018.

ITE HCMC 2018 is the largest and most established annual international travel trade event in the Mekong sub-region is now in its 14th edition, and features services and products for both inbound and outbound markets.

### Domestic Participation in ITE HCMC 2018

The participants include the Department of Tourism (DOT) for several Vietnamese provinces, as well as various National Tourism Organisations (NTO) and Tourism Promotion Organisations (TPO) from top travel destinations in Asia.

There are over 30 DOTs from Vietnamese provinces and cities are expected to participate in this year's ITE HCMC, like Ben Tre, Binh Dinh, Danang, Daklak, Dong Nai, Dong Thap, Gia Lai, Hai Phong, Hanoi, Hue, Khanh Hoa, Lam Dong, Long An, Ninh Binh, Ninh Thuan, Quang Nam, Thua Thien Hue, Tien Giang, Vinh Long, and Vung Tau and many more.

### International Participation in ITE HCMC 2018

The buyers and visitors will also find kiosks from India Tourism; Japan National Tourism Organization; Korea

**When: 6th to 8th September, 2018**  
**Where: Saigon Exhibition & Convention Center, Ho Chi Minh City, Vietnam**

Tourism Organization; Malaysia Tourism Promotion Board; Ministry of Information, Culture and Tourism, Laos; Ministry of Tourism of Cambodia; Ministry of Tourism of Republic Indonesia; Myanmar Tourism; Nagoya City; Penang Global Tourism; Taiwan Tourism Bureau Bangkok Office; Tokyo Convention & Visitors Bureau; and Tourism Authority of Thailand (HCMC Office).

### Confirmed International Exhibitors in ITE HCMC 2018

The companies from the tourism hotspots of Australia, Bhutan, Cambodia, India, Indonesia, Japan, Laos, Malaysia, Myanmar, South Africa, South Korea, Taiwan, Thailand, and Vietnam, will also be present here.

### Hosted Buyers and Hosted Media Programme

Three hundred Hosted Buyers have also been invited in the show's International Hosted Buyers Programme, a long-standing and prominent feature in ITE HCMC. The buyers, like the exhibitors, will be able to book appointments

with sellers online, conduct buyer-seller meetings, and attend various networking functions during the three-day event.

### **Purpose of ITE HCMC 2018**

The B2B Buyer-Seller meetings are a highly efficient and popular feature with almost 5,300 meetings conducted in last year's edition. The organisers anticipate a 15% increase in the B2B meetings this year. All hosted buyers, from leisure, corporate, MICE, luxury, and special interest travel companies, are carefully selected and approved by an Advisory Committee comprising of travel industry professionals from independent parties in the region. 30 international hosted members of the media and bloggers from prominent travel, lifestyle, tourism, and broadcast platforms will also be present, and they will enjoy a customised itinerary programme featuring curated pre- and post-show tours to enjoy the best of Vietnam.

### **The Only Travel Event Endorsed by the Tourism Alliance**

ITE HCMC 2018 has become a prime platform for local and international industry players and leading brands to showcase their latest tourism products and services. The source for quality

agents and distributors; and expand their business into Vietnam and the Mekong sub-region.

### **Scope for ITE HCMC 2018**

ITE HCMC 2018 also provides attendees ample opportunities to build contacts, foster new relationships, and discover new business leads through activities and networking opportunities like the glitzy Grand Opening Ceremony and Gala Dinner; exclusive buyer-seller meetings; business matching and online pre-appointments; as well as seminars on key tourist markets and other tourism-related topics.

Organised by the Vietnam National Administration of Tourism, Ho Chi Minh City Department of Tourism, VINEXAD Trade Fair & Advertising JSC, and Informa Exhibitions, the exhibition is the only travel event endorsed by the Tourism Alliance of all five countries in the Mekong sub-region.

This includes the support from the Ministry of Tourism, Cambodia; the Ministry of Information, Culture and Tourism, Lao PDR; the Ministry of Hotels & Tourism, Myanmar; and the Ministry of Tourism and Sports, Kingdom of Thailand. It is also endorsed by the Ministry of Culture, Sports & Tourism, Vietnam; and the People's Committee of Ho Chi Minh City.

## Meeting Planners Russia

The annual edition of Meeting Planners Russia will take place on 10 and 11 September 2018 at Hotel InterContinental Tverskaya with a mission to enhance the MICE industry.

This long running workshop sees key worldwide destinations and MICE suppliers coming to Moscow in order to meet up with Russian and CIS event planners.

The selected hosted buyers are keen to find new business partners from various destinations and to discuss about their upcoming outbound MICE business.

The Hosted Buyers from leading outbound agencies as well as main corporate accounts will give 'acte de presence'. The corporate buyers are representing the strongest industries as Oil & Gas, IT and Pharmaceuticals, placing most outbound MICE business in international destinations.



**When: 10th to 11th September 2018**  
**Where: Hotel InterContinental Tverskaya,  
Moscow, Russia**



Business Development Director Asya Revina from Europe Congress said while discussing on the success and growth of Meeting Planners Russia, the events have reached over the years have been staggering. They are confident that the time they spend on thorough selection procedures and communication with the buyers have been paying off in terms of bringing high ROI to all participating Convention Bureaus, Tourism Bureaus and MICE suppliers. Many of the participating suppliers are returning yearly. They are looking to increase the values within for all participants, by improving the format, content and of course the outcome of the pre-scheduled and guaranteed meetings.

The 2018 forum in Meeting Planners will offer in total, two action-packed days, with pre-scheduled match-made face-to-face meetings, keynotes, networking, social sessions as luncheons and receptions.

The keynotes will be hosted by with the Meetology Lab. The Meetology Lab conducts in depth behavioral research to come to a better understanding why we communicate the way we do and how we can all improve ourselves professionally as well as personally. The Forum MC Jonathan Bradshaw, also CEO of the Meetology Lab will further host the destination

promotions included in Europe Congress' forum programme every morning.

### **Key Benefits:**

- 2-day exclusive B2B one-stop-shop forum;
- 30-40 pre-scheduled, match-made meetings;
- Boutique event with exclusive attendance;
- Max 60 destinations and providers only, assuring exclusivity;
- Keynote sessions by MICE industry experts;
- Varied event program with education, networking and socializing;
- Onsite supportive Europe Congress team
- High quality event setting and services
- 6th annual edition with proven business concept and results.

### **Agenda and Programme:**

- Pre-scheduled and match-made one-to-one meetings
- Day networking, benchmarking and socializing in an inspiring environment
- Keynotes by industry experts addressing trending industry topics
- Social gatherings as coffee breaks, luncheons and receptions

Pacific Asia Travel Association's one of the signature events and Asia-Pacific's international travel trade exhibition PATA Travel Mart is featuring its networking and contracting opportunities to help travel and tourism organisations access decision makers, meet new clients, expand their networks, establish new relationships, and consolidate existing business partnerships.

This three-day event is expected to attract more than 1,000 delegates from over 60 countries, facilitating over 10,000 pre-matched appointments and bringing together qualified international buyers and sellers for face-to-face meetings, educational forums, and networking functions.

Besides the Mart, PTM 2018 will also include the Travolution Asia Forum in partnership with Travel Weekly Group, the World Tourism Forum Lucerne (WTFL) Start-Up Innovation Camp, the 2018 PATA Gold Awards Lunch and Award Presentation hosted by the Macao Government Tourism Office (MGTO), and PTM Talks, as well as various social functions for networking.

PTM 2018 will also once again feature a Digital Hub exhibition that provides online, tech, and digital marketing companies with the opportunity to boost brand awareness while contracting directly with relevant businesses and organisations in the tourism and travel industry.

**When: September 12-14, 2018**  
**Where: Mahsuri International Exhibition Centre (MIEC), Langkawi, Malaysia**

Malaysia's Langkawi is the venue of PTM 2018. It is a tropical paradise known for its unrivalled natural beauty, friendly people, excellent food, duty-free shopping, and luxurious hotels and resorts. A cluster of 99 islands, Langkawi boasts emerald waters, stretches of white sandy beaches, and natural attractions. It is famed as one of the region's best holiday destinations, offering superb beach resorts, an international airport, picturesque golf courses, and well-equipped marinas.

Langkawi boasts with UNESCO Global Geopark in Southeast Asia, accorded for its geological formations dating back 550 million years comprising stunning landscapes, karsts, caves, sea arches, stacks, glacial dripstones, and fossils. The Langkawi SkyCab is offering some breathtaking views of the Andaman Sea and the Langkawi island group through an exhilarating cable car ride, with walking trails and viewing platforms offering panoramic landscapes at its middle and top stations. The Dataran Lang (Eagle Square) is situated near the Kuah Jetty and the most prominent landmark in Langkawi with its magnificent statue of the reddish brown eagle majestically poised for flight, from which Langkawi derives its name.

## Hotel Management Asia Summit

Hotel Management Asia Summit is an independent and ultimate platform will return to Hong Kong on 27 September, 2018 at The Mira Hong Kong.

This event will come to address all key management, operational, commercial and financial challenges that impact corporate and property P&L. Here the tourism has been recovering and increases in overnight stays.

Yet, 2018 will escort in new hotel openings for both cities- Hong Kong and Macau. The coming of new hotels, and new brand will inject huge vibrancy into the Asian travel markets. While the existing hotels will face challenges in room rates due to the increased supply.

In addition, recent launched of various lifestyle hotels, luxury accommodations, co-living spaces and extended-stay products have added to the competition, giving a new impetus in travel business. As such, hoteliers must innovate and reinvent, in order to drive financial results.

Hotel Management Asia Summit in Hong Kong will explore the latest consumer trends and revolutionary business models to help inspire hotel industry leaders in their quests to reinventing their operations.

### Hotel Management Asia Summit will focus on:

- Navigating the ever-changing distribution landscape
- Leveraging new consumer trends to grow rates and

**When: 27th September 2018**  
**Where: The Mira Hong Kong, Hong Kong**

generate peripheral revenue

- Enhancing operational efficiency through technology adoptions
- Strategizing on segment mix and source markets to ensure competitiveness
- Developing talents and controlling overhead costs





HOSPITALITY  
QATAR 2018  
FOOD QATAR

## HOSPITALITY QATAR 2018

4th Hospitality Qatar is the country's premier International Hospitality and HORECA Trade Show that continues to be at the forefront in guiding local, regional, and international businesses to Qatar's emerging opportunities in the hospitality sector.

From 6 to 8 November at the Doha Exhibition and Convention Center (DECC), in the heart of Doha, the exhibition will connect Hotel operators, HORECA suppliers, investors, and other industry professionals to display the latest products and solutions and discuss business partnerships.

With a keen focus on Hotel Supply and Design, Hotel Franchising and Investment, as well as Food and Beverages, Hospitality Qatar addresses the requirements of the key elements that make up rising hospitality industry of the country.

This event is a full-fledged platform that covers the HORECA market from every angle. The show offers a dedicated B2B Matchmaking program to help exhibitors and visitors of matching profiles meet and identify potential business opportunities. It also encompasses a wide range of dynamic concurrent events dedicated to HORECA specialists.

### **Hospitality Qatar Fostering Culinary Heritage**

In 2017, Hospitality Qatar introduced a new complementary section, HQ-Food Qatar. This new addition in 2018 was solely dedicated to the food and

**When: 6th to 8th November, 2018**  
**Where: Doha Exhibition and Convention Centre, Doha, Qatar**

catering industry in Qatar. Qatar's food market presents a timely opportunity to claim market share and grow businesses. HQ-Food Qatar provides platform for food and agricultural produce traders, suppliers, manufacturers, and other industry specialists, to meet major Qatari buyers and sign sizeable deals.

### **Here are the other concurrent events:**

#### **Salon Culinaire**

It is a signature culinary event that celebrates gastronomic excellence and creativity. The Salon will feature competitions and live demonstrations dedicated for top local and international chefs to showcase their skills and artistry across various scrumptious categories.

#### **Live Cooking Competition**

This will be a sizzling competition that will foster the skills and creativity of participating chefs to the test. Competitors will go head-to-head in this heated culinary face-off to present the finest dishes and claim the number one spot. It is a great chance for visitors to watch and learn from the very best.

## Mocktail Competition

It is a juicy opportunity for best bartenders to exhibit their beverage knowledge and skills, and experiment with different flavors and ingredients to create unique Mocktails. The competition will highlight the best talent in town.



## Barista Competition

It is a platform dedicated to the art of coffee making. This contest allows baristas to shine under the spotlight, express their passion, and stretch their imagination to serve classic coffee beverages and unique creations.



## Bangladesh International Tourism Fair

8th Bangladesh International Tourism Fair is the country's biggest and most prestigious tourism event in 2018.

BITF 2018 will be held from 4th to 6th October 2018, at Bangabandhu international Conference Centre, Sher-E-Bangla Nagar Dhaka. It is the world class conference center only centrally located as an upscale venue of the country giving easy access to all the national and international visitors.

It is mainly Business-to-Consumer event with little scope for B2B with vast presentation of international and national tour operators. Though mainly focused for out bound market but domestic products are showcased for visitors. Discounted tour packages for all types of customers are available at all stalls. This event will focus on the better communication of customers/ consumers with travel agents, tour operators, national / regional tourist organisations, government tourism departments, hotels, resorts, adventure tourism operators, airlines companies, car rental firms, Bangladesh railways and coach operators to give better services on different cruise lines, local guides, travel accessories & equipment for camping, biking, photography and amusement parks.

Bangladesh Foundation for Tourism Development (BFTD) is a nonprofit organization engaging for the development of local and regional tourism. BFTD conducts Road shows, FAM tours abroad establishing

**When: 4th to 6th October 2018**  
**Where: Bangabandhu International Conference Centre, Dhaka**

closer business contact with stake holders of neighboring countries.

The seminars on regional tourism will be organised, on request power presentation and B2B session are arranged for exhibitors. There are about ten neighboring countries will be participating along with high officials and cultural team. It is expected that the event will attract around 80,000 visitors including 100 foreign delegates.

8th Bangladesh International Tourism Fair will be inaugurated by Honorable Minister for Civil Aviation & Tourism in presence of Ambassadors, VIPs, and dignitaries.





## 2018 China (Guangdong) International Tourism Industry Expo

Successfully held for 13 years, China (Guangdong) International Tourism Industry Expo (CITIE 2018) gives an exposure to boost global tourism.

This event will be held in the Zone A of the China Import and Export Fair Complex in Guangzhou, China from September 7th to 9th, 2018.

Since 2005, CITIE focus on both B2B and B2C market to attract worldwide high-quality tourism destinations, service providers and suppliers, which is a professional platform sharing information, purchasing produce and business development for exhibitors and buyers.

CITIE 2018 has become the largest-scale international tourism exhibition in China. It covers a total area of 100,000 sqm, including the Belt and Road International Tourism Hall, China Holistic Tourism Hall, Tourism Hypermarket Hall, Tourism Gifts and Time-honored Brands Hall.

By taking the brand new destination image display, forward-looking think-tanks forum, diverse social activities and experiential tourism market and multiple other scenarios as breakthroughs, CITIE 2018 will show the best tourism destination resources around the world.

Previously, CITIE 2017 witnessed the participation of 55 countries, out of which the European countries accounted for 35% and the remote destination countries outside of Asia account for more than a half.

**When: 7th to 9th September, 2018**  
**Where: China Import and Export Fair Complex, Guangzhou, China**

There are more than 200 domestic and foreign travel agencies from Seychelles, Madagascar and Northern Mariana Islands, etc. joined the CITIE for the first time.

The number of new exhibitors increased by 80% compared with CITIE 2016. There were 56 introduction and marketing events and forums, about 20,000 professional buyers and 5,000 overseas buyers. The number of visitors was close to 500,000 person-times.



## 2nd Annual Global Hotels and Resorts

It is a 2-day conference organising by Bricisa Consulting Pvt. Ltd, 2nd Annual Global Hotels and Resorts will be on 24th -25th September, 2018 at the GEM Centre in Ho Chi Minh City, Vietnam.

With an economic growth topping 6 per cent annually for more than 15 years, it's no surprise that Vietnam's cities are flourishing as never before.

From Da Nang to Hai Phong, and from Hanoi to Ho Chi Minh City - tourism is booming along with the country's economic fortunes.

2nd Annual Global Hotels and Resorts is attracting Foreign Direct Investment (FDI) which has always been a key part of Vietnam's external economic affairs. This conference focuses on Vietnam as an emerging market for luxury Hotels and Resorts.

Vietnam National Administration of Tourism (VNAT) has come up with a master plan as Vietnam Tourism Development 2020 vision 2030 that includes boosting investment for Tourism Development and Tourism Management. They aim to increase GDP by 10% by 2020.

This plan also highlights an insight of the development of 7 tourism zones with specific tourism products 46 national tourist areas; 41 national tourist spots; 12 tourist cities and other key tourist spots.

This 2-day annual conference gives a knowledge sharing platform to the Delegates and Sponsors to

**When: 24th-25th September 2018**  
**Where: The Gem Centre –**  
**Ho Chi Minh City, Vietnam**

network with the Speakers who are the Government Officials. This is the platform where government authorities and industry leaders will get an opportunity to network.

### KEY HIGHLIGHTS:

- Identifying the significant market trends in the competitive hospitality market
- Understanding the needs of a diversifying market and discussing ways to tackle it
- FDI opportunities in Vietnam in 2018





## Tourism, Hotel Investment & Networking Conference (THINC) Indonesia 2018

The 6th edition of Tourism, Hotel Investment & Networking Conference (THINC) Indonesia will return to Jakarta where all industry stakeholders come together for unparalleled networking opportunities and an engaging conference agenda.

It will give a chance to explore latest trends, identify new opportunities, exchange ideas, share best practices and foster new partnerships at the THINC Indonesia 2018.

After a successful run for four consecutive years in Bali, THINC Indonesia 2018 would have the Opening Reception held at the Artotel Thamrin on the 5th September, 2018 evening and the conference will start at 9 in the morning of the 6th at the Fairmont Hotel.

Hosted by Hotelivate, THINC Indonesia pioneered hotel investment conferences in the region. The event provides a platform for business leaders and key decision makers to deliberate on the development and direction of the growing Indonesian hotel and tourism industry.

Since its inception, the conference has been the founding grounds for some of the most defining hospitality trends in this part of the world. Each year, THINC Indonesia brings together nearly 250 industry stakeholders, business leaders and key decision-makers from close to 15 nations.

**When: 6 September, 2018**  
**Where: Fairmont Jakarta, Indonesia**

To continue with the ethos of the event and to capture the true essence of the Indonesian markets, the one-day conference programme this year will be more fast-paced and content-driven than ever before.

THINC Indonesia 2018 is featuring master classes, one-on-one interviews with industry stalwarts, keynote addresses by subject-matter experts and interesting panel discussions. It promises to raise the bar, offering true value-addition for a diverse range of attendees.



Organising by TBEX Event, TBEX North America 2018 is expecting to attract 650 travel bloggers, content creators, influencers, photographers, videographers, and travel brands from around the globe.

This year, it will be 21st travel media conference, which will be held at Corning Museum of Glass in Finger Lakes, New York.

Patti Hosking, TBEX Vice President said that the Finger Lakes region of New York was selected as host destination for TBEX North America 2018 because of its diversity of stories and experiences that travel bloggers will find there.

With the introduction of Gorilla Glass, Corning Enterprises has become an integral part of every content creator's daily life.

And from the world-class Finger Lakes Wine Country region to quintessential Americana found in the

**When: 11th – 13th September, 2018**  
**Where: Corning Museum and Finger Lakes Wine Country, New York, U.S.**

Gaffer District to the extraordinary outdoor adventure opportunities, TBEX North America 2018 attendees will discover a myriad of reasons to explore, enjoy, and share with their audience. The opportunities for discovery and storytelling are boundless.

TBEX North America 2018 co-hosts have organized several Pre-BEX tours for attendees, and a series of post-conference FAM trips for select bloggers and influencers. These tours and trips are specifically designed so that those who participate can share stories of their experiences in Finger Lakes, New York with the world through their social feeds and blog and websites.



OTDYKH Travel Market is one of the leading travel and tourism event in Russia, The word OTDYKH means “leisure”, which is exactly the central aspiration of this fair.

The annually travel event in Moscow is the perfect start for the upcoming winter season on the Russian inbound and outbound market.

The Dominican Republic will be the official sponsor of the tourism Moscow fair OTDYKH 2018, and will double its stand to 200 m<sup>2</sup>.

The Dominican Republic will transfer to the Moscow fair its well-known atmosphere of popular festivals and visitors will enjoy the

**When: September 11–13, 2018**

**Where: Expocentre Fairgrounds, Moscow, Russia**

rhythms of its music, traditional dances, culinary offerings and the presentation of the immense tourist potential of the island, both for agents of the travel industry as for investors.

The Japan National Tourism Organization (JNTO) will be back to OTDYKH Leisure, this year's partner country. Japan National Tourism Organization stand will have 70 square meters, with exclusive design that will show to visitors the Japanese offer to tourists, with a comprehensive entertaining program including cooking corner with traditional Japanese foods.





## TTG Travel Experience

TTG Travel Experience is a prestigious annual show organised by the Italian Exhibition Group for companies operating in the field of tourism.

This mammoth European B2B marketplace for tourism supply- and demand-side operators (attendance of 73,000 from 90 countries in 2017) is unrivalled, particularly as regards its offer for Italy as a destination, with almost all regions in attendance.

Within the Italy Area, alongside hundreds of companies, consortia, chains, product clubs and all the leading players, the Outdoor Hospitality area will provide an interactive and evocative space dedicated to the trendiest and most innovative forms of outdoor hospitality.

TTG Travel Experience rationalises the exhibition space to make it even easier for visitors to navigate, as each area can be seen as a macro product cluster.

The high-end and most exclusive offer of various sectors will be concentrated in Exclusive Travel Experience, with refined and original layouts to host the companies that set themselves apart in their offer of exclusive travel experiences, by destination or type.

TTG Travel Experience's B2B vocation is reflected in concrete proposals that bring operators together.

**When: FIERA DI RIMINI**  
**Where: 12 to 14 October 2018**

These include Meet Your Destination, the online appointments diary that matches operators with Italian buyers specialising in the outgoing market, and the Meet & Matchspeed contact platform, which facilitates meetings with the buyers attending TTG Travel Experience.

Meet your Blogger is a tool designed to put operators in touch with experts in communication on social networks; while the workshop Travel & Association Day again gives exhibitors the opportunity to meet Italy's best and largest associations.

The companies at the show will be able to talk to more than 1,500 buyers, from Italy, Europe, North and South America, South East Asia, the Far East and the Arabian Gulf. Guided by TTG Travel Experience, the buyers will also have the opportunity to tour Veneto, Val d'Aosta, Campania and Lake Como.



The Hotel Show Dubai, Middle East's leading hospitality event returns this September and it is considered as the most hands-on hospitality experience to date.

This annual exhibition will be the gathering point of more than 30,000 international decision-makers. It is the premier platform for the Gulf's ever-growing hotel industry.

This event is renowned for being the one-stop shop where GMs, buyers, restaurateurs and developers can get their hands on products for every element of their guest experience – from décor, furniture and in-room technologies, to F&B supplies, gym and leisure equipment, and everything in between.

Now in its 19th year, this conference will be spread over seven halls at the Dubai World Trade Centre. It will offer a 360-degree showcase of modern hospitality with a show that educates, celebrates and defines both the present and future of the industry in the Middle East.

At the heart of that will be a raft of interactive features, live competitions and discussion seminars that will give a platform to those who are the lifeblood of the hotel and tourism industry, from housekeepers and sous chefs to property owners and franchisees.

**When: 16th to 18th September, 2018**  
**Where: Dubai World Trade Centre**

### **1. The Middle East Leadership Conference**

The Hotel Show Dubai's three-day duration has highly-influential talks will welcome a pool of more than 50 speakers, all of whom will be of General Manager position or above, making it the forum for hospitality-based discussion, debate and learning.

### **2. The Middle East Housekeepers' League of Champions**

A simple yet thrilling live concept: a pair of typical hotel rooms –complete with bedding, curtains, flooring and entertainment facilities – are set-up back to back...then trashed! There are two teams at a time compete head-to-head to put the room back to its original state in just seven minutes, with a knock-out competition whittling the predicted 30 entrants down to one eventual winner over three-days.

### **3. The Chef's Table**

The Chef's Table will pit head chefs and their teams from 12 Middle Eastern hotels against each other in a timed cooking competition, where the ingredients won't be revealed until the countdown clock starts ticking.

Sponsored by Carrefour and judged by four expert chefs, led by Chef Uwe Micheel, President of the Emirates Culinary Guild, each three-hour battle will see three full lunches and three dinner menus cooked-up daily.

#### 4. Huge number of attendees

Spread across sections dedicated to Interiors, Lighting & Design, Technology & Security, Operating Equipment, Bathroom & Sanitary Ware and HORECA, more than 600 exhibitor stands will fill The Hotel Show Dubai floor – with organisers expecting to welcome in excess of 30,000 visitors.



As, South America has huge potential in many countries in promoting tourism, SAHIC South America is an ultimate platform where all the tourism industry leaders meet.

SAHIC South America is going to feature four influential industry leaders and innovators: Elie Maalouf, CEO, The Americas of IHG and Fernando Poma, Vice President and Managing Director, Real Hotels & Resort, Grupo Poma and Herman Bern, President & Founder of Empresas Bern will represent the lodging industry and talk to issues and concerns that impact hotel owners, operators and brands on a global basis.

Additionally, speaker and peace leader Chef Juan Manual Barrientos, will share his “food for thought” with a keynote aptly titled “A Powerful Recipe for Colombia's Peace.”

Maalouf, Poma, Barrientos and Bern will address nearly 400 hospitality developers and executives with interest in South America to share their vision and insights regarding any and all aspects of travel, tourism, hospitality and development including expansion of travel accessibility to the continent, and

**When: September 24-25th 2018**  
**Where: Inter Continental Medellín, Colombia**

perspectives about the nuances of conducting business in the region.

SAHIC South America 2018 is the leading conference organizer for hotel and tourism investment in Latin America that promotes business and real estate projects in the region. SAHIC is an annual conference with its location rotating every year through different cities in South America.



One of the premier autumn professional tourism event in Kazakhstan, Astana Leisure 2018 focuses on the tourism potential of Kazakhstan, trends of autumn and winter seasons, the most convenient air flights, informative workshops, favorably priced solutions and special proposals for recreation, innovations in tourism industry.

Popularization of tourism, coverage of its contribution to the economy of the world community, the development of relations between the peoples of different countries are the main purposes of the event, which are fully shared by the exhibition organizers, Iteca LLP.

#### Participating Countries in Astana Leisure 2018

Number of participating countries in Astana Leisure 2018 will be from Egypt, Georgia, Kazakhstan, Morocco, Russia, South Korea, Thailand, Turkey, Ukraine, Uzbekistan and Vietnam.

#### Sections in Astana Leisure 2018

The traditional section “Medical tourism” will present the process of medical treatment abroad: from advice on choosing a clinic to obtaining a visa and a pleasant journey. This format allows visual demonstrating and effective presenting services for diagnostics, treatment and rehabilitation in health care establishment, not only to the end users, but

**When: 26-28 September, 2018**

**Where: Exhibition Centre Korme, Astana, Kazakhstan**

also to potential agents, which in the future will sell the product on the market. Among the announced participants are clinics, travel agencies and health resorts from Georgia, Kazakhstan, South Korea, Turkey and Ukraine.

A journey through the unique and uncharted expanses of Kazakhstan may happen right at the exhibition, thanks to the exposition of the regional Departments of Tourism, which will unleash the immense potential of Kazakhstan as a tourist destination. In addition to the tourism industry trends, new price offers and packages, Astana Leisure 2018 will present educational activities, special programmes and promotions for travel agents and informative workshops.

The organizers of the Exhibition Astana Leisure 2018 are the Exhibition Company Iteca (Kazakhstan) and ITE Group Plc (Great Britain).

**When: 13th - 14th July 2018**

**Where: Hyderabad International  
Convention Centre, Hyderabad, Telangana**



With an excellent response from more than 930 travel trade visitors and 900 walk-in visitors, and with the support from Ministry of Tourism of Government of India, State Tourism Boards and National Tourist Offices, Travel and Tourism Fair (TTF) in Hyderabad concluded giving an excellent platform in showcasing varied tourism products as exhibitors from 12 countries and 19 Indian states.

Inaugurated by Panyala Bhoopathi Reddy, Chairman, Telangana State Tourism Development Corporation and B Manohar Rao, Managing Director (FAC), Telangana State Tourism Development Corporation, TTF Hyderabad became the heaven of dignitaries and senior tourism officials.

Expressing his happiness on visiting TTF, Panyala Bhoopathi Reddy, Chairman, Telangana State Tourism Development Corporation said that TTF is a great platform for learning about tourism developments in different countries and states and it gives a chance to accept these policies to improve varied tourism products. The organisers of TTF have done an excellent work in bringing all the countries and state together under one umbrella.

B Manohar Rao, Managing Director (FAC), Telangana State Tourism Development Corporation mentioned, organised for 15 years now TTF Hyderabad has also

helped the general public in knowing about various destinations where they can enquire about the destination and book them.

The participants from different countries have participated here and helped in boosting the local tourism.

Sri Lanka Tourism Promotion Bureau participated with a large delegation as the Partner Country and Bahrain was the Feature Country. India, China, Dubai, Indonesia, Malaysia, Maldives, Nepal, Russia, Switzerland and Thailand were the other countries represented in TTF Hyderabad. Among the Indian states, Telangana and Andhra Pradesh participated as Host States and Goa, Gujarat and Karnataka were the Partner States.

About 24 corporates and 160 travel trade buyers from all over India were hosted for the show within the show venue hotel Novotel, attached to HICC. The hosted buyers have pre-scheduled appointments with exhibitors, using online diary.

Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd said that this show is a leading travel trade show that no one can miss. He added that HICC gave an excellent exhibition facility within a hotel premises with possible communication with buyers and sellers. He also hoped that 2019 TTF Hyderabad will come up with excellent new features.

# CALENDAR OF EVENTS

July 31<sup>st</sup> - Aug 1<sup>st</sup>

6th Annual MICE India & Luxury Travel Congress

Venue: Delhi, India

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



3<sup>rd</sup> -5<sup>th</sup> August

IITM Chennai

Chennai, India

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



18<sup>th</sup> -19<sup>th</sup> August



Travel O Fair

Surat, India

[www.travelofair.in](http://www.travelofair.in)

Aug 21 - 22

The Travel Industry Exhibition

Sydney, Australia

[www.travelindustryexpo.com.au](http://www.travelindustryexpo.com.au)



Aug 28 - 30  
IITM Mumbai  
Mumbai, India  
[www.iitmindia.com](http://www.iitmindia.com)



Sep 5<sup>th</sup> - 6<sup>th</sup>  
IBTM Americas  
Mexico City, Mexico  
[www.ibtmamericas.com](http://www.ibtmamericas.com)



5th - 6th September  
Thinc Indonesia  
Jakarta, Indonesia  
[www.thincindonesia.com](http://www.thincindonesia.com)

5th - 7th September  
Aviation Festival  
London, United Kingdom  
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