

MICE

Travel Advisor

Volume:7, Issue: February 2018

INCENTIVE
TRAVEL
REMAINS THE
TREND FOR
2018



23. COVER STORY: This page gives you all about the **incentive programs of business travel**, which helps to enhance the productivity and also to improve the customer and employee engagement along with the profit and cash inflow.

04. CENTER OF ATTRACTION: Here you can have a virtual tour to **Oman Convention and Exhibition Center**, which is an iconic landmark in Muscat, offering true place to exhibit your prestigious business to globe in an innovative way.

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26. VENUE CHECK: Are you finding your event location near the pristine white sea beaches? Here is your stop.

Cebu offers the best meetings points along with the luxurious hotels, lively pubs, bars and emerging eateries. Just check-in this page and see the best convention centers here.

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Dear Readers,

Here MICE Travel Advisor eyes on the newest addition in the global MICE destination - Oman Convention and Exhibition Center. This Arabian country- Oman is this month's center of attraction that boosted the economy for the Oman Convention and Exhibition Center which is now the home of many global business summits and events.

Travelling from London to New York in just three hours and 15 minutes! Thinking that is it possible? Yeah, the possibility comes along with the advent of Boom Supersonic Technology. The research on supersonic flights began from 1960's Concorde which later dissolved as the prices soared high. The Boom supersonic technology is under experimentation and if it will come then this will be a new way of smart air travel.

This month, our "Spotlight On" section is focusing on Paris Convention Center which is appealing to the exhibitors for its professional infrastructure and the combination of traditional culture and elegance, which Paris – "City of Lights" is famous for.

Our "Cover Story" deals with incentive travel trends which is one of the most lucrative for both the employer and the customer. It helps to move and motivate faster with east cash inflow, profitable inputs to the company and the customer engagements.

Cebu, a densely populated island in Philippines has the vast opportunity for business tourism as there emerged a number of best convention centers, exhibition halls and the luxury accommodations along with the world class restaurants and pubs. Here the pristine sea beaches also give a scope for leisure vacation also, giving an opportunity for underwater adventure also. So keep reading.

Editor-In-Chief

Mr. Anup Kumar Keshan

Follow us



OMAN CONVENTION AND EXHIBITION CENTER

A New Abode of Innovative Business in Oman



Center of Attraction



A one-stop location for conventions, meetings and exhibitions, Oman Convention and Exhibition Centre is an iconic landmark in the city of Muscat and the Sultanate. Oman is a country where luxury and business blend with adventure and cultural tourism. Oman Convention and Exhibition Centre will not only help you flourish your business and worksheets, but also will give you ample opportunity to explore the Arabian cities, markets, beaches and deserts with trekking, turtle watching, whale watching and scuba diving opportunities. Making the best place for global cultural and corporate exchange with the best innovation and communication, this place is a world-class spot with advanced technology and ultra-luxurious amenities while you exhibit your business to the world. Oman Convention and Exhibition Centre took its shape in the hands of the Oman Tourism Development Company (Omran) which brings in investment, growth and development in the Sultanate of Oman.

Image Courtesy: Oman Convention and Exhibition Centre

Why Oman Convention and Exhibition Center is iconic

OCEC stays as a symbol of global business in the Sultanate of Oman. It is architecturally well advanced in design and capability and ensures a vast stretch of meetings, conventions, events and exhibition spaces in the midst of nature. With warm hospitality, OCEC encourages every global event organisers to meet the international standard in service and operations.





Game Changer in Business world

Truly, a game changer in the global business connection, OCEC has the flourishing culture of entrepreneurship in different sectors that provides a strong administrative growth. The well advanced innovation and research offers dynamic environment for the promotion of any business

through events or exhibitions. OCEC's location in the core area of Madinat Al Irfan Urban Centre — a 7.4 million sq m with a mixed-use development designed to the most excellent universal standards in modern urban planning— make it ideal in boosting the revenue generation.



Game Changer in Business world

A world-class venue just 10 minutes walk from Muscat International Airport, Oman Convention Centre offers wide space of 55 meetings and exhibition space with latest and luxurious technology, fully demanded for many world-class prestigious business events. Advanced audio-video system, lyric-styled tiered theatre with 3200 seat along with 20 meeting

rooms capable of seating about 456 people are present here. There are two theatre styled ball rooms for up to 2688 people which can easily accommodate any summit. The 22,396 sq m of column-free exhibition space is apt for the promotion of your prestigious business. This exhibition space is categorised into 5 halls having multipurpose space for cultural

events that can accommodate up to 10000 people in theatre style. The Grand Ball Room offers 2,688 seats in theatre-style, 1,680 in classroom-style and 1,200 seats in banquet style. The junior ball room can accommodate 1,026 in theatre-style and 672 in classroom-style. It can also accommodate 540 delegates in a banquet setting.



Falaj Al Khatmeen and Five Aflaj

Falaj Al Khatmeen is a historic 2,450 m long falaj located in Barkat Al Mouz, Nizwa. This site is popular for having a unique water distribution system and continuity of flow throughout the year. This gives a fascinating view of water channels passing through Al Radeeda fortress on its way to the farmlands.

Bahla Fort

This medieval fort owes its prosperity to the Banu Nebhan and it is one of the four fortresses located in the highland of Oman. The ruins of the gigantic fort, with its walls and towers of unbaked brick and its stone foundations, is an amazing sight of the 15th century fortification and attests to the power of the Banu Nebhan family.

Archaeological Sites of Bat, Al-Khutm and Al-Ayn

Considered as graveyard of ancient times, the bat tombs lie near the palm grove where you can get the collection of early 3rd century BC settlements, listed in the World Heritage List of UNESCO.

Tourism Attractions near Oman Convention Center

Quick Facts

- Reach here from Muscat International Airport within 10 minutes.
- Experience and enjoy your business meet as it is a part of Madinat Al Irfan Urban Centre.
- Choose the luxurious accommodations from JW Marriott, Crowne Plaza and many other hotels located near Oman Convention and Exhibition Centre.
- Buy the handicrafts, textile and traditional Omani spices, Bedu jewellery, antiques, aromatic frankincense and tubs of bukhoor from the shopping centre nearby.



WHAT TO DO IN OMAN

Bird watching near the water areas of Oman

For its climate, Oman sees the huge swarm of migratory birds during their seasonal journey from Europe and East Asia. Here the visitors can see many species of birds in each of Oman's peninsula — the Al Sifah beaches, lagoons and the springs in Dhofar.

Camping in Oman Desert

Wild camping in the deserts of Oman, especially in the regions of Al Jabal Al Akhdar mountain range, is one of high choices for the visitors visiting Oman. Here tourism is on the rise, with the government investing billions in luxury developments including a superyacht marina, five-star hotels and a replica of London's Westfield shopping mall, complete with English-style landscaping. Camping will add a special attraction while you do trekking in the high and low mountain ranges or exploring to the Al Sifah beach.

Explore the caves in Oman

While you stay for a long time, you can opt for caving, which is now the most adventurous trip in Oman. Exploring the 7th hole is extremely challenging that takes you about 400 feet under the surface of the earth viewing the world's largest underground chambers.

Enjoy the holidays with camel racing

Spend your time by seeing Arab's most popular traditional sport in the holidays at the tracks in As Seeb, Salalah, the Interior and Batinah regions. Camel racing in Oman is the most authentic cynosure for you when the speed of the camel reaches up to 64 km per hour. Here the annual National Camel Races Festival enhances the culture and rich Omani history and traditions.



So, come here and join the immense 5000- year old trade history of Oman with proper and stable administration giving the best for any business to thrive in this diverse nation.

The 'Jet Way' in a Jiffy

Ready for Supersonic Air Travel?

Millennials please put your seatbelts on...

Probably in a few more years, you might just be able to fly from London to New York in just three hours and 15 minutes!

Travel freaks all across the planet can be grateful to Boom Supersonic, if its plans go ahead. Blake Scholl, founder of the company has recently revealed of such a plan at a conference in Dubai. The full-size boom airplane would travel at speeds of over 1,687 mph. In fact, this makes it 100 mph swifter than the yesteryear star of supersonic travel, 'Concorde'.

'Baby Boom', the exclusive aircraft, is expected to commence test flights by the end of 2018. Naturally, supersonic passenger travel is not an entirely new travel technology!

And now, with hearts pulsating with fresh wanderlust, let us read about the concept a bit more elaborately.

Brief History of Supersonic Travel

As mentioned above, it all started with Concorde. Aérospatiale/BAC Concorde is a British-French turbojet-powered supersonic passenger jet airliner that was developed skillfully in the 1960's. This unique concept was government-aided.

Only 14 jets were delivered to the then-government owned British Airways and Air France. Other airline orders soon evaporated, particularly as the prices soared.

Finally, with the rising maintenance costs and declining

passenger revenues, this amazing air travel achievement lost its gleam, dying a slow death in 2003. Thereafter, civilians have been deprived of the joy of buying a ticket to fly supersonic since that time. These beautiful Franco-British jet aircrafts travelled at twice the speed of sound. It crossed the Atlantic in three and a half hours, and were functional for 27 years.

The great news is, the technology is likely to welcome a grand comeback by 2025, if three US-based brands can create jets smart enough to lure buyers and fliers!



Features of Baby Boom

The new jet airplane would be split into two-seat rows, permitting every passenger an excellent window-view and access to the aisle. And, in order to minimize the weight of the aircraft, no beds would be added to it. Furthermore, the seats would flaunt a standard first-class style and exuberance.

Baby Boom is expected to fly at the lower height of 60,000 feet to keep flight time down.

This would enable passengers to enjoy a spectacular view of the earth's curvature.

A team of aviation experts have designed and worked at SpaceX, Boeing and Nasa. And, they have said that they are inspired by Concorde in terms of its technical aspects.

For instance, the concept of engine technology, advanced aerodynamics and new composite materials have fuelled the innate designing of Baby Boom jetliner.

It would be travelling about 2.6 times faster as compared to the current aircrafts.

Scholl feels that there are as many as 500 probable routes for this special aircraft. This includes a five-hour trip to Tokyo from San Francisco and also a six-hour flight from Los Angeles to Sydney



Interesting Facts

- Five unnamed airlines have placed 76 orders for this passenger supersonic airplane
- Boom Supersonic, luckily, has support from Richard Branson, the famous English business magnate and investor who has also invested in the company



The introduction of such a specialized supersonic jet passenger airplane would add a Midas touch to international aviation space, revolutionizing it perfectly! So are you ready for a refreshingly different, swift and smart air travel experience? Fingers crossed!

Lakeside Conference Centre sees growth after a profitable year

MICE Bites

The Lakeside Conference Centre has welcomed over 3,500 delegates in 2017 with more than half of all the bookings that comprised of repeat business. This conference center has seen a strong rise of 10% in booking that include the events for Kerry

Foods, RSPCA and Imperial College London. Nicola Vickers, Lakeside Conference Centre manager said that they have focused on the customer services and making a sure that they are flexible to meet the needs of the clients.



South Pacific Tourism Organisation signs with WHO Representative of the South Pacific for healthy tourism

A historic Memorandum of Understanding (MOU) has signed with WHO Representative of the South Pacific and the South Pacific Tourism Organisation (SPTO) to strengthen the travel and tourism industry in the Pacific region. This MoU will crater a strong collaboration on healthy workplace which provides accessible facilities for employees and visitors with disabilities.

The World Health Organisation director for Pacific Technical Support Dr Corinne Capuano said their colleagues in the tourism industry were in a position to address the growing demands for healthy tourism options. According to The World Health Organisation, this collaboaration will give a new partnership with the South Pacific Tourism Organisation, which will improve the health of both the tourism workforce and tourists to the region.

New convention center in World War II museum will boost MICE tourism

National World War II Museum complex of New Orleans will add a new hotel and conference centre on the corner of the plot at Magazine Street and Andrew Higgins Boulevard in 2019, which will boost the conference and event industry. This new building will take the name of Andrew Higgins of Higgins Industries, a prominent manufacturer of an important war craft that participated in WWII, who was based in New Orleans. The Higgins Hotel and Conference Centre will rise 8 floors above the

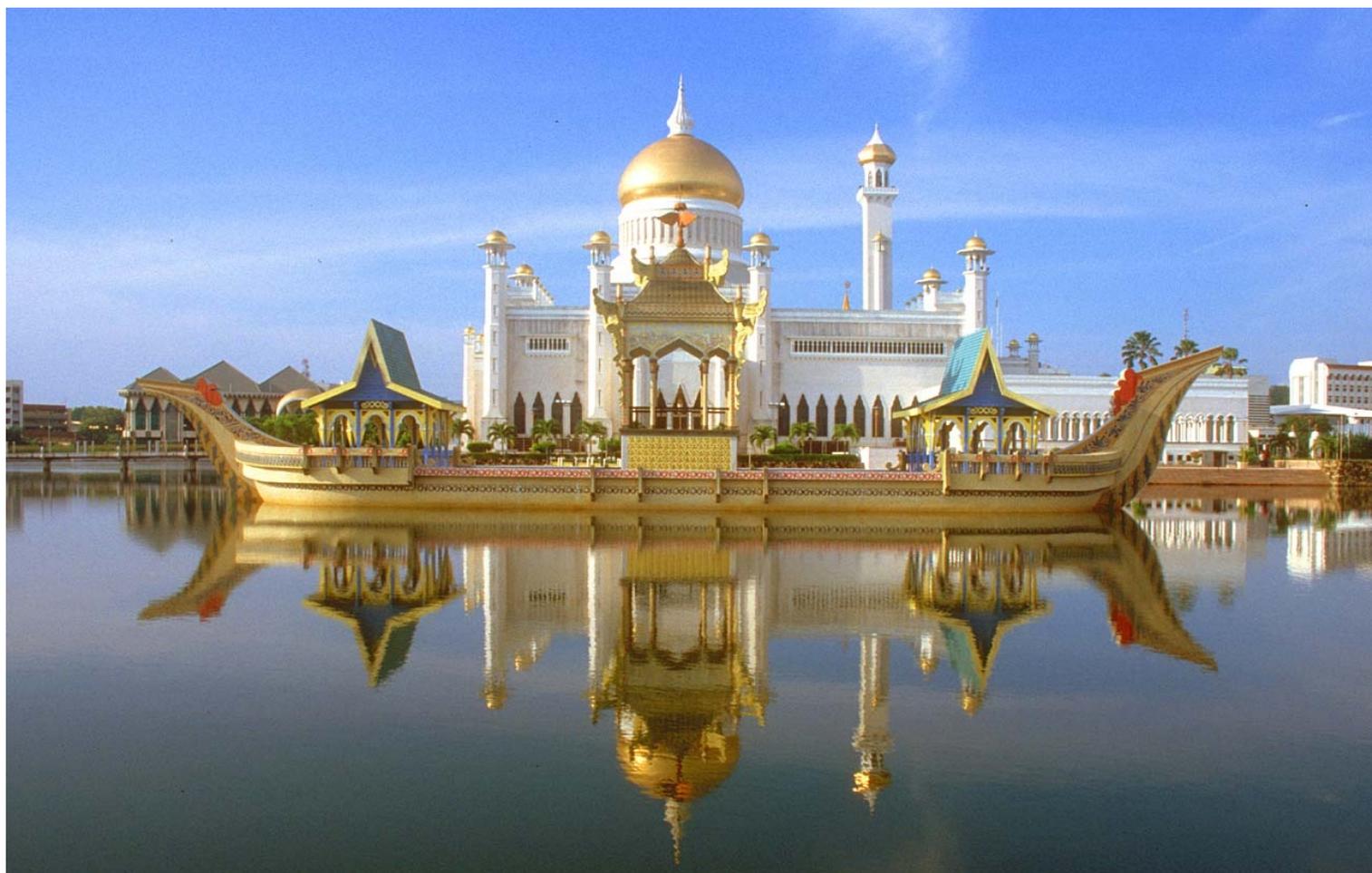
ground and boast 230 guest rooms and suites, as well as 18,000 sq ft of meeting space and a variety of restaurants and bars. Brandon Berger board chairman of World War II Theater Inc. said that they are going to promote the MICE tourism with an aim to accommodate for some of the 700,000 visitors that are flocking annually to the war museum. The hotel will be operated by Hilton's Curio Collection, and will be the first hotel under that brand name in New Orleans.



Brunei Darussalam will emerge as successful MICE destination

Brunei Darussalam is now going to emerge as the MICE tourism destination along with best hospitality services to the hotels to make it upmarket in Asia. The survey conducted on the global MICE (meetings, incentives, conferences and events), business and luxury travel industry revealed insights on industry trends and challenges, emerging global destinations and emerging trends and challenges within the industry. The participants of the survey were asked to recognise the best emerging destinations that could overtake developed markets as a tourism

and hospitality destination. There were over 300 experts responsible for organising MICE, business and luxury travel took the survey to estimate the popular, emerging global destinations and emerging trends and challenges within the industry, where Brunei was named as 13th best destination across the globe for the Muslim travellers. According to the Ministry of Primary Resources and Tourism, tourist arrivals to Brunei has increased by 10 per cent towards the end of 2017, compared to 0.3 per cent in 2016.



MICE Tourism Market in Singapore expected to reach US\$ 3 Billion by 2024

According to the Market Research Reports, Inc., Singapore MICE tourism market will reach US\$ 3 Billion by 2024. The report "Singapore Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism Market Analysis 2010 – 2017 and Forecast 2018 – 2024" offers the most updated industry data on the actual market situation and future outlook for Singapore MICE tourism market. The report uses

data and analysis to confer the potential profitable opportunities and future trends related to Singapore MICE travelers flow, revenue and main destination markets. The report provides a clear insight into current and future tourism developments of the Singapore MICE tourism market.





**PARIS
CONVENTION
CENTRE**

Europe's largest facility of its kind

Paris is a global leader in the convention industry. It is one among the most visited tourist destinations in the world. The charismatic destination, outstanding heritage, arts, events along with its romantic image attracts 32 million tourists every year. Paris was ranked the world's top destination for international conferences by the International Convention and Congress Association (ICCA) in 2016. It hosted 196 international meetings. Its professional infrastructure in its unique setting offers a perfect combination of elegance, culture, history and modernity.

The City of Light boasts of robust infrastructure — 2 international airports and airline connecting more than 526 cities in around 136 countries. There are six international train stations, 1,555 hotels inclusive of 27 5-star rated properties.

Paris Convention Centre was inaugurated in November last year by Viparis. It manages 10 main conference and exhibition centres in the greater Paris region. The centre is 15 minutes from the Eiffel Tower. Its contemporary and made-to-measure spaces for large-scale international conferences catapult it to the top position.



Spectacular Infrastructure



Located in the fourth most visited place in Paris within the Paris Expo Porte de Versailles exhibition complex (undergoing a 10-year renovation project), the centre is spread across 236,000 square feet area. It provides space for the largest events, and the building has a façade of undulating

surface showcasing spectacular views of Paris. Built with precision keeping the highest architectural and environmental factors into consideration, the Paris Convention Centre has been designed by Saguez & Partner agency. There are four separate levels in the Paris Convention Centre. Level 3 is completely modular with the capacity of hosting 35,000 attendees. The plenary hall can accommodate 5,200 guests with partition on tracks implying that the 44,000 sq.m of exhibition spaces can be customised as per the exact specifications. The plenary hall gives the facility of conducting meetings in natural light; its conference room is well equipped with speakers offering high-quality sound that creates an acoustic environment. The centre can be adapted to every event with its exclusive amenities like exhibition halls. The visitors gain an unsurpassed experience with its welcoming space in the garden, terrace and rooftop space. The event space can accommodate 1,000 people and showcases an exceptional view of Paris from its wooden terrace.

Connectivity

The Paris Convention Centre is located in the heart of the city and located 25 minutes from the Orly Airport, placed at the crossroads of Europe and is less than 3 hours from every European Capital. It is well connected with public transport and infrastructure and its event space can accommodate up to 1,000 people. In the immediate vicinity, there are more than 20,000 hotel rooms. Large scale events are planned through 2022 and the Convention Centre is a winner bringing more than 30,000 participants. The centre can be adapted to every event with its exclusive amenities like exhibition halls, meeting and conference rooms. There are mobile food stands, green roof and vast car parking area.



The Paris Convention Centre is bound to boost the appeal of Paris as the meeting and corporate events industry in this region accounts for €5.5 billion economic benefits having more than €20 billion turnover for exhibitors.

The innovative and highly flexible Paris Convention Centre is set to provide seamless service and bolster Paris's influence and image in the world market making it edgy in the business tourism market.



In defining terms, incentive travel is all about a good deal of business travel. Incentive travel is business-related travel that is designed to provide motivation or incentives to help business people become more successful. According to the Incentive Research Foundation: "Incentive Travel Programmes are a motivational tool to enhance productivity or achieve business objectives in which participants earn the reward based on a specific level of achievement set forth by management."

What the companies should do for incentive travel

Generally, the target groups for incentive programmes are the high-ranking professionals.

However, some munificent companies arrange incentive tours for the management, sales people or at times even for the customers. Considering past performance and employee behaviour, it will be easier to establish the reasonable takes for the incentive group formed.

The companies should also determine corporate incentive programme goals and see whether the incentive programmes can accomplish the same at the end of the day. Exploring the target's values, interests and preferences is also a part of incentive travel. While selecting agent for incentive travel, the cancellation policies and the budgeted costs must be clarified in the beginning.



HOW TO CREATE A SALES INCENTIVE PROGRAM



REWARD BUDGET

Before choosing the incentive for sales performance, the companies should determine how much they can comfortably spend. The prospect of revenue growth is a major reason for incentivising sales performance but it is certainly not the goal to break even after delivering the incentive, instead it should grow the company's wealth.



REWARD SCHEDULE

The schedule on which a reward is given is determined mostly by the type of reward. For instance, an incentive can be an additional commission for closing a sale within two weeks. It would be a short-term incentive structure that should ideally pay out bimonthly.



REWARD REQUIREMENTS

Feedback from new customers that is placed in a performance scoring programme, revenue generated from sales in region-specific sales zones and the time taken for transition of a lead to a customer are some of the additional reward requirements of any sales incentive programmes. However, it is important that a sales incentive programme should reach the revenue plateau before the incentive is triggered.



TRAVEL TRENDS ARE ALWAYS EMERGING. HERE' HOW THE EVOLUTION OF INCENTIVE TRAVEL CAN BE ARRAYED

EXPERIENCE-BASED TRAVEL

Technically speaking, all incentive travel is experience-based. Unique travel experience permanently remains hooked in the memory. One of the primary aims is to keep the employees motivated to generate and bring in more revenue for the company.

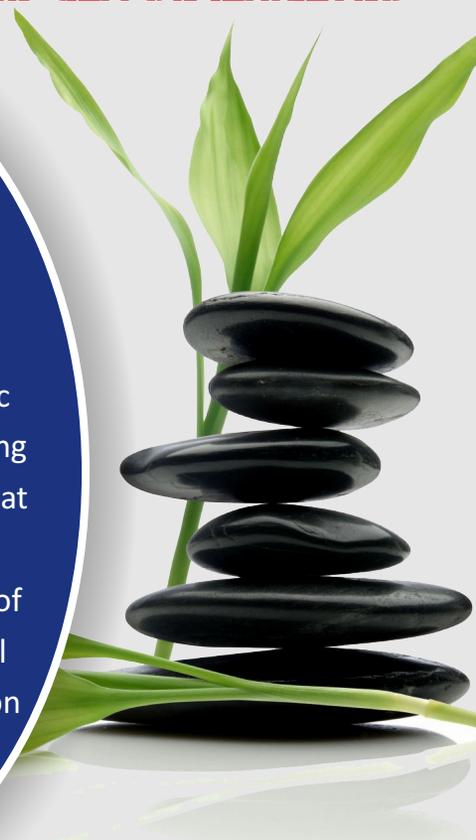
WELLNESS TRAVEL

Rather than focussing on recovery from medical conditions, wellness travel normally promotes a holistic approach to wellness, teaching travellers health strategies that they can use every day to improve and sustain quality of life. A major incentive travel trend, wellness travel rides on the coattails of the natural health remedy movement.

ALL-INCLUSIVE LUXURY LODGING

Luxury is continually changing across various contexts, so no matter how this trend is evolving there will be something always more to it. Bespoke travel includes premier boutiques within the hotel, dining at five-star restaurants within the hotel, and enjoying spa treatments in the hotel.

Recognising and rewarding sales performance remains the key objective of many incentive trips. However, personalisation is still the key for a successful incentive travel.

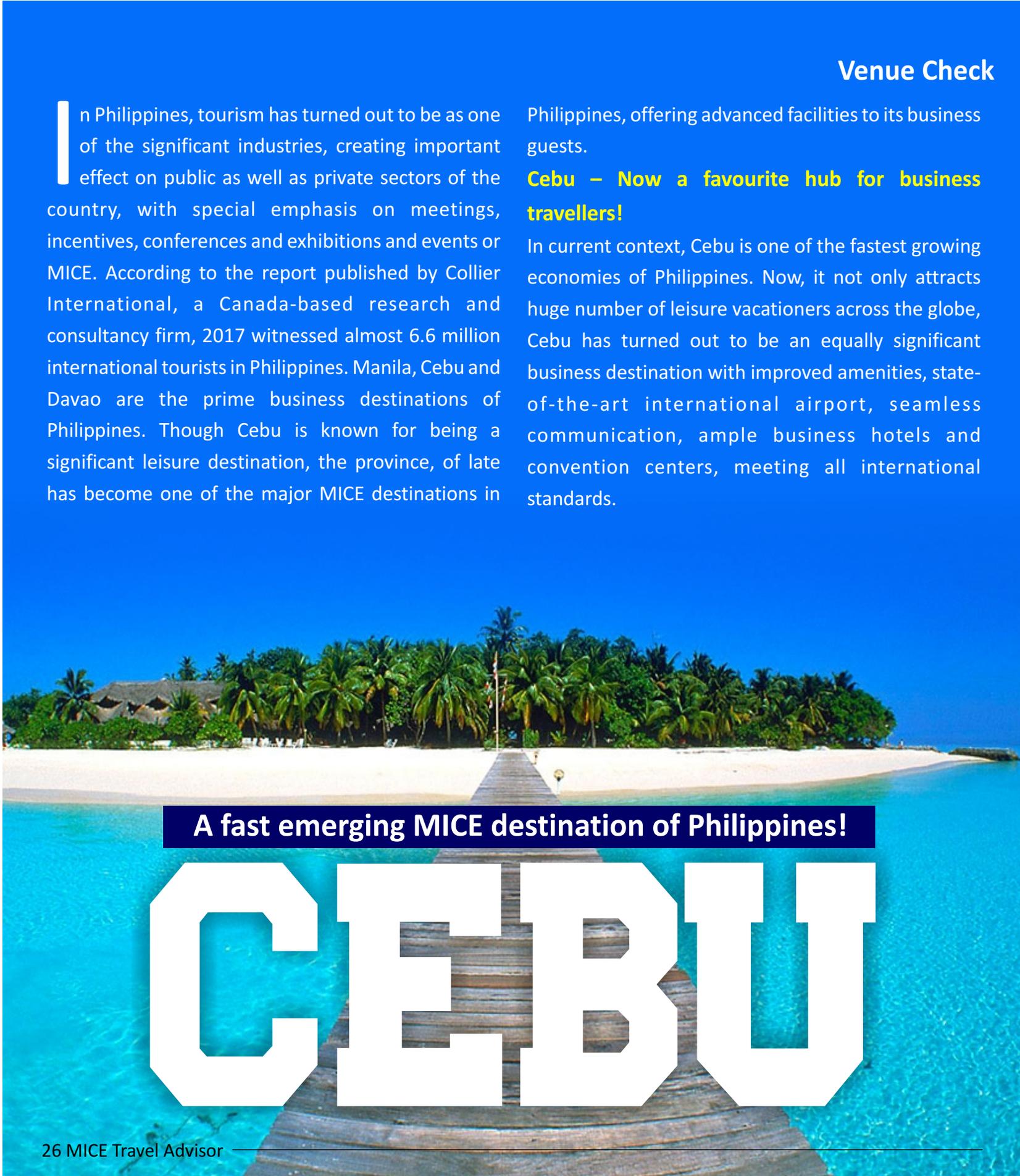


In Philippines, tourism has turned out to be as one of the significant industries, creating important effect on public as well as private sectors of the country, with special emphasis on meetings, incentives, conferences and exhibitions and events or MICE. According to the report published by Collier International, a Canada-based research and consultancy firm, 2017 witnessed almost 6.6 million international tourists in Philippines. Manila, Cebu and Davao are the prime business destinations of Philippines. Though Cebu is known for being a significant leisure destination, the province, of late has become one of the major MICE destinations in

Philippines, offering advanced facilities to its business guests.

Cebu – Now a favourite hub for business travellers!

In current context, Cebu is one of the fastest growing economies of Philippines. Now, it not only attracts huge number of leisure vacationers across the globe, Cebu has turned out to be an equally significant business destination with improved amenities, state-of-the-art international airport, seamless communication, ample business hotels and convention centers, meeting all international standards.



A fast emerging MICE destination of Philippines!

CEBU

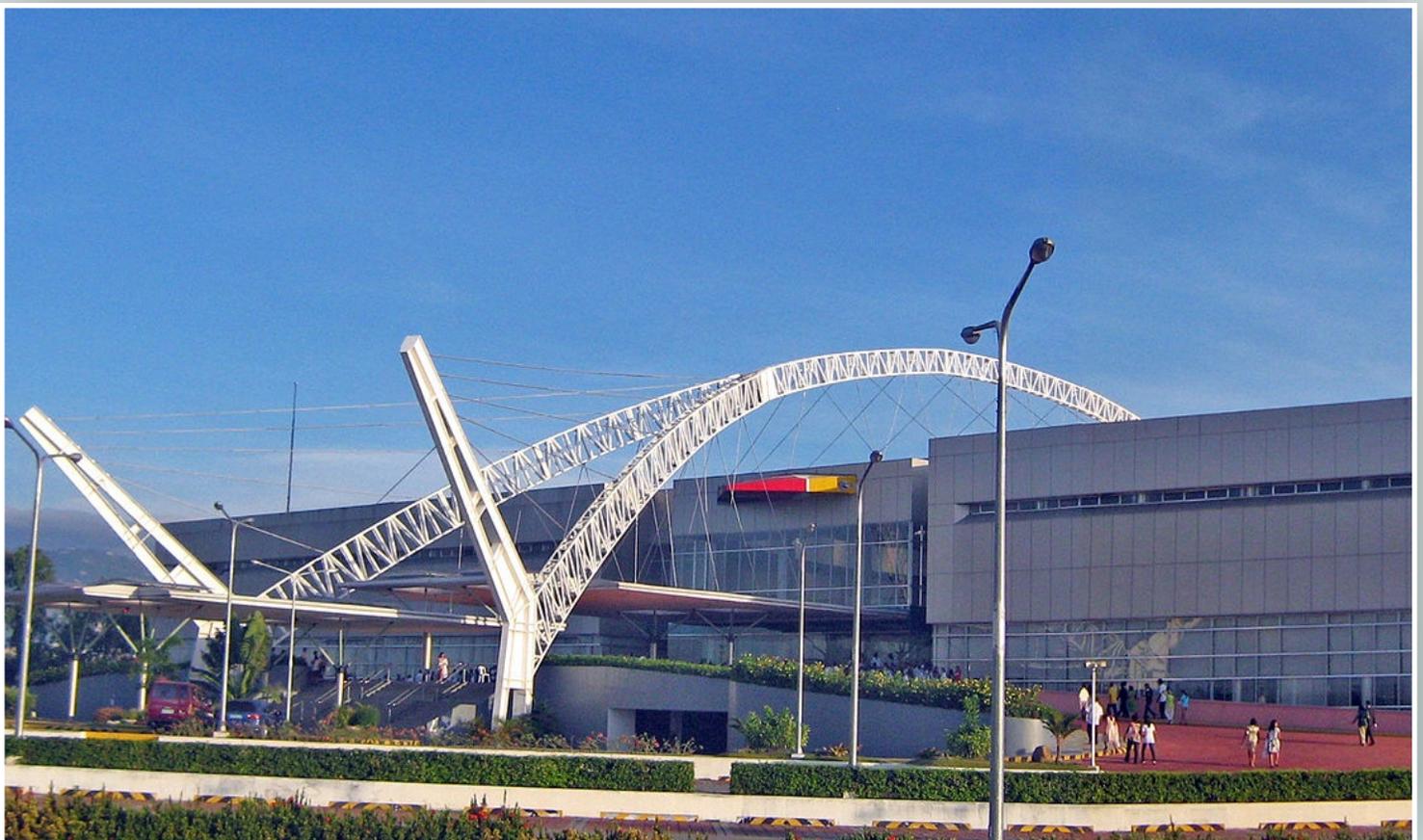
TOP 3 CONVENTION CENTERS IN CEBU

Grand Convention Center of Cebu – One of the preferred venues for hosting corporate seminars, the expansive and versatile function space of the Grand Convention Center with all modern facilities, make this meeting center a sought-after spot in Cebu! It has 14 meeting rooms with total 20,000 sq feet of meeting space. In addition, the center has onsite catering and restaurant, dance floor, pre-function lobby, paid parking, valet parking and lot more.

Ic3 Convention Center – Also known as IEC Convention Center of Cebu, this conference center was developed to organise the 2016 International Eucharistic Congress in the city. It has a secretariat

building, media center, 3 convention halls with differing capacities, function room and holding rooms for events, performances, small-scale gatherings and medium-scale conferences. The center has total 10,000 seating capacity.

Cebu International Convention Center – This 3-storied building was constructed by the Cebu Provincial Government to host the 12 ASEAN Summit along with the 2nd East Asia Summit. Spread across 28,000 sq meters, CICC has an International Media Center, an expansive Plenary Hall, meeting rooms and exhibition halls.





BEST BUSINESS HOTELS



Marco Polo Plaza, Cebu – It has 9 meeting rooms and 329 guest rooms; this city hotel is located near the nerve center of this business and commercial center. It has business center, grand ballrooms, grand balcony, dining hall, fitness center, wellness zone, hair salon and many more amenities.

The Beverly Boutique Business Hotel – Situated at the heart of the city, this business hotel has 1 spacious

meeting room with 52 quality guestrooms, offering comfort and convenience at finger tip.

The Maxwell Hotel – A comparatively newly built hotel, Maxwell Hotel has 72 guest rooms with 2000 sq feet of total meeting space available. It has 5 meeting rooms, up-to-date meeting requisites, elevated podium, Wi-Fi facility, dedicated lobby area, open aired parking space etc.

Few impending events/trade shows in Cebu to take place this year

Mata Expo Cebu – This 1 day event will take place on February 3rd, 2018 at the J Center Convention Hall.

Other than this, the province will have other events lined up like Cebu Franchise Expo, IIEP, CEBUCON 2018 and much more.

As expressed by DOT Director, Joshur Judd Lanete II, 2018 will have bigger projects related to Cebu tourism. He said that the projects have already got the approval of the Tourism Secretary. These projects won't be government ventures exclusively as private

sector will actively participate in it. He also assured that talks are going on to launch water taxis to enhance Cebu connectivity to different tourism areas. To sum it all, over the last three years, Cebu arranged many important international events like APEC ministerial meetings, Miss Universe pageant, and International Eucharistic Congress with complete success. Also, the city hosted quite a few ASEAN 2017 meetings. Cebu is recognized as a fully-equipped meetings venue with all qualifications for holding such high-profile events.



MICE APPOINTMENTS



Didier Scaillet is the new CEO of SITE

The Society for Incentive Travel Excellence (SITE) has welcomed Didier Scaillet as a new Chief Excellence Officer (CEO), serving both SITE and the SITE Foundation. The management of The Society for Incentive Travel Excellence (SITE) in the month of October was looking for the new CEO as a replacement of Kevin Hinton. He is a MICE veteran has highly skilled global experience with a deep understanding of association management. Didier Scaillet has

engaged and served on various industry forums and organizations like Joint Meetings Industry Council, Events Industry Council, Canadian Tourism Commission and United Nations World Tourism Organization.



Jean-Pierre Cloutier is the new executive chef Québec City Convention Centre



Chef Jean-Pierre Cloutier is appointed as the executive chef of Québec City Convention Centre. The exclusive food partner of Québec City Convention

Centre, Capital HRS serves delicious and lip smacking cuisine inspired by the best restaurants in Québec City. Chef Jean-Pierre Cloutier said that taking over the kitchens of the Québec City Convention Centre, known both in Québec and abroad for the quality of its cuisine, is a huge challenge. There are thousands of guests who come to enjoy the cuisine of Jean-Pierre Cloutier.

BCD Meetings & Events expands its team with new appointments

The leading global meeting and event management agency BCD Meetings & Events (M&E) has announced the appointment of Zuzanna Gil-Dunne as Senior Project Manager, and Kristian Salermo and Briony Bruce-Johnson as Project Managers. The new roles of Kristian Salermo and Briony Bruce-Johnson come as part

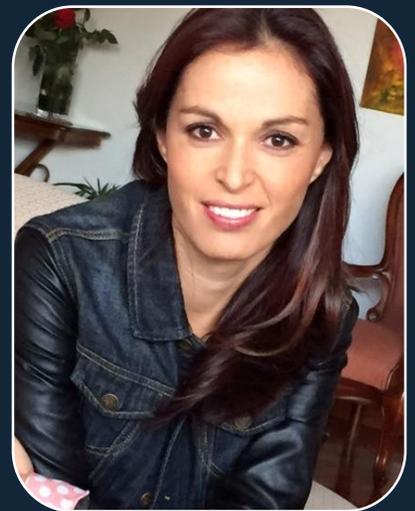
of BCD M&E's continued strategy for business growth and also reflect the company's increasing market share within the Life Sciences sector.



UFI appoints new regional manager

UFI has appointed Ana Maria Arango, as the company is going to open a new regional office in Latin America. The new office, based in Bogota in Colombia will keep an eye on the growth of MICE market in Latin America. It would also be the base for collaborations with national and region industry associations including AOCA, AMPROFEC, UBRAFE and AFIDA. Corrado Peraboni who is the UFI president had said that UFI is the global association for their exhibitions industry. He also went on to add that they were pleased at the fact that they were now in a position to also enjoy a

permanent presence in Latin America. Ana Maria has wide experience and knowledge of the exhibition industry in the region, having previously worked as Executive Director of AFIDA (Asociación Internacional de Ferias de América) and Corferias, Bogota.



Transforming Asian Digital Travel. Together. The Conference Destination For eCommerce And Digital Leaders in APAC's Travel Industry

In the Asia-Pacific region, online travel has grown by a whopping 21 percent per year between 2011 and 2016, and it's poised to grow by 13 percent annually between now and 2020. Travellers today are using tech like never before. Understanding who they are, what factors are influencing their choices and which devices they're using to search and book is key to win their business — now and in the future. And that's just what we'll be discussing at Digital Travel Summit APAC 2018.

Now in its 3rd year, Digital Travel Summit is APAC's leading digital event for travel, hospitality and leisure executives. Learn how to take your digital, eCommerce and customer experience strategies to the next level with enhanced personalization at every touch-point. Combining inspirational case studies from pioneers with dozens of small-group, peer-to-peer learning formats, Digital Travel Summit APAC delivers a practical roadmap for every challenge & opportunity you face.

Unearth solutions to all of your top challenges:

Drive digital innovation: Inspire your colleagues with AI powered chat and conversational commerce that guides consumers through the purchase and planning process

Perfect customer

experience: Create a seamless cross-device UX for your customers evolving shopping habits

Discover content that really converts: Turbo-charge your offering by delivering personalised content that provides differentiation and real customer engagement

Execute an effective omnichannel marketing

strategy: Put together a multi-channel marketing campaign that delights your customers and increases direct bookings

Master mobile marketing: Leverage the 24/7 digital shop window to increase product discovery

Become truly personal: Build 1-2-1 customer relationships with relevant product recommendations

Make payments easy: Achieve one-click customer checkout and remove buying blockers on mobile

Get a seat at the C-suite table:

Attain effective multi-functional collaboration and rise quickly within your organization



When :
April 17th – 19th,
2018
Where : Resorts
World Sentosa,
Singapore

25th Moscow International Travel & Tourism Exhibition

MITT 2018 Welcomes Professional Visitors

This year's Moscow International Travel and Tourism exhibition is fast approaching and it's shaping up to be a vibrant representation of the global travel industry.

Register now for a free e-ticket to MITT 2018 using promo-code: mitt18ivt

National groups from Dubai, South Africa, Slovakia, Karnataka, Goa, Brazil and Sri Lanka are returning to MITT, as the confidence in the Russian market grows

Dubai has confirmed its status at MITT 2018 as a Partner Destination, highlighting the impressive growth of Russian tourists (more than 100%) this destination has experienced in 2017.

MITT 2018 will occupy 7 halls and pavilions in Expo Centre Moscow:



1. Pavilion 1 – Middle East, Asia, Americas, Africa, Islands

2. Pavilion 2 Halls 1-2 – European and Mediterranean destinations

3. Pavilion 2 Hall 3 – Russia and the CIS: Inbound tour operators, hotels, river cruises, regions, IT for hotels

4. Pavilion 2 Hall 2 – In termed – medical treatment abroad

5. Gallery – IT in Tourism sector

6. Pavilion 8 Hall 1 – Turkey: The Ministry of Tourism and Hotels

7. Pavilion 8 Hall 2 – Turkish hotels, Tour operators, Airlines

8. Pavilion 8 Hall 3 – Tour operators, Turkish hotels
Develop your business with MITT

When :
13th – 15th March, 2018

Where :
Expocentre, Moscow



Hotelex Shanghai 2018



HOTELEX Shanghai 2018 – A
Full Sale Catering & Food
Service Exhibition

A journey of a thousand miles begins with single step. With 26-year experience in hospitality and catering industry has equipped HOTELEX to become a leading series of catering equipment, supplies, and find food trade events in Shanghai, with its geo-adapt shows in Beijing, Chengdu, and Guangzhou, covering the value chain from Catering Equipment, Tableware to Catering Supplies, Fine Food, Beverage, Bakery & Ice Cream, Coffee & Tea, Wine & Spirits and Cooking Ingredients.

Once a year HOTELEX brings together buyers and suppliers from around the country to witness the latest trends in the industry and be inspired by leaders and legends in the field. To better serve the clientele in 2018 HOTELEX will be split into two phases held at the same venue located at Shanghai New International Expo Centre at different times.

HOTELEX 2018 – Phase I & II

Venue: Shanghai New International Expo Centre

HOTELEX Shanghai 2018 – Phase I

(THE 27TH SHANGHAI INTERNATIONAL HOSPITALITY EQUIPMENT & FOOD SERVICE EXPO)

Exhibit Categories: Catering Equipment Supply, Tableware, Coffee & Tea, Wine & Spirits, Beverage, Cooking Ingredients, Ice Cream, Bakery

Concurrent: Expo Finefood 2018

HOTELEX Plus 2018 – Phase II

(Shanghai Hospitality Design & Supplies Expo)

Date: April 26 – 29, 2018

Exhibit Categories: Building, Interiors, Lighting, Amenities, Fitness & Leisure, IT & Security

Concurrent: Design Week Shanghai

Expo Lighting for Commercial Properties

HOTELEX was a huge success according to the last year figures, 143,500 professional visitors and 2,352 premium exhibitors out in force, featuring a 6.6% increase in exhibitor amount and a huge leap of 22.3% in visitors in 2017. Total 4,814 independent overseas buyers from 124 countries and regions plus 1,500 group buyers confirmed both HOTELEX's leadership and its influence on international markets, reflecting the extent to the expo competitiveness, and how the fair has helped forward-thinking industry players to meet the right people.

It's a free shot that proved too irresistible to pass up. There's no better time than now, get yourself prepared, applications are free, registration is simple, grasp the valuable opportunity of presenting your products to increase visibility and kick-start networking with over 143,500 world players.

When :
March 26th – 29th
2018

Where :
Shanghai New
International Expo

Jeddah International Travel and Tourism Exhibition

Jeddah International Travel and Tourism Exhibition is the leading travel show in Saudi Arabia, attracting many tourism destinations and travel services from inside and outside the Kingdom, and providing an ideal platform for exhibitors to share experiences, services and do business, and to directly market their services to public visitors.

This international event will showcase during the three days a wide range of accommodation options, amazing travel destinations, travel technologies, medical and educational tourism, airlines to the world's most popular tourist destinations as well as tourism and travel service providers.

This edition of JTTX exhibition will attract more than 200 exhibitors from more than 20 countries and will attract more than 30,000 visitors including managers of travel and hospitality industries, and public visitors interested to discover personally the displayed travel services in the planning period for the next trip.

Maya Helfawi, president of the organizing committee and manager of 4M Event Management the organizer of the event said that the next edition will highlight family tourism in the Middle East. She added that the statistics of the Middle East travel market has shown that

more than two-thirds of the population prefer luxurious hotels to spend their holidays, also the size of the family tourism sector has grown significantly in recent years, prompting tour operators to design special holiday packages for families and showcase this product directly to the exhibition visitors to familiarize them with its features and advantages.

Eng. Hamza Nasser, Executive Director of the exhibition mentioned that the event is organized for the eighth consecutive year in time when the sector is witnessing rapid growth thanks to the efforts of the Saudi Commission for Tourism and National Heritage in addition to the various efforts and support provided by the relevant government sectors.

"The integration of the tourism sector into the priorities of the Saudi Vision 2030 will enable the acceleration of this growth and increase its efficiency in supporting the national economy".

He pointed out that local and international statistics confirm this growth, where the Tourism Information and Research Centre "MAS" recently revealed in its statistics that the number of jobs in the tourism sector has exceeded 880 thousand jobs, also the number of inbound tourist trips has exceeded 18 million trips and spending \$ 22 billion, while the number of outbound tourist trips approached 21 million trips and spending \$ 22.4 billion".



When :

February 28th –
March 2nd 2018

Where :

Convention Center -
Jeddah Hilton, Saudi
Arabia

WTM Latin America



Celebrating its sixth edition in 2018 and consolidating itself as the business-to-business event which brings the world to Latin America and promotes Latin America to the world, WTM Latin America is the travel industry's main event in Latin America and generates business and relationship opportunities for exhibitors, buyers and professionals in the industry.

The last edition welcomed more than 600 exhibitors from 50 countries generating nearly US\$ 375,000 (US\$ 374,478.26) of new business. The show also registered 7,748 of unique visitors, an increase of 18% comparing to the previous year, the largest increase in the entire WTM portfolio. Taking into account the total number of participants, including both media and exhibitors, the event attracted nearly 10,000 people.

This year, WTM Latin America launches the Travel Tech Pavilion, an area that aims to expand the participation of start-ups, small and medium-sized companies' access to technology as applied to tourism and enable the inclusion of available tools in their existing business. The area is located inside the existing Travel Tech Show area.

Set to make its debut this year and develop the destination areas, WTM Latin America presents the Destination Pavilion, an area designed to enable private companies from destinations that are not represented at the event to participate at the show.

Alongside with the new pavilions, the Inspire Theatre – previously called Conference Theatre – will continue for another year repeating the success of the last edition. The space discusses new developments and

innovations in the industry, as well as promotes a significant reflection to issues in the travel industry. Responsible Tourism will also be included on the agenda as well as innovations in the technological field, with names that are a reference in the market.

WTM Latin America's identity is also supplemented by the Speed Networking Sessions and the WTM Buyers' Club which take on responsibility for providing buyers with knowledge about the main destinations and tourism companies that are presented at the event in a short space of time and for setting up a business club for senior travel industry executives.

Exhibitors confirmed for this year's edition, include the United States which once again returns and brings Bahamas Tourist Office, Brand USA, Visit Orlando, Visit Florida, Las Vegas Convention & Visitor Authority, NYC & Company and Visit Kissimmee.

Others exhibitors include companies from Portugal, Greece, South Africa, Germany, Palestine, Peru, Argentina and others business of the hospitality sector, technology, travel operators and hotels, etc.

For 2018, we are working with

When :
March 3th – 5th,
2018

Where :
Expo Center Norte,
Sao Paulo

SHOW REVIEW

OTM Mumbai 2018

OTM, the largest travel show in Asia Pacific region receives overwhelming response. It concluded on an optimistic note. 1000+ sellers from 50+ countries and 27 states networked with 10,000+ trade visitors, at Bombay Exhibition Centre, between 18th to 20th January. 98% of the participants are likely to return in 2019. The show was inaugurated by Shri. K J Alphon, Minister of State for Tourism, Government of India. In his inaugural address he expressed his delight seeing the turnout of the global participants. He also expressed satisfaction about the mix of international and national participants at the show floor - approximately 400 and 600 respectively.

Guest of Honour Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra remarked that Mumbai was proud to host the leading travel show in the Asia Pacific region. He also marveled at the long history of OTM as an offshoot of the oldest travel trade show in the country. In an exit survey, 98% of the participants confirmed they are likely to return to OTM 2019. More than

90% opined that participation in OTM was a must. They also found the organizers humble and applauded them for best client servicing. Many sellers appreciated the quality and value addition ensured by Fairfest Media, the organisers of OTM. According to their feedback, OTM is the best in class travel show globally and has assisted them in generating a large number of business enquiries from the Indian market. Visitors included hosted buyers from Delhi, Bengaluru, Ahmedabad, Chennai, Hyderabad, Kolkata, Pune, Bhubaneswar, Visakhapatnam, Kochi, Nagpur, Rajkot, Surat, Coimbatore, Indore, Lucknow, Haryana, Allahabad and Chandigarh. The highest number of hosted buyers were from Delhi. Several hosted buyers confirmed that they have been ensuring their presence at OTM for many years now. A number of them exclaimed that they had graduated from visitors to hosted buyers. The access to online meeting diary has assisted them to plan in advance and spend quality time with decision maker's one on one.

Date: January 18th – 20th, 2018
Venue: Bombay Exhibition Centre, Mumbai

India's Biggest Travel Trade Show



Hosted Buyer Quotes: Fairfest Media is the best in what they do, said DattaSukre, Hosted Buyer from TTGAC. He called OTM a great platform with a quality presence of exhibitors and corporates. The online meeting diary and sessions arranged were well executed and served as an ideal platform for business networking, he felt.

The global participation of the who's who in the travel trade differentiates OTM from run of the mill travel shows, stated Mahip Agarwal, Hosted Buyer from Shreejee Holidays has been associated with OTM for a very long time now. The online meeting diary feature enabled him to garner good contacts and information about the new products in the travel domain.

Dhruv Saxena, Hosted Buyer, Gionee also participated for the first-time in OTM and he found it at par with the global standards. It was a great place to meet all suppliers under one roof and this is what makes OTM unique, he added. He liked the exhibitor mix the most and confessed that he is eager to come back next year as well.

National Tourist Organisations of Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives, Rwanda, Macao, Bangladesh, Korea, Japan, Bhutan, Tanzania, Romania, Cambodia, Palestine, Cyprus, Croatia, New Zealand, Fiji, Botswana, Finland, Estonia and Lithuania displayed colorful country pavilions, along with a large number of local hotels, attractions and operators.

Australia, Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Laos, Latvia, Malaysia, Oman, Peru, Philippines, Qatar, Russia, Seychelles,

Singapore, Sri Lanka, Ukraine, United Kingdom, USA, Uzbekistan and Vietnam were represented through private operators at OTM 2018.

At OTM, Knowledge Partner - Cox & Kings introduced the Baltic States comprising Estonia, Latvia, Lithuania and Finland. It also introduced Indo-China package showcasing Vietnam, Laos and Cambodia.

Outbound Sellers Speak: Egypt Tourism had a fantastic experience at OTM this year. Ismail A Hamid Amer, Regional Director, Egyptian Tourism Counsellor said he always believes that OTM is their partner. We have started our year by participating in OTM and are looking forward to good business ahead. He added, "OTM was a great opportunity as it helped us in knowing the Indian travel trends and their travel expectations. We want to congratulate the organisers on such a successful show."

The China Tourism delegation ensured their attendance in a big way at OTM 2018. Tian Xin, Director, China National Tourist Office, New Delhi termed OTM as a very effective platform. OTM has undoubtedly helped us understand the travel needs of the Indian market as well as the requirements of the travel trade, he said. Participation from India included Tourism Departments along with private operators from Himachal Pradesh, Uttarakhand, Jammu & Kashmir, Maharashtra, West Bengal, Goa, Gujarat, Odisha, Arunachal Pradesh, Andhra Pradesh, Karnataka, Punjab, Andaman & Nicobar, Jharkhand, Madhya Pradesh, Chandigarh, Tripura, etc. which had set up enchanting state pavilions, with local suppliers.

Indian Delegates Speak: OTM 2018 had a balanced mix of participants from outbound and inbound, outlined Smt. Neela Lad, Regional Director (West), India Tourism Mumbai Office. Driving an enhanced response from the travel show, she added OTM assisted in creating awareness on destinations in North East. Through OTM, the North Eastern travel destinations in India initiated a dialogue with Indian film producers.

Tater Mize, District Tourist Officer from Government of Arunachal Pradesh appreciated the efforts of Fairfest Media. He asserted OTM was a great platform to showcase their tourism products and a great way to attract the travellers to the North East, especially to Arunachal Pradesh. Kudos to the organising team on putting up such a great show and we are surely looking forward to attend the next OTM.

OTM is one of the key events on our calendar, agreed SukuVerghese, Associate Vice President - Sales, MICE India, Taj Hotels Palaces Resorts Safaris. He praised the humongous scale of the travel show and the buyer mix and mentioned that they are happy to see OTM pioneering in tapping niche travel segments of wedding and film tourism.

OTM has emerged as the largest travel trade show in the Asia Pacific region, on the basis of number of participants and gross exhibition area rented.

Business Sessions: Dignitaries at the panel discussion - Cine Locales by Film Tourism Consortium brought to the fore the permits involved

and the reasons why film producers find it easier to shoot a film abroad.

JaykumarRawal, Minister of Tourism, Government of Maharashtra thanked the panelists for bringing up the concerns at OTM 2018 and assured the producers that by OTM 2019, the said issues will get resolved as far as shooting in Maharashtra was concerned. He also asserted that Mumbai is home to Bollywood and all should work at selling Mumbai first and then the rest of India.

Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd said that they are happy to play a bridge between the film fraternity and the government to identify and address the roadblocks.

Promoting Tourism to North East by DoNER session comprised a presentation on the eight breathtakingly beautiful and scenic landscapes of the North East - Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura.

The presentation was followed by an official release of the Report on Film Tourism in the North East. The panel discussion was graced by government officials of DoNER and members of the film fraternity. After viewing the presentation, film fraternity members expressed their desire to come and shoot in the North East. They also brought up various issues and obstacles regarding permissions and infrastructure that restrained them from shooting in the North Eastern destinations.



Travel Technology Track, an initiative by TravHQ and OTM was a knowledge sharing platform to showcase innovative technologies in the travel segment. It decoded the Indian traveler and outlined that customer experience was one aspect which was observed as being missing nowadays. Major focus on customer experience was termed as the highlight of 2018 where technology will be playing a key role, remarked speakers. The session also brought to notice that we still have a long way to go as far as technology is concerned and called it the way forward.

The session Millennials are the next frontier by

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

CALENDAR OF EVENTS

2nd – 4th Feb



Balt Tour 2018
Riga , Latvia
www.balttour.lv

5th – 7th Feb



ibtm arabia
Abu Dhabi, UAE
www.ibtmarabia.com

16th – 18th Feb



TTF Chennai
Chennai, India
www.ttfotm.com

23rd – 24th Feb



India Travel Congress
New Delhi, India
bitb.org/bitb-india-travel-congress

23rd – 25th Feb



TTF Bengaluru
Bengaluru, India
www.ttfotm.com

24th – 25th Feb



Times Travel Fair
Bengaluru, India
eventcapital.in

24th – 25th Feb

connections
LEADERS DO BUSINESS

Connections Luxury
Sienna, Italy
weareconnections.com

26th Feb



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27th – 28th Feb



Mice Arabia Congress
UAE, Dubai
mice-arabia.com

28th Feb - 1st Mar



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