

MICE

Travel Advisor

Volume: 7, Issue: December 2018

ROME

a remarkably compact
business ecosystem!



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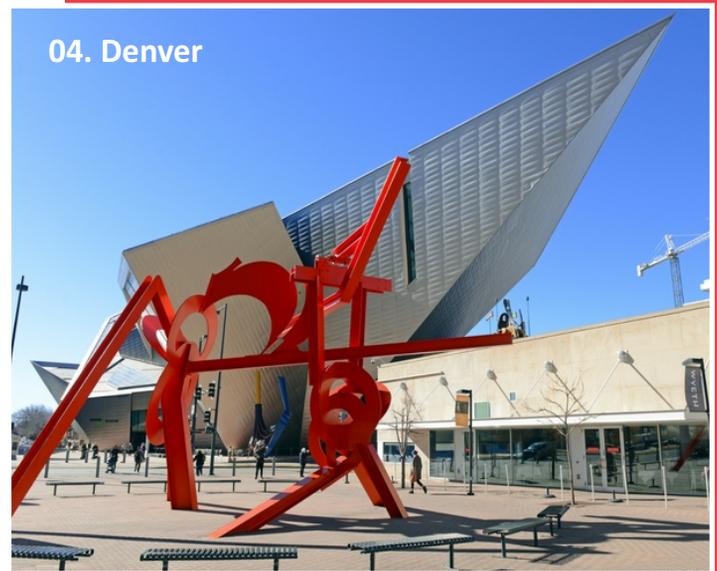
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Dear readers

We have finally come to the last chapters of this year. However, the sun never sets on business and travel.

Looking East, our cover page tracks the growth of China tourism industry in the Meetings, Incentives, Conferences and Exhibitions (MICE) segment. There is bird's eye view to the first-ever assessment of China's MICE market by the Global Business Travel Association Foundation. As you read through, step into Chengdu – the venue that is admirably supporting China's ambition to become the leading MICE destination. China's MICE segment is expected to touch U.S. Dollars 28 billion by 2025.

Tech Talks on the clouds - Wi-Fi has become a major consideration while travelling or attending events. Whether it is booking the flight or checking the status, making payments or surfing net for information, internet connection is critical while travelling. If you are attending an event or a destination you can share videos instantly or connect with loved ones back home. Steady Wi-Fi service is a vital point of consideration while booking hotels or destinations.

We have put our spotlight on Denver which features in the 'Hot List' of the 2018 Global Destination Index. The Symbiosis of the advanced convention centre and infrastructure, with rocky mountain landscape and urban adventure, makes it a most sought MICE destination.

MICE Travel Advisor springs a surprise by featuring 'The Eternal City' as a convention destination. Rome known for pleasures, cultural legacy, and several historic attractions, has matured into the hub of meetings and conferences for business travellers across the globe.

We wish all our readers a very Merry Christmas. Feel free to share your views at pr@travelandtourtworld.com

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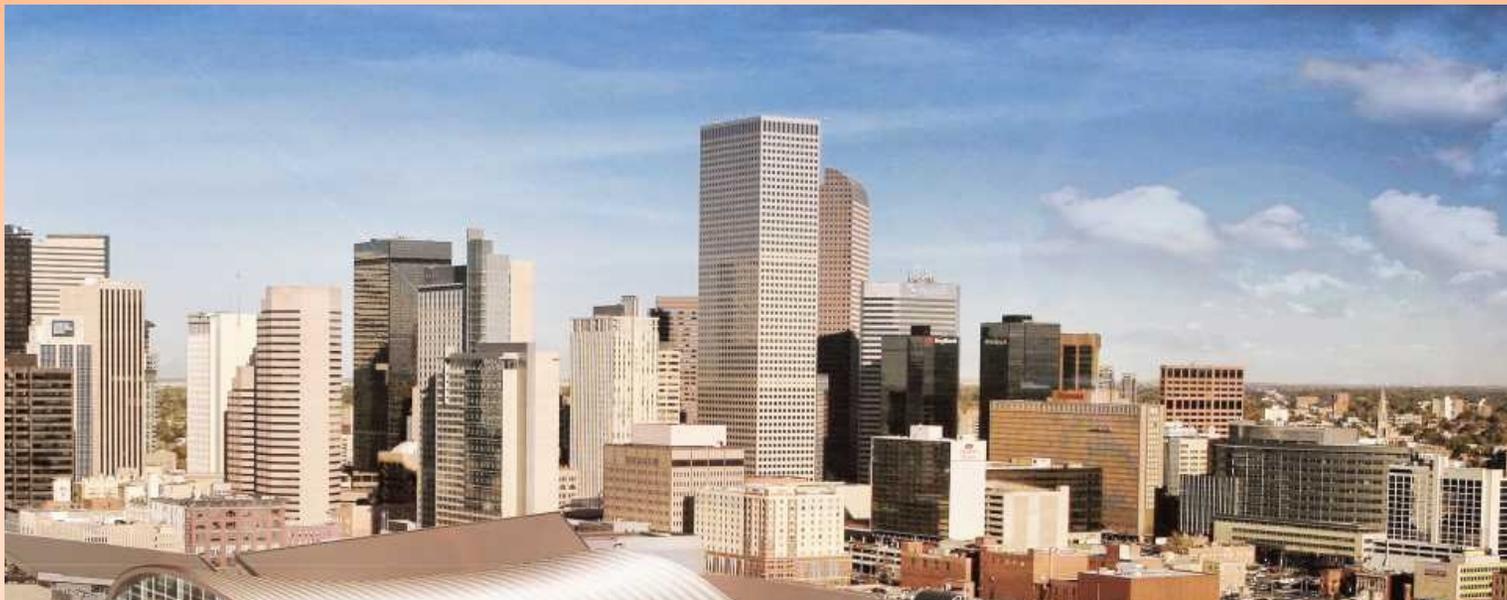


DENVER

SKI-JUMPS TO BEING A HOT MEETING DESTINATION

Denver, the capital city of Colorado, is located at the base of the Rocky Mountains and enjoys over 300 days of sunshine yearly – beating the Sunny San Diego. Located exactly one mile above the sea level, Denver is known as the Mile High City. An advanced convention centre, international airport, easily accessible downtown, thousands of hotel rooms and its central location make Denver one of the most sought meeting destinations.





LEADING CHOICE FOR MICE DESTINATION

Apart from a technologically advanced convention centre, accessibility, infrastructure, accommodation and leisure avenues are important considerations for an ideal MICE destination.

Symbiosis with the rocky mountain landscape and urban adventure lets Denver stay ahead of the curve.

In 2017, Denver welcomed about 17.4 million overnight visitors. They spent U.S. dollars 5.6 billion in Denver. Total rooms occupied in Convention Center Groups (420,697) and Single Hotel Groups (300,788) in 2017 was 721,485 which led to an economic impact of U.S. dollars 770,749,830 as per denver.org data.

Denver finds a comfortable seat in the 'Hot List' of the 2018 Global Destination Index. This hot list as per the Global Destination Index 2018 by Global DMC Partners' puts spotlight on the potential markets to watch out for in 2019.

It is firmly ensconced in the scroll of Cvent 2018 Top 50 US Meeting Destinations. Cvent, Inc., is considered a worldwide market leader in events, meetings, and hospitality technology.



MEETING OF THE GREAT MINDS AT COLORADO CONVENTION CENTRE

The Colorado Convention Centre (CCC) is a multi-purpose convention centre situated in Downtown Denver, Colorado. Spread over 2,200,000 square feet (total space), it is currently the 12th largest convention centre in the U.S. In 2017, it had hosted 231 events welcoming 946,881 attendees.

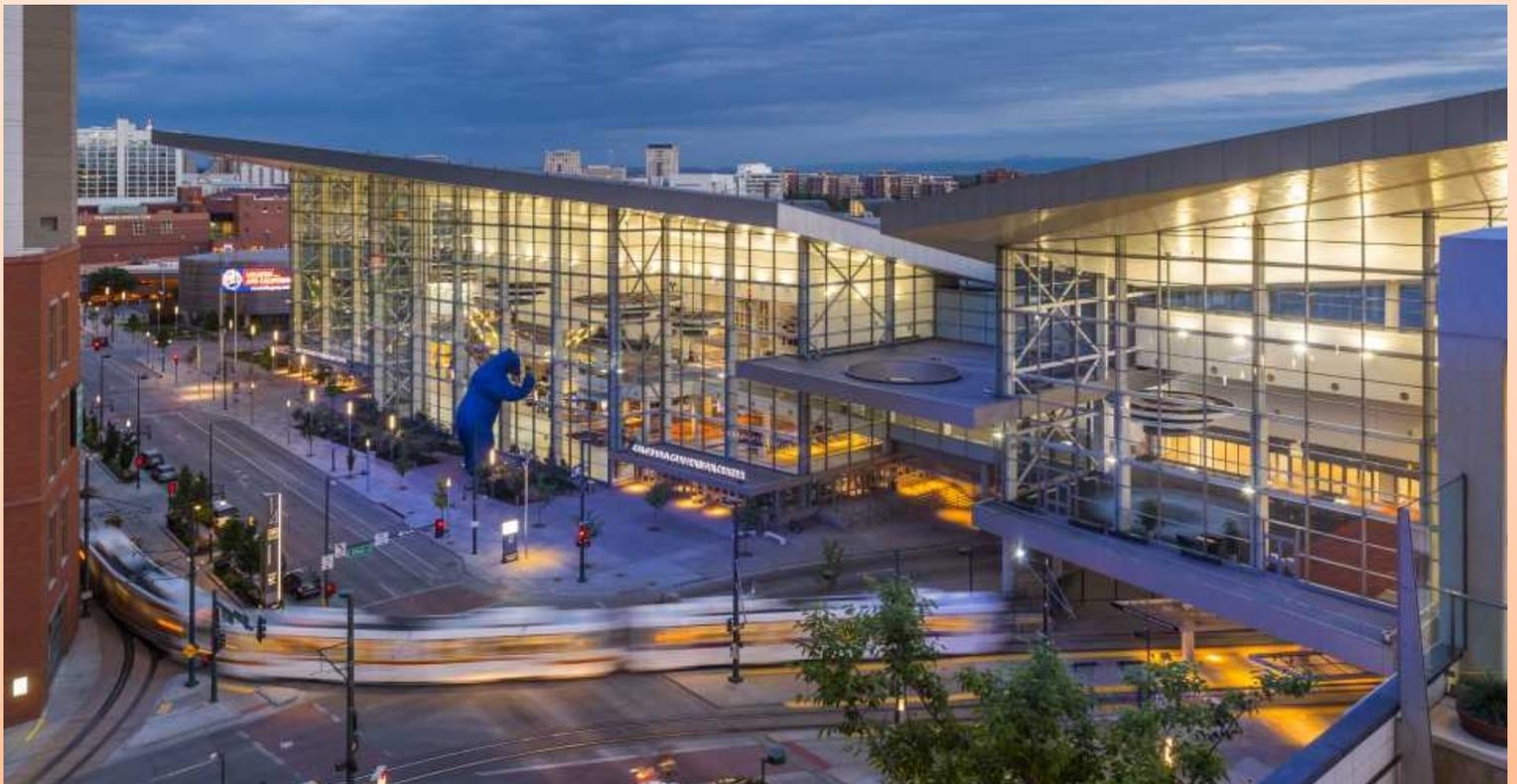
The centre includes 60+ meeting rooms, two large ballrooms and a 5,000-seat theatre. The en plein air terraces provide astonishing views of the Rocky Mountain and Denver skylines.

The Colorado Convention Centre team is committed to the core values of mindfulness, integrity, transparency and accountability. It is the first venue to get certification which meets the ASTM Environmentally Sustainable Meetings, Events, Trade Shows and Conferences (E2774-11).

The centre amalgamates professionalism and ease by incorporating the advanced computer and networking technologies. Fiber Optic Network and wireless internet connections in every nook and corner of the Colorado Convention Centre offer guests the ease of business and communication.

Visitors can easily walk from the Colorado Convention Centre to over thousands of hotel rooms, 300 restaurants, 9 theatres of the Denver Performing Arts Complex, Denver's nightlife avenues and a wide variety of shopping and retail outlets.

Other than the Colorado Convention Centre, there are hundreds of meeting spaces available in hotels, museums, vineyards, theatres and other event places catering to varied convention needs ranging from 10 to 1000s.



CONNECTIVITY

Denver is merely 340 miles from the exact centre of the continental U.S. and is well-connected to every part of the county. Denver International Airport connects the travellers to other global destinations. Denver International Airport passenger numbers hit a record of 61.4 million in 2017 which was 5.3 percent rise from 2016.

Two major interstate highways, four AMTRAK passenger trains and interstate connectivity through motor coaches keep Denver on the forefront of business and leisure. The visitors have the option to travel around by shuttle, taxis or skyride.



RECREATION AVENUES

The new SAP Concur – Hipmunk travel and expense data 2017 showed that the bleisure trips in 2017 increased by 20 percent in comparison to the previous year.

As per Cvent, 30 per cent of the meeting attendees stay in Denver before or after the conventions to immerse in Nature – the Rocky Mountains, hundreds of parks and dozens of attractive boulevards outlined by tall trees. The visitors take opportunity to experience various cultural offerings downtown and adventure sports – skiing, hiking, river rafting and so on.

State-of-the art convention centre, widely distributed connectivity, thousands of hotel rooms and cultural and sport activities make Denver a popular destination for conferences, meetings and large events.



Evolving Business Tourism in China

CHINA'S MICE CONNECTION

Meetings, Incentives, Conferences and Exhibitions (MICE) segment is considered to be the golden segment of the tourism industry of China.

MICE is one of the most lucrative and revenue generating segments of tourism industry and China's rapid economic development and continuous improvement of internationalisation has made this industry perfect for international business tourists.

MICE tourism to foreign destinations is continuously increasing. This creates plenty of opportunities for five star hotels, agencies and other tourism service providers to grab a pie of this profitable market segment.





Assessment of Chinese MICE market

In the first-ever assessment of China's MICE market, the Global Business Travel Association Foundation found a total of 138.5 million domestic trips were taken for MICE purposes. MICE business travellers spent a total of \$110 billion USD during those trips in 2014. Nearly one-third (29 percent) of Chinese business travellers believe that the number of MICE meetings they will attend next year will increase.

Business Travel Volume

The business travel for MICE activity comprises 42 percent of total domestic business travel volume in China and 45 percent of total business travel spending. Shanghai (27 percent) and Beijing (25 percent) hosted the majority of MICE trips in China over the last 12 months, followed by Guangzhou (24 percent), Hong Kong (11 percent) and Macau (6 percent). In the past 12 months, 86 percent of business travellers took a trip for MICE purposes in China and each business traveller spend an average of U. S. Dollars 1,100 (Chinese Yuan 6,782) per trip. Chinese MICE trips last 2.9 days on an average with the majority of trips (59 percent) lasting between 2 and 4 days. Most business travellers reach their MICE destinations by air (64 percent) while others travel by train (18 percent) and by car (14 percent). MICE meetings are typically held at convention centers (38 percent) or hotels (33 percent).



Better communication service

The professional service standard, convenient transportation network, varied travel activities and modern communication system have helped China to organise and receive regional and international events of all levels.

China's MICE industry is expected to surpass US\$ 28 Billion by 2025



Challenges for Chinese MICE industry

However, Chinese MICE industry is still facing some challenges, one of which is the lack of qualified MICE staff who can fluently serve English travellers.

The standard of service and hospitality catering to international travellers in most Chinese cities are not high, with the proficiency level of English – a must language for international business and leisure travel – being particularly poor.

China is more interconnected with the world than ever, which makes it vital to equip employees with strong English language skills – especially in the hospitality industry. As China integrates further into the global economy, the demand for good English speakers amongst hotels and conference centres is set to grow even faster.

Additionally, the current methods of training staff are ineffective and expensive, especially given the high turnover rates, which could render language tuitions absolutely obsolete if that employee decides to move to another company after a few months.

A three-month tenure for a waiter is the norm and many young people today have unrealistic expectations in terms of pay and job conditions. It is very hard to get them to do the job, let alone learn a new language on the side.



The development of MICE in China will not only accelerate the construction of urban facilities, telecommunication, transport network and sport venues, but also boost country's leading position. As China speeds up its pace in removing trade barriers to overseas investors, MICE economy will score steady growth and be in track with international practice.

Wi-Fi Connectivity

One of the most desired amenities
for modern travellers



Technology has already changed the travel landscape for better. The modern age tourism initiates with a search engine or social media rather than travel agents. Currently, there's a sea change in the way companies are interacting with consumers due to the profound transformation in the travel and tourism industry in the last few years. Now, bookings and researches are exclusively done
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online as social media and internet connectivity play major decision making role for the millennial travellers. Beyond the conventional computers, now bookings are more and more being done via smartphones and other handheld devices. When we're talking about internet and network connectivity, how can we miss out on Wi-Fi, the number one in the list of desired amenities while choosing a hotel? Let's take a deeper look inside.

Wi-Fi – Is it an added facility or a necessity?

We all know that guest reviews or online reviews are vital as millennial business as well as leisure travellers love to voice their pleasure and displeasure in terms of hotels and destination experiences which in return shape other visitor's mind in opting for the same. Poor Wi-Fi connectivity review results in cancellation of bookings for luxury as well as budget hotels.

It has been observed that 31 percent of people select a hotel, only if they have free Wi-Fi as technology is more of a necessity now while travelling. Over 64 percent of tourists admit staying connected with friends, checking social media updates, uploading photos and videos and 28 percent of them acknowledge of commenting on posts to stay in touch even on the go.



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**While choosing an airline,
Wi-Fi demand is enormous!**

The demand for inflight broadband is sky-high and has revolutionised onboard experience for passengers of varied types. While they're flying 30,000 feet above the ground, passengers expect getting the same level of online connectivity and services! Over 60 percent of the passengers agree that in-flight Wi-Fi is now more a need than being a luxury. At the time of considering an airline, high-quality in-flight Wi-Fi has become one of the top priorities for more than 61 percent of the international passengers. Almost 44 percent of the respondents confirmed that they wouldn't hesitate to stop using their favourite air carrier, if they fail to provide seamless broadband connectivity while flying.

Snippets from global survey

Almost 66 percent of the parents travelling with kids agree that in-flight Wi-Fi is a major 'life saver' as it keeps their little ones busy.

Even 61 percent of the adult passengers approved in-flight Wi-Fi to take away their anxiety by keeping them in contact with their loved ones on the ground.

Over 61 percent passengers confirmed that Wi-Fi connectivity without interruption is more wanted

than onboard entertainment.

Passengers between 25-34 years are more than happy to pay for in-flight broadband, for short or long haul.

More than 91 percent of the Asia Pacific region passengers have been observed as having the highest expectation of internet connectivity for long flights.



Hotel checklist for Wi-Fi

Wi-Fi speed

Not only browsing, millennials like to check their emails, stream videos, watch their favourite series/movies in Netflix, make Skype video call and similar such things while exploring new destinations or attending business conference. Hotel authorities need to make sure requisite network performance is available to provide Wi-Fi connectivity for these demanding applications to their guests.

Reliability matters

Reliable Wi-Fi connectivity within the hotel property is what new-age hotel guests expect as in-room technology is one of the main concerns for them.

Secured access

The Wi-Fi architects of hotels should ensure end-to-end secured connectivity to the guests without getting hacked as many of them access their online financial information and accounts while staying there.



Pocket Internet: Now 'staying connected is as vital as breathing'!

This portable Wi-Fi device or hotspot has become essential for any overseas business traveller requiring constant Wi-Fi access wherever they travel. This device offers 3G/4G internet speed for up to 10 devices with continuous connectivity and can snugly fit inside a pocket or a small handbag. Having excellent coverage in countries worldwide, it comes with a wide range of plans with no costly global roaming charges. Pocket Wi-Fi comes with 5-7 hours of battery life and has password protection connection.



On a final note, the modern travellers always like to stay incredibly connected as millennials love technology and digital convenience remains their major cause of concern. As room selection, check in, ordering food, locating nearby attractions are done through smartphones, hotels, airports, aircrafts and other public places with unbroken Wi-Fi connectivity is the 'need of the hour' to stay relevant for today's business travellers.



A resilient centre for
trade and culture

Chengdu

The sprawling metropolis of Chengdu resting on the cusp of Red Basin is strategically located to promote the nation's image as the most dynamic city. In 2017, it was marked as the China's most attractive city for investment.

The capital of China's southwestern province of Sichuan plays an active role in the global market and is a key city to foster the Belt and Road Initiative that intends to improve China's trade and economic development in Asia and beyond. In terms of economic indicators, Chengdu stands out showing a robust increase in the actual use of foreign capital thrusting the city centre stage in the international arena. Entrepreneurs have a greater scope for business growth due to rapid development and strategic opportunity.

Chengdu International Exhibition and Convention Center (CIECC)

The leading national convention centre is one of the largest international standard exhibition halls with a training and conference centre in Chengdu. It has a total area of 55,000 square metres that accommodates 2,400 international standard booths split across its two large indoor international exhibition halls. The outdoor exhibition area is 13,000 square metres which is one of the largest international standard exhibition halls.





Located west of CIECC is the Chengdu Contemporary Art Museum which is connected with the Commercial Halls of the Exhibition & Conventions Center and the California Garden Hotel.

Its Exhibiting Hall of Elites in the Museum has a glass sculpture of 16 m height . Over 80 pieces of artwork can be exhibited at a time. Attached to the museum are a Speech Hall and an Art Gallery. The museum serves as an important platform of art exchange and promotion in West China. The conference destination is a brimming ground for new ideas, cultivating better solutions and wisdom leading to a better future. Its Complete Meeting Package (CMP) caters to all components including lodging, meals, meeting rooms, refreshment breaks, fitness centres and audio/visual technologies.



JW Marriott Chengdu

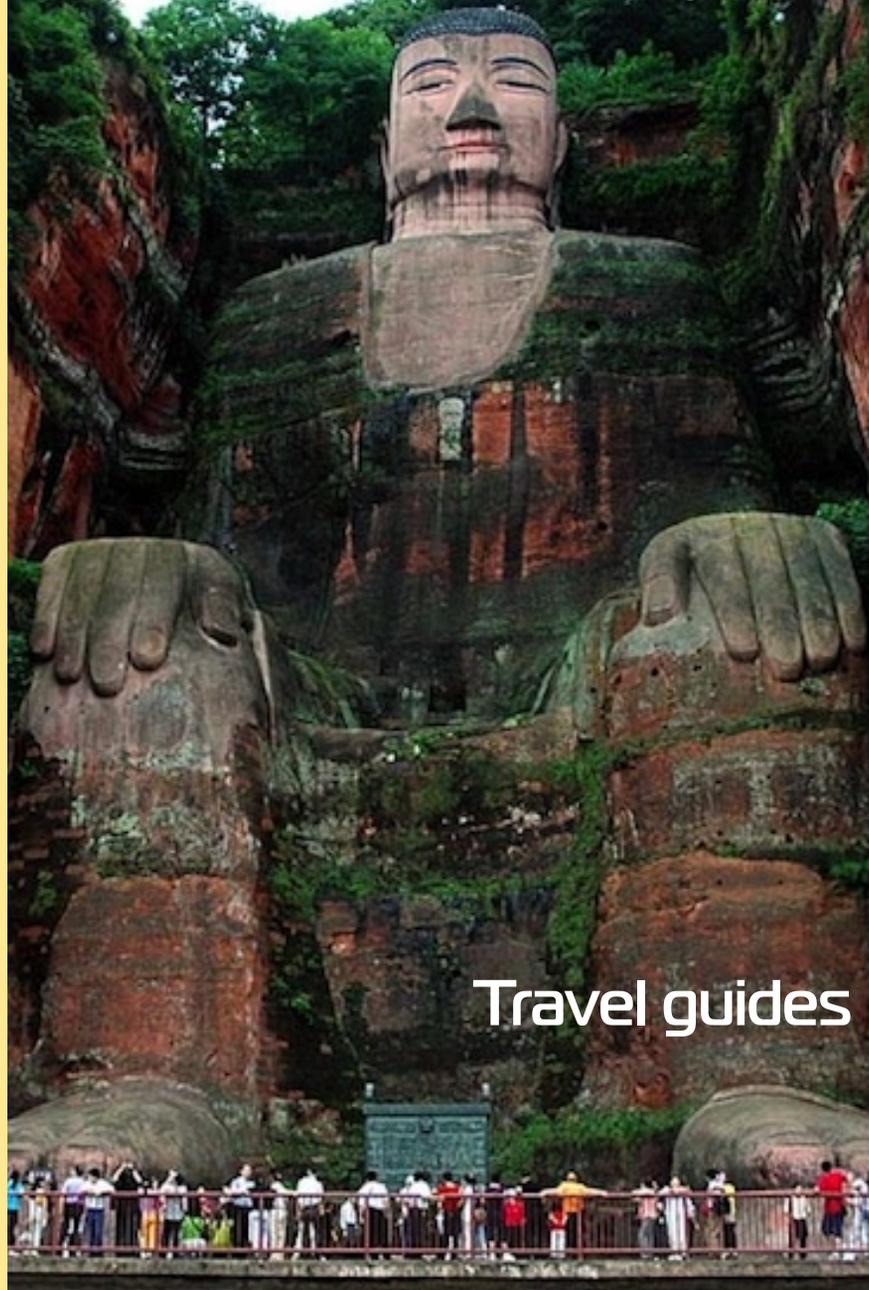
Ideally placed in the heart of the city, it is around the corner of Tianfu Square which was once the site of the Imperial Palace and at present the home to the enormous statue of Chairman Mao. It is only 45 minutes from the airport by car and the Chengdu Research Base of Giant Panda breeding is only 30-minute drive away.



ST Regis Chengdu, Ritz Carlton Chengdu

Strategically placed next to all premier shopping sites and renowned restaurants, it is just a stone's throw away from Tianfu Square and Chunxi Road. Its 279 superb guest rooms and suites exude immense grace and style along with meticulous decoration and custom furnishings.

Top Business Hotels



Travel guides

The historic city of Chengde or Hebei Province known as the 'land of abundance' has a rich culture.

Get close and personal with Giant Pandas, also known as living fossils by zoologists, or engage in Panda Keeper Program in the Dujiangyan Panda Base. Sichuan opera is mostly known for opera masks where magical face changing is a visible stunt that expresses a character's invisible mood.

Visit the Leshan Giant Buddha, the largest stone-seated Maitreya in the world. This is in sync with the popular saying that 'The Mountain is a Buddha, the Buddha is a Mountain'. To explore mesmerising scenery, culture and religious attraction, head to Mount Emei. By 2020, the expo business in Chengdu is expected to grow by 15 percent generating annual revenue of 120 billion yuan. Its strong resources and advanced infrastructure turn it into a favourite business destination.

ROME

a remarkably compact
business ecosystem!

An unparalleled cultural legacy, myriad historic attractions, antique palaces, castles and villas — Rome is strikingly attractive with historic structures and unique locations. Its spiritual capacity, priceless art and fascinating legacy make it a cultural hub for people across the globe. Pantheon, Trevi Fountain, Piazza Navona and the Roman Forums are some of the must-see venues and should be visited during the winter period starting from mid-November till the first week of March.

The country is easily reachable from anywhere in Europe.

It has an enticing option for meetings and conferences. Although primarily seen as a leisure destination, it has graduated itself to an important travel hub with a plethora of options for meetings and conferences.



Parma Exhibition Centre is a lucrative hub for hosting events and conducting trade and consumer activities. It has an international appeal. The sophisticated yet modern exhibition venue is spread across a combined area of 120000 sq.m; out of reach 100000 sq.m area is allocated for indoor event space.

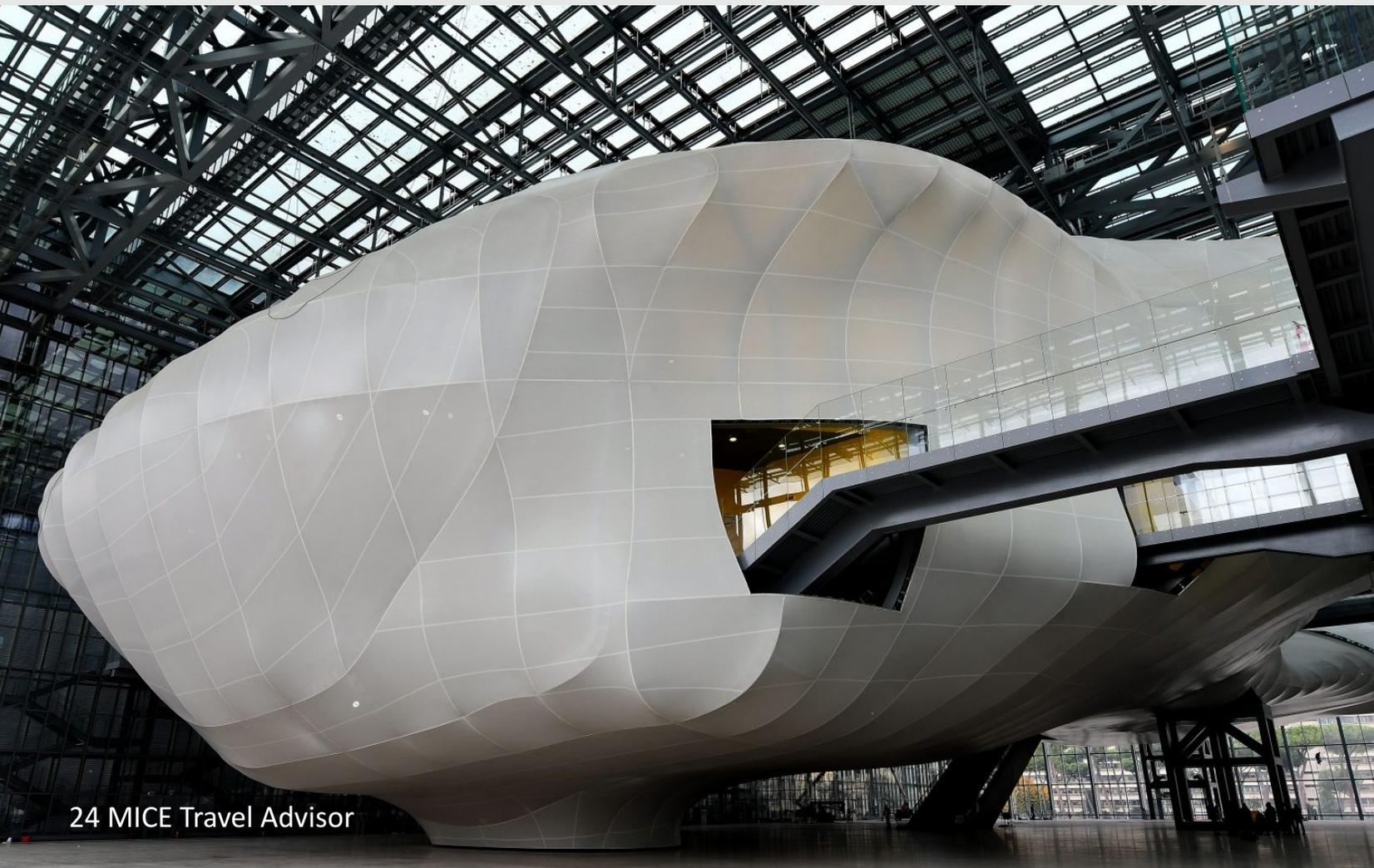
Purposely designed to cater to trade show expertise, the convention facility is adept in conducting top-class events and exhibitions. The most coveted trade destination in Italy also serves as an important landmark for international and national exhibiting companies.

It is perfectly equipped with the latest amenities

and conveniences to host quality trade shows in the convention centre.

Roma Convention Center La Nuvola is designed by architect Massimiliano Fuks and is spread over three main levels across an area of around 60,000 sq. m. It has a maximum capacity of 8,000 seats and has striking visual impact. It uses highly advanced material and cutting edge technologies.

There are several special MICE hotels to host an array of meetings, conventions, trainings and seminars. Hotel companies are gaining presence in the 'Eternal City'. We list here some of the world-class hotels:



Hotel Parco dei Principi

This hotel is located in the Parioli quarter in front of the villa Borghese park and just a stone's throw away from the famous Via Veneto. It boasts of a Congress Centre with natural light; there are 18 meeting rooms with the capacity for accommodating 900 people in theatre style. There is a large Beauty Area with 12 treatment rooms and 2 multisensory couple Spa suites. Post meeting, the delegates can relax in the specially allocated 2000 sq. m area.

Hotel Palazzo Montemartini

It is located at walking distance from Termini Station and is adjacent to the Baths of Diocletian. Here,

business and wellness coincide with high-tech elegance. It is built in line with an ancient palace giving it a unique feel. It is a member of the Ragosta Hotels Collection and defines the lifestyle philosophy catering to all the requirements of bizcation.

Hotel IL Borgo Di Villa Castelli

It is a perfect fusion of the traditional Tuscan farmhouse and the charming hotel dating back to '600 and is located in the heart of the Tuscan countryside. It has a relaxing aura , warm Cotto floors and ceilings made of wooden beams that will take you back to the classic Tuscan atmosphere.



Seoul MICE Week tackles strategy ahead of city's MICE cluster expansion

On November 22, business events professionals gathered at the Grand InterContinental Seoul Parnas for the biggest day of Seoul MICE Week. The 2018 Seoul MICE Week includes professional and public events such as the Seoul MICE Forum, briefing sessions on available support for domestic associations and academic societies, the annual meeting for members of the Seoul MICE Alliance, a public-private partnership between the city of Seoul and companies in the MICE industry, as well as a mentoring day for students interested in the MICE industry. Hosted by the Seoul Metropolitan Government and Korea International Trade Association and organized by the Seoul Tourism Organization, Seoul MICE Week, which is in its fifth edition, was designed to increase local awareness of the MICE industry since 2014.

MICE Bites

ITB Berlin Convention focuses on four major challenges of global travel industry

ITB Berlin Convention visitors will deliberate on topics revolving around the four major challenges facing the global tourism industry. These include the imminent threat of runaway climate change, outdated forms of transport, over-tourism crises and a threefold change in customer demands. Admission to the ITB Berlin Convention from March, 6 to 9, 2019 is free for exhibitors, trade visitors and the media. Visitors in the newly introduced Deep Dive sessions can dwell on the Convention's key topics in depth in small groups. For trade visitors and exhibitors at the World's Largest Travel Trade Show admission to the ITB Berlin Convention is included in the ticket to the event.



Hotelier Summit Asia to facilitate the progress of Southeast Asia's hospitality market

The 2nd Annual Hotelier Summit Asia (HSA) is set to be held on Dec. 5-6, at Jakarta, Indonesia. The Hotelier Summit Asia will be a springboard for the collaborative progression of the hospitality sector in Southeast Asia. The summits will facilitate the exchange of information and networking with the attendees. There will be spotlight on the current trends in the hospitality industry and the future action plan. The Southeast Asian region witnessed steady economic growth and improving currencies. This has given boost to the hospitality sector and tourism. The summit features presentations, interactive panel discussions, workshops and several networking activities.

Prague to host 14th UIA Associations Round Table in 2020



The Prague Convention Bureau has announced that the Czech capital city, Prague will host the Union of International Associations' (UIA) Round Table on November 12 and 13, 2020, at the Vienna House Diplomat Prague. The UIA Round Tables are organized annually by the Union of International Associations, the research institute and documentation centre established in 1907 and based in Brussels. The Round Tables, that are the core of UIA's education project, provide an opportunity to learn through networking and through practice, to meet other international associations and share experience and knowledge to help run the organizations better.





MICE APPOINTMENTS



Cairns Convention Centre appointed Benjamin Boudaud as Executive Chef

The Cairns Convention Centre is delighted to announce that Benjamin Boudaud has commenced as Executive Chef. Benjamin Boudaud has an extensive background in Australia and Europe working in various hospitality models including fine dining restaurants and vineyards. He commenced in the hospitality industry in the south of France at just 14 years old, building his education and career before working at the Michelin starred Le Senechal de Michel Truchon in Sauveterre de Rouergue. He arrived in Australia in 2011 and spent five years with the Atlantic Group in Melbourne honing his skills and creativity with world renowned Chef, Donovan Cooke. In a return to his French roots he joined Donovan Cooke and Alex Law at their new restaurant Ryne in North Fitzroy before the Cairns Convention Centre lured him to Tropical North Queensland.

Kathy Rose appointed as St Luke's new Centre Manager

LSO St Luke's listed home of the London Symphony Orchestra, has appointed Kathy Rose as the new Centre Manager for the Old Street based venue. The new role will see Kathy Rose take responsibility for LSO St Luke's team and overseeing the venue's day to day operations and the strategy behind increasing commercial income, while maintaining the centre's facilities and services to the world class standards expected of the London Symphony Orchestra. Kathy joins LSO St Luke's from City of London School where she was Operations Manager, and has a strong artistic sense having started her career producing music videos for many major acts in the UK and Europe.



Paris Convention and Visitors Bureau gets a new MD



Corinne Menegaux has been appointed as the new Managing Director of the Paris Convention and Visitors Bureau. Corinne Menegaux said that she was delighted to be able to bring her 10 years of experiences in the sector as well as my entrepreneurial spirit, to the Tourist Office. From 2009, she was a Managing Director at Reed Exhibitions France, the world's leading trade show organizer. She was notably in charge of the Hospitality and Catering division with the trade show Equip'Hotel, and major public trade shows like the FIAC, Paris Photo, Livre Paris and Comic Con with emblematic events that contribute to the reputation of the French capital.

SHOW HIGHLIGHT

Emitt

23rd East Mediterranean International Tourism & Travel Exhibition

East Mediterranean International Tourism and Travel Exhibition (EMITT 2019)

23rd EMITT Exhibition is opening the doors on January 31st, 2019. EMITT is one of the largest tourism exhibitions in the world, will be held between January 31 and February 3. The exhibition is preparing to host more than 60,000 visitors from 90 countries.

The exhibition will be held with the support of the Ministry of Culture and Tourism, Istanbul Governorship, Metropolitan Municipality of İstanbul as well as the corporate sponsorship of Turkish Airlines and business partnership of the Turkish Hoteliers Federation supported by KOSGEB (Small and Medium Industry Development Organization) and Turkish Tourism Investors Association.

Ersoy, The Minister of Culture and Tourism said that it is a great success for EMITT to gain the title of the 4th largest tourism exhibition in the world through a rapid progress over the years. Besides this important success, in such an era in which EMITT is moving towards to become the leader country in the world tourism. Its aim is to take this success as a step further

by ensuring that the organization is among the top 3 of the world tourism exhibitions and its impact in the tourism market is maximized.

The organiser of international exhibitions in Turkey's industries fueling the economy, ITE Turkey East Mediterranean International Tourism and Travel Exhibition (EMITT) opens the doors at TUYAP Fair, Convention, and Congress Center between January 31 and February 3 in 2019.

The number of foreign visitors is expected to see a record-high in this year's exhibition which is considered as an exhibition that creates great value for its participants and prepares the ground for important collaborations.

This year, around 900 invited tour operators from more than 100 countries including Asia, Europe, Far East, and Latin America will participate in the "invited tour operator" program organized each year as part of the exhibition in cooperation with Travel Shop Turkey.

When: January 31 and February 3, 2018

Where: Istanbul, Turkey

The Minister of Culture and Tourism, Mehmet Nuri Ersoy said that as well as being held in Turkey, a country surrounded by natural beauties, a rich history, diversity of culture, and superior service quality in tourism industry that only a few countries in the world may have, the importance of EMITT also comes from bringing together the tourism professionals and industry representatives from all around the world. The exhibition plays a decisive role for our country's and the world tourism as it enables discussions on the recent developments of the tourism market, sectoral analyzes, and decision-making regarding the future steps in line with the global developments.

Mehmet Nuri Ersoy also said that he would also like to draw attention to another important aspect of this year's EMITT Exhibition. As is known, on the occasion of the 95th anniversary of our Republic, they officially opened the Istanbul Airport. This project, which is a source of pride for therising Turkey, without doubt, is one of the most important investments to save the future of tourism with regard to the tourism activities in İstanbul and Turkey.

He also added that the new airport already become the largest “hub” of the Eastern Mediterranean, the Balkans, and the Caucasus regions with its capacity. Since the opening, they have witnessed the impact of the new airport when we look at the demands of

the industry. It is obvious that this impact will have positive effects on every platform, especially on EMITT Exhibition.

Hacer Aydın, Tourism & Travel & Fashion Group Director of ITE Turkey, said that the 23rd EMITT Tourism Exhibition have provided a substantial contribution to the Tourism industry, and she believed that they would be more successful than the previous year and also stated that: Last year, EMITT hosted 1,065 exhibitors and 54,364 visitors from 85 countries. This year, the organisers are preparing to host thousands of participants and more than 60,000 visitors from 90 countries.

EMITT substantially contributes to the economy, tourism, and country brand of Turkey. Last year, there was also a great demand for the exhibition we organize each year and this year, once again, the demand for participation from foreign countries is very high. This shows that we're doing the right thing. Hence, these results motivates the world to accelerate business performance in order to provide greater benefit to the country.

According to the data recently announced by the Ministry of Culture and Tourism, Russia, Germany, Iran, Georgia, and Bulgaria are the top 5 countries among tourist-sending countries of Turkey. The number of foreign tourists visiting Turkey increased by 24.9 percent in the first 7 months of 2018 and reached up to 21.64 million people.



Feria Internacional de Turismo
International Tourism Trade Fair

FITUR 2019

FITUR, the International Tourism Trade Fair, will provide a global meeting point for tourism industry professionals, and will once again become the leading event for both inbound and outbound Latin American tourism, welcoming professionals from all across the world at Feria de Madrid from 23 to 27 January 2019. This year's event will offer new features and initiatives focused on increasing sectoral representation, internationalisation and FITUR's standing. Alongside this, the trade fair will maintain its commitment to the development of new technologies and sustainability as key aspects in the transformation of the industry.

All this goes hand-in-hand with the impressive growth shown by Spanish outbound tourism, which in 2017 saw a 12.4% increase in spending during trips abroad, amounting to a total of 19,600 million euros, according to the World Tourism Organization.

In this way, Spain is again climbing the rankings in the leading outbound tourism markets, where it now holds 13th position. One of the important new features for FITUR 2019 is the enlargement of the exhibition area to incorporate Hall 2 at Feria de Madrid. This will provide a centralised area for Middle Eastern tourist destinations, with the whole of Hall 4

set aside for Europe. The other areas will follow the usual layout.

At the same time, FITUR 2019 is adding a new section for film tourism, promoted by the Spain Film Commission (SFC), in response to the growing interest in visiting filming locations for popular movies and series. The fair will also continue to work on specialisation and the consolidation of its various specific areas, including FITUR Festivales, FITUR GAY (LGBT), FITUR SALUD, as well as the sections FITURTECHY and FITUR KNOW HOW.

Technology, like sustainability, will continue to put its stamp on the event as an essential lever for growth in the sector and for its progress toward the concept of intelligent tourism. In this vein, the FUNDACIÓN IFEMA LAB Foundation will continue with its work on the 'Feria Aumentada' (Enhanced Trade Fair) project, a ground-breaking initiative for FITUR.

Another of the focal points for this year's event will be the various seminars and activities offered during the trade fair, organised by international entities such as the World Tourism Organization

When: 23 to 27 January 2019

Where: Feria de Madrid, Madrid, Spain



(UNWTO), the Latin American Conference of Tourism Ministers and Entrepreneurs (CIMET) and INVESTOUR, who will this year be joined by theWorld Travel and Tourism Council (WTTTC). FITUR 2019 is gearing up for one of its most comprehensive events, with new concepts, trends

and strategies aimed at consolidating and improving the outcomes achieved at last year's event, which brought together 251,000 participants and played host to more than 6,800 business meetings.

Show Review

World Travel Market



When: 5 – 7 November 2018

Where: ExCeL London, United Kingdom

WTM London 2018, was full of ideas and its co-located sister event Travel Forward experienced a massive 6% increase in visitors fuelled by an increase in senior travel and tourism industry professionals attending the event, according to unaudited figures.

Travel Forward is a new travel technology event co-located with WTM London 2018 and part of the WTM portfolio of events.

The inaugural Travel Forward conference, exhibition and buyer programme took place between 5 – 7 November 2018 at ExCeL London, showcasing next-generation technology for travel and hospitality.

WTM London 2018 saw visitor numbers – including exhibitor invitees, WTM Buyers' Club members and trade visitors - increase by 6% to 32,700.

Furthermore, members of the international media increased by 1% to 2,700. Overall participant numbers increased to 51,409 – making it one of the highest attended of the 39 WTM London's that took place since its launch in 1980.

The record number of visitors to WTM London – surpassing 2014's figure of 32,462 – was fuelled by a massive 39% increase in the key benchmark of exhibitor invitee visitors. Exhibitor invitees are among the most important and senior professionals

in the travel and tourism industry, invited by exhibitors on the invite-only first day of the event to conduct high-level meetings and conclude business deals. A total of 17,567 exhibitor invitees attended WTM London across the three days of the event (Monday 5 – Wednesday 7 November), compared to 12,662 at the 2017 edition.

In total, WTM London experienced almost 89,000 (88,742) visits across the three days. The first day of the event saw 27,240, day two experienced 38,035 visits and the final day of the event saw 23,467 people in attendance.



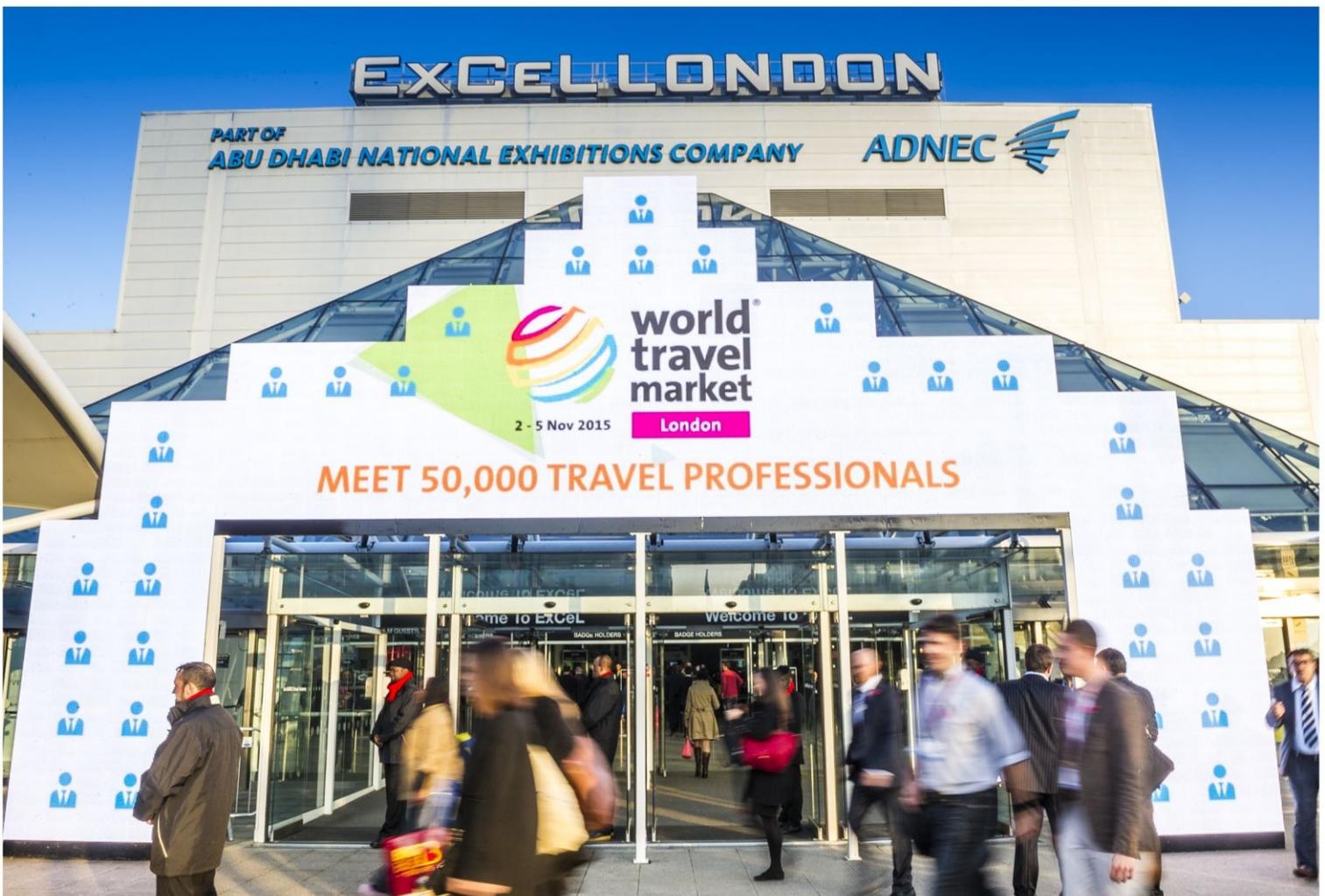
The event was also visited by 9,325 member of the prestigious WTM Buyers' Club alongside the exhibitor invitees these visitors will sign deals with exhibitors worth more than £3 billion.

Total participant numbers increased by 3% from 49,685 in 2017 to 51,409 in 2018.

WTM London 2018 was given a greater regional focus with the introduction of five regional Inspiration Zones – UK & I and International Hub, Europe, Asia, Americas and Middle East and Africa. These Inspiration Zones led to an increase in

content, ideas and inspiration for participants to take back to their business and implement to help fuel the growth of the travel and tourism industry.

This strategy saw a greater number of senior CEOs and tourism ministers taking part in the content programme – including easyJet's CEO Johan Lundgren and UK tourism minister Michael Ellis. While more research was added to the programme – including dedicated regional research sessions -- from respected research organisations including Euromonitor International, Mintel, ForwardKeys and Nielsen.



CALENDAR OF EVENTS

Indywood Film Carnival 2018

Hyderabad, India

www.indywood.co.in

1- 5 December



ILTM Cannes

Cannes, Cedex, France

www.iltm.com/cannes/

3-6 December



Avia DEV

Palacio de Congresos de Valencia, Spain

www.aviationdevelop.com

3-5 December



Hotelier KSA & UAE Events

Riyadh, Saudi Arabia

www.events.ide-global.com/hospitality/ksa/

3- 4 December



HOTELIER SUMMIT
KSA & UAE

5th Athens International Tourism Expo

Athens, Greece

<https://aite.gr/en/>

7- 9 December



Hotelier Summit Asia

Jakarta, Indonesia

www.events.ide-global.com/hospitality/asia/

5- 6 December



Uzakrota Travel Summit 2018

Uzakrota, Turkey

www.uzakrota.com

[/tag/uzakrota-travel-summit-2018//](#)

12 December

@Uzakrota

Brussels Travel Expo

Brussels, Belgium

www.btexpo.com/



10-11 December

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W O R L D

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Christmas*

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