

# MICE Travel Advisor

Volume: 7, Issue: July 2018

# Las Vegas

A Deluxe Corporate Destination



## 04. Green Technology



## 15. Lightweight wearable devices



## 20. Zagreb



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**04. Cover Story: Green Technology** is a major trend in today's MICE world. From recycling and LED lights to renewable energy and food waste, many convention centres are stepping up their “green practices.” MICE Travel Advisor picks 5 convention centres which are taking meetings to the next level.

**15. Tech Talk:** Explore this page to know about the **lightweight wearable devices** which have motion sensation system to make your work and personal life easier.

**20. Spotlight On: Zagreb** is a beautiful destination in Croatia, offering plenty of opportunity to make your business promotion successful. Here you can easily combine business with pleasure and achieve successful business cooperation. Read on this page to know more about the City of Hearts.

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# Editorial Desk

## President & Editor-In-Chief

Mr. Anup Kumar Keshan

## Associate Editor & Vice President

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## Executive Editor

Mrs. Puja Keshan

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Ms. Hena Ahmed

Mr. Tuhin Sarkar

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Ms. Sonali Khan

Mr. Rajat Singh ( Web)

Mr. Kaushik Das(Web)

## Marketing Executive

Mr. Vijay Kumar

Ms. Andrea Das

## Asst. Communication Executive

Mr. Rana Singh

## Circulation

Mr. A.K. Sharma

Mr. Kajal Mandal

Dear Readers,

Business event planners are constantly struggling to cope up with the two biggest trends-technology and sustainability. Some of the convention centres have implemented rigorous plans to implement them, they are communicating about sustainability in an engaging way to the attendees.

In the Cover Story –Towards Greener Meetings we talk about recycling which is the first thing that strikes when we think about sustainability. Ryan Harvey, Sustainability Coordinator of Oregon Convention Center share insights on going beyond limits in establishing venues as models of sustainable behavior in this edition of MICE Travel Advisor.

Wanderlust with wearables is the new fad and has changed the way we travel for business and leisure. Read our Tech Talk on Wearable Devices in Travel, embracing other connected device that is gradually making the travellers a part of the increasingly global Internet of Things.

Zagreb is a city rich in Roman history, an important trade centre and tourist destination perfectly poised to do business. Read Spotlight On and see how you can plan your next business meet here.

Las Vegas, the entertainment capital of the world, is preferred by the international meeting planners for being a thriving business hub and offering adequate resources. Centre of Attraction on Las Vegas identifies it as a top destination for any professional considering its amenities and reputation.

Thousands of football fans flocked to Russia ahead of the World Cup, the world's largest country which never fails to fascinate with its world-class art and epic landscapes.

Moscow, the cosmopolitan capital of Russia has rapidly evolved as a unique and innovative business destination in the world. It is resplendent with several world chain business and luxury hotels, gourmet and authentic restaurants, trades, exhibition and sport complexes. Venue Check will take you through its actively increasing regions having enormous potential.

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**Editor-In-Chief**

Mr. Anup Kumar Keshan



ASTM INTERNATIONAL



Cover Story

## *Towards Greener Meetings!*



The widespread concern over the future of global climate has triggered a sense of environmental focus in destinations and standards have been set by bodies like Accepted Practices Exchange (APEX) and American Society for Testing and Materials (ASTM) International to adopt green practices for many cities and convention bureaus.

The Convention Industry Council's APEX and ASTM international in collaboration with the Green Meeting Industry have listed barometer for environmental protection comprising nine sectors. This includes transportation, audiovisual, accommodation, destinations, onsite office, meeting venue, food and beverage, exhibits and communications.

The meetings and event industry was earlier deemed by the Environmental Protection Agency as the second most wasteful sector in the U.S. for generating environmental footprint.

Major convention centres are stringently making effort to comply with the green-building certification. Recycling, composting, green roofs and other eco-friendly measures have been the norm and venues get to save millions through sustainable upgrades.

Not just the environment but health and well-being of the staff is of equal concern. Around 62% of the venues have policies and programmes for the health and fitness of the staff.

Procuring sustainable food and beverage product from the local producers is a growing trend coupling with the practice of active food waste management with either manual or automated tracking.

Food is donated on a regular basis without any additional expense to the event organisers. The onsite operations are mostly incorporated with more renewable technologies; also there are additional resources on sustainable events that are offered to the organisers.

## A look at some of the sustainable convention centres

It bagged a LEED Gold certification for the 2011 expansion of the convention centre. Its food and beverage supplies are entirely compostable and biodegradable and Green Seal certified cleaning products. It signed a two-year contract to power a part of their facility with renewable energy. With support from the Pro-Tech Energy Solutions, it has cut down 40% of annual electricity and natural gas costs.

### PENNSYLVANIA CONVENTION CENTER





It took the top spot in earning an APEX/ASTM certification by complying with the standards of sustainable meetings in four major sectors – destination, meeting venue, audiovisual and F&B. Its 2,448 meeting rooms, street and lobby lights have been converted into LEED (Leadership in Energy and Environmental Design) saving \$48,640 in bills and preventing 3,712.5 metric tons of carbon dioxide emission on an annual basis. Being a Level One certified meeting space, it has a written environmental policy, a minimum waste diversion rate of 30% in a year and around 20 % of the building fixtures functioning at high efficiency.

## DENVER CONVENTION CENTER



It has the largest single roof-mounted solar array in the U.S. on top and consists of 13,486 modules which cover two-third of the main roof accounting for 290,000 square feet of space. After installation it has produced an estimated 28% of annual electrical need and over a period of 20 years it will be saving nearly \$4.4 million. It has made significant efforts in the conservation methods of waste management, eco-friendliness and water consumption by installing waterless urinals and application of eco-friendly paper product. The intensified recycling efforts led to 2 percent reduction in electricity and 7 percent in cooling usage.

## ATLANTIC CITY CONVENTION CENTER

It adheres to the motto that sustainability is not just addressed in the design of these venues but is the design of these venues. It has 183 bike racks, water-efficient landscaping and low-flow bathroom fixtures. Its green roof supports plant life and soils materials while its Global Centre has brimming white reflective roof; 90% of its debris during construction was recyclable. Both the venues hold LEED Silver certification.

## CLEVELAND CONVENTION CENTER & GLOBAL CENTER FOR HEALTH INNOVATION



Portland leads in green technology and in the year 2014, it was the third city to have ever achieved a distinction. The convention centre is LEED Platinum building certified, one among the top convention centres to be recognised with such distinction. It has low-flow bathroom sinks, high efficiency light fixtures. It boasts one of the highest-producing solar panel arrays ever placed on a U.S. convention centre generating 25.4% of all power used at the facility for full year of operation. Solar City owns and operates the solar array and is funded by a collaborative project grant of \$500,000 from the customers of Pacific Power's Blue Sky renewable energy programme and \$200,000 grant from the Energy Trust of Oregon.

## OREGON CONVENTION CENTER

## ADAPTING SUSTAINABLE PRACTICES

- Use recycle plastic bottles
- Go completely digital, avoid using paper
- Use organic ingredients
- Cut emission by choosing properties located close by
- Donate extras instead of dumping in the landfills
- Encourage exhibitors to avail reusable booth design
- Use sustainable products for signage



If the materials bought into the convention centres can be recycled or taken back by the company produced and clients leave the facility post the event as if it only needs cleaning and maintenance then the long term goal of removing carbon dioxide out of the atmosphere can be achieved. It's time to take cues from author Robert Swan's saying – “The greatest threat to our planet is the belief that someone else will save it” and start working towards a greener world!



## THE 'TRUE COST' OF BEING IRRESPONSIBLE IS MUCH WORSE THAN DOING THE RIGHT THING

Ryan Harvey, Sustainability Coordinator of Oregon Convention Center share insights on going beyond limits to establish venues as models of sustainable behaviour.

storm water wall to help with mitigation, and possibly aligning our sustainability goals with the UN SDGs.

**MICE Travel Advisor:** Is the implementation of sustainable strategies cost effective?

**Ryan Harvey:** There are things we do that actually saves money. But, in a more holistic sense, the 'true cost' of being irresponsible is much worse than doing the right thing.

**MICE Travel Advisor:** How do you ensure that the sustainable initiatives have social, environmental and economic benefits?

**Ryan Harvey:** We have a Sustainability Team that meets monthly. It consists of members of every department in the building. who are tasked with overseeing the activities/initiatives we undertake, and ensuring they go according to plan.

**MICE Travel Advisor:** How already established green convention centers can keep up with innovation?

**Ryan Harvey:** We need to continuously push the limits of what can and should be done. This is an incredibly wasteful industry, and many people/groups involved continue to do things the way they've always been doing.

**MICE Travel Advisor:** What are the challenges in creating a sustainable event?

**Ryan Harvey:** We do not have a contract, or any official relationship, with the third-party companies that are regularly hired by a client to do all of the cleaning after an event. For that reason, it is difficult to "require" them to recycle things appropriately and make sure that everything is handled to our high standards.

**MICE Travel Advisor:** How do you further intend to reduce the environmental impact?

**Ryan Harvey:** My plans include moving towards durable concession ware in our exhibit hall eating areas, building a green roof, adding a community solar element to our 2MW rooftop array, harvesting rain/stormwater for building use, building a

This is not good enough; we need to hold ourselves to a higher standard and think of ourselves and models of sustainable behaviour, showing other venues what is possible.

**MICE Travel Advisor:** How far will digitalisation in the convention centers help in preserving environment? What about the generation of e-waste?

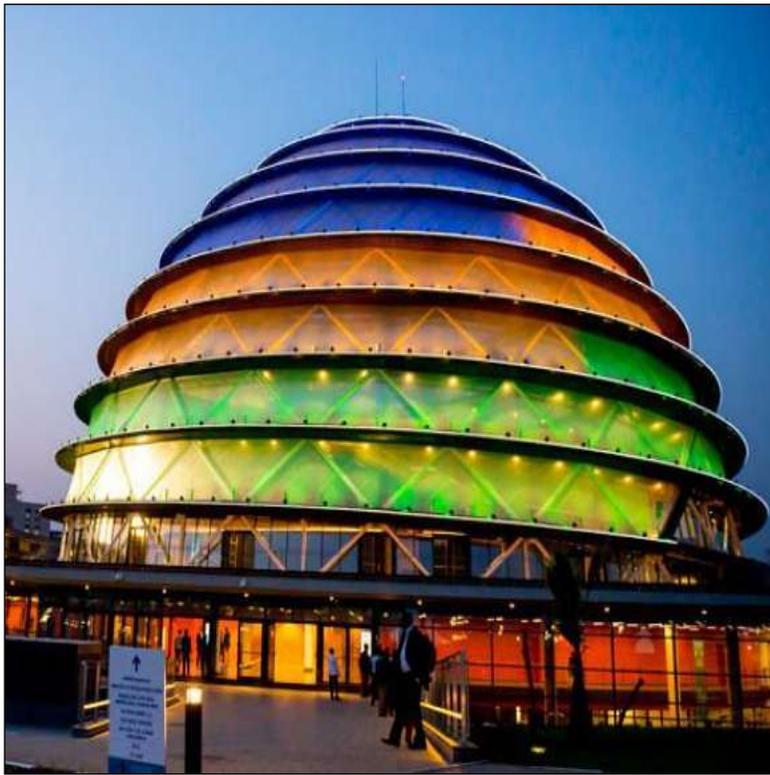
**Ryan Harvey:** As website use, apps, flash drives, etc. becomes more common, I think that the reduction of paper usage will increase. The cost of printing and transporting these materials is often overlooked as well. I would also like to move clients in the direction of projected messaging instead of vinyl signage, and other technological opportunities that become available.



# MICE BITES

## WTM London's UK & Ireland area hosted almost 58,000 meetings

The WTM London United Kingdom and Ireland Region hosted to nearly 58,000 on-stand meetings from almost 16,500 industry professionals interested in the region. The UK & Ireland region at WTM London 2017 witnessed an aggregate 57,650 on-stand meetings taking place, meaning each of the 192 exhibitors had an average of almost 300 on-stand meetings. Of the 10,500 buyers from the WTM Buyers' Club attended WTM London, 3,422 were eager purchase British and Ireland products. WTM London 2018 would see the introduction of Regional Inspiration Zones.



## Rwanda Convention Bureau makes its UK debut at The Meetings Show

The Meetings and incentive travel planners in the UK will soon discover why Rwanda is growing rapidly in popularity with event organisers worldwide when the Rwanda Convention Bureau makes its debut at The Meetings Show, at Olympia, London on 27 & 28 June.

In 2017 Rwanda, and its capital Kigali, were ranked the third most popular destination in Africa for accommodating and events by the International Congress and Convention Association (ICCA) the world-renowned authority on this industry. Among the many major international events that have taken place Rwanda just this year are the African Union Summit in March, which brought over 3600 delegates to the country, the Next Einstein Forum, attended by 1,500 scientists, and the Transform Africa Summit in May which also drew 1,500 delegates to Kigali.



### **Darwin Convention Centre celebrates its 10 years of journey**

Darwin Convention Centre has celebrated its 10 years journey. This convention centre has touched a milestone with an event recognising the partnership with global business. The construction had begun in early 2006 and the centre was officially opened on June 18, 2008. The convention centre is now an integral part of Darwin, economically and socially. The centre injects millions of dollars a year into the economy and the centre has hosted some of the Northern Territory's biggest events from international and national conferences attended by thousands of delegates to bull riding championships, from charity fundraising balls to rock concerts. Guests have included dignitaries as diverse as the Dalai Lama and Chinese president Xi Jinping.

### **Miami Beach Convention Center hosts LE Miami in newly redesigned space**

LE Miami, the premier annual marketplace where contemporary travel brands meet with high-level buyers and luxury media has transformed two halls of the Miami Beach Convention Center into a glow-in-the dark exhibit floor, complete with a DJ booth, pop-up meditation station and business “suites” where official meetings took place between leading luxury travel suppliers and buyers.

The Greater Miami Convention & Visitors Bureau welcomed LE Miami to the Miami Beach Convention Center over June 12-14, 2018. The newly reimagined Miami Beach Convention Center is undergoing the final phase of a \$620-million dollar renovation and expansion which will include a new 60,000-square-foot grand ballroom, 500,000 square feet of exhibit space, 84 breakout rooms, and a new six-acre public park to serve as incremental event space.

## St. Lawrence County Tourism is boosting MICE industry with multi-million investment

St. Lawrence County Tourism Board is funding to boost the tourism promotion, especially MICE tourism.

The County Chamber of Commerce Director Brooke E. Rouse said that tourism continues to increase its impact in the county. From 2014, there's been a nice increase in tax and jobs and spending in St. Lawrence County. It is a major initiative that Mrs. Rouse believes will yield greater funds for the county, is conference tourism. Her first step toward placing the county in that market was by having the county join the Empire State Society of Association Executives, a nonprofit professional organization that offers training for leadership, and professional development.



## The expansion of MCEC to transform event experience via latest interactive technology

Melbourne Convention and Exhibition Centre (MCEC) has made investments in cutting-edge technologies a month ahead with latest \$200 million expansion. In complete sync with the innovative approach of MCEC integrating audio

visual and ICT technology the MCEC new expansion wing is purpose built to take it a notch higher.

The event organisers and attendees can expect a customisable event space with the inclusion of 4K laser projectors, LED based theatrical lighting equipment and fully integrated rigging infrastructure. Further the MCEC will be delivering a more personalised and thorough technology offering by introducing a specialised production team within the business. From audio, rigging, lighting, vision, multimedia, network systems to production management the MCEC's in-house specialist technology team offers all.



## **Carolyn Johnson appointed as MCEC's Director of Marketing and Communications**

Carolyn Johnson has been appointed as Director of Marketing and Communications of Melbourne Convention and Exhibition Centre (MCEC). Carolyn worked most recently at Hostplus, where she was Head of Marketing. Prior to joining Hostplus, Carolyn held a number of senior marketing positions with premium brands including Pacific Brands and Crown Resorts.



## **F3 appointed Izabela Jamka as Conference & Events Sales Manager**

Izabela Jamka has been appointed by F3 as Conference & Events Sales Manager at Watford F.C. F3 is the joint venture between Absolute Taste and Legends of the U.S. Izabela will support the sales and marketing manager in building and promoting strong, long lasting client relationships, while also monitoring emerging market shifts, new products and competitors. Izabela will also be responsible for proactively sourcing new business, assisting the sales team with site inspections and analysing client satisfaction and organisational performance.



## **Kathy Larkan has been appointed as Head of ATPI's Commercial Operations Australia**

ATPI, the global travel and event management firm announces the appointment of Kathy Larkan as Head of Commercial Operations Australia. Based in ATPI's Australian head office in Melbourne, she will be responsible for delivering first class operational processes with a strong strategic focus on maintaining excellent customer service levels within the operations teams.



## **Gallowglass appoints Antony Cook Head of Business Development and Marketing**

Antony Cook has been promoted to Head of Business Development and Marketing of events services group Gallowglass. Having joined Gallowglass as a crew member in 2011, he quickly demonstrated his competence and interpersonal skills, becoming London Crew Manager during the 2012 London Olympics. In 2013 he joined the Group's Business Development team as Client Liaison Manager.





## WEARABLE DEVICES IN TRAVEL

### MAKING BUSY WORKDAY MORE PRODUCTIVE!

The travel sector has already touched upon the possibility of a variety of technological nuances, be it instant messaging or virtual reality. The sector already has loads of apps that help us to book flights over phones, map applications, and a lot more that makes the entire trip available at fingertip. Back in 2015, the launch of the first Apple Watch proved to be a major turning point for wearable technology, even though such innovative devices went through many barriers that actually kept them away from significant rise. Nonetheless, the barriers of late have faded as big brands have come up with inspired concepts.



# WHAT IS WEARABLE TECHNOLOGY?

These smart electronic devices, also called 'woven technology', are worn by consumers as clothing items or as accessories and provide tracking information, or enable exchange of data via internet with other connected devices or operator with no human interference. Wearable gadgets also have small motion sensors that take photos in sync with mobile. In comparison to hand-held technology, wearable technology is much sophisticated with modern sensory and scanning features, rarely seen in laptops and mobiles.



## SIGNIFICANT STATISTICS...

Starting right from offering improved safety and health safeguards for travellers, personalised real-time information to removing language barriers and many more, wearable devices have by now redefined travel trend as sales for wearable technology have jumped from 3.1 million to 8.3 million in 2012.

According to Business Wire 2017, the market for worldwide wearables has reached a record height with 33.9 million shipments in the fourth quarter of 2016, accounting for an expansion of 16.9 percent every year.

As per Tractica, a market intelligence firm, total shipments in terms of wearable devices will reach 560 million by 2021, with expected device revenue of \$95.3 billion.

Gartner, an American research and advisory firm, predicts that by 2021, smartwatch sales will be almost 81M units, representing 16 percent of total sales of wearable devices.

As per IDTechEx, an independent market research and business Intelligence Company, wearable technology market will witness an accelerated growth of 23 percent over \$100bn by 2023 and \$150bn by 2026.

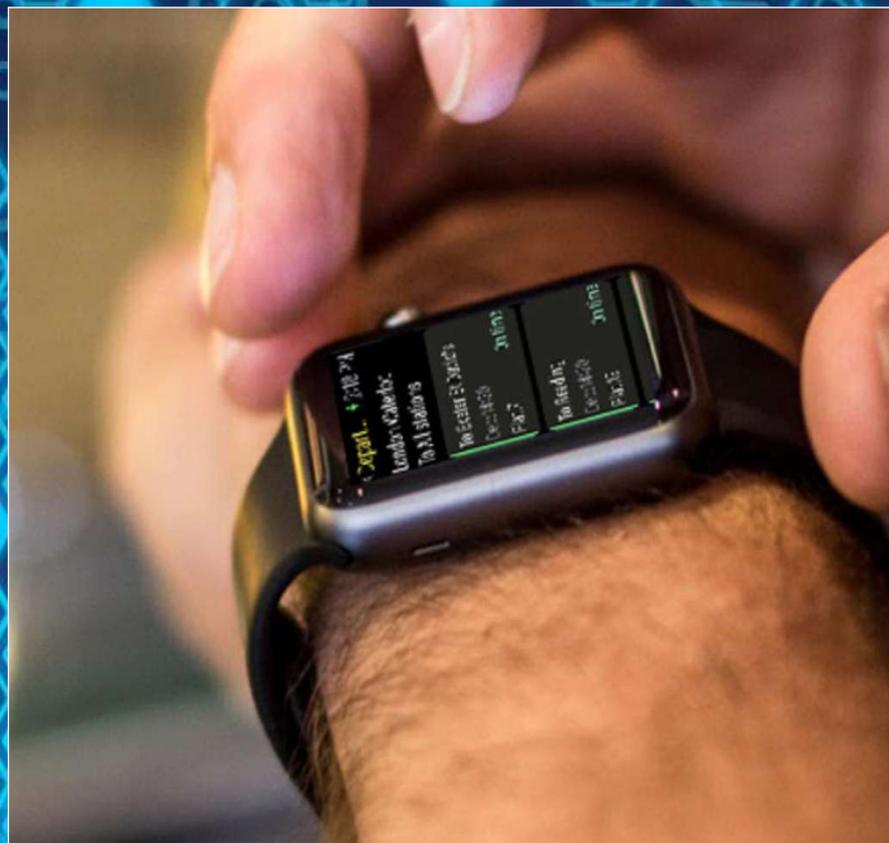
Let's check out few wearable devices that can make any business traveller powerful:

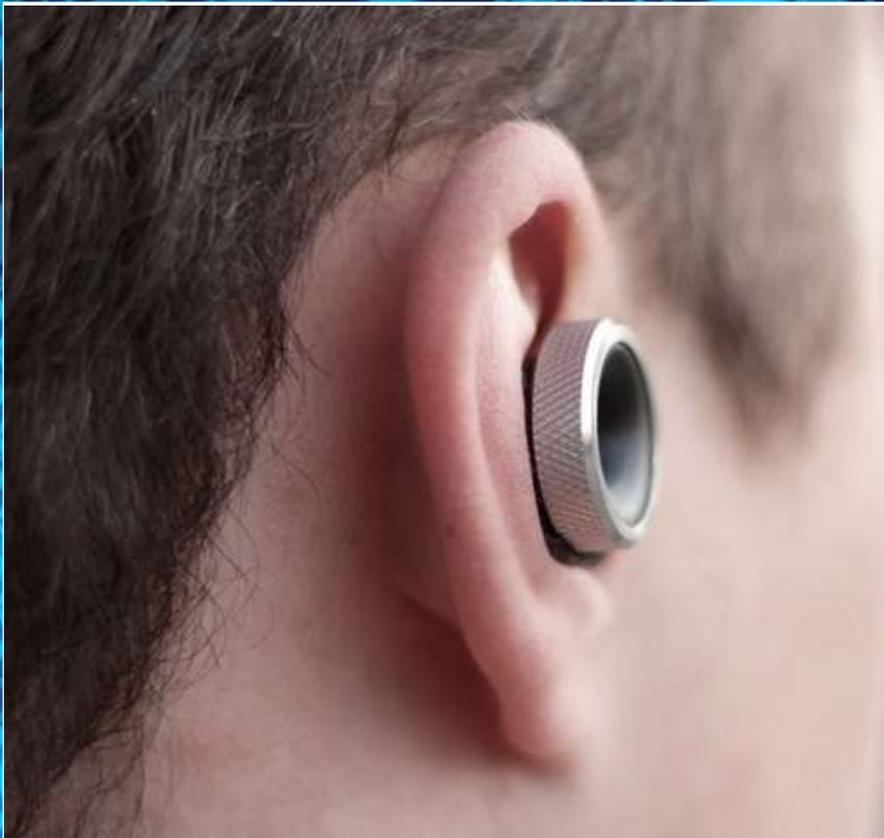
### **Pilot translation Devices:**

For international travel, language barrier has always been a crucial challenge for business travellers. Barriers of this type can create miscommunication which can mar one's work reputation. This is easy to wear like an earpiece and translates five foreign languages like French, Portuguese, Italian, Spanish, and English on a real-time basis. It has bluetooth, noise-cancelling microphones, and whole day battery backup.

### **Smarter smartwatches:**

This year and ahead, we can expect advanced smartwatches which has the capability to replace smartphones anytime. It is being anticipated that Apple Watch will connect gym equipment, will connect to the hotel room, control TV, temperature etc. besides providing health information. Information in future will be provided in a usable form by the improved smartwatches of the coming days.





### **Noise-cancelling earplugs:**

This new launch offers phase-shifted sound to the wearer that actually eradicates white noise. While travelling, corporate travellers willing to concentrate and work can find this device particularly helpful.

**Samsung Smart Suit:** This grey business suit has sensors that enables the wearer to exchange digital cards, manage their smart phone and devices in 'Do not Disturb' mode.

**Fitbit:** Fitbit fitness trackers assist the travellers in maintaining their personal health before their business trips. More and more travel managers are identifying that healthy and positive business travellers are more dynamic in their approach and are all set to support and push their morale high.

These are few wearables, among many others, tailor-made for business travellers. With each passing year, technology is turning more affordable as well as secure. Whether travel sector will leverage the current devices or introduce their own wearable solutions, this trend is here to stay and grow.



With slump in price, these innovative wearables with cutting-edge technology and capability are setting up new opportunities for the travel sector that would enable them to engage the new age travellers in improved ways and offer high-end customer experience while maintaining brand loyalty at the same time.

Spotlight on

## Charming City with Best Business Possibilities

*The largest and capital city of Croatia, Zagreb is enriched with the rich history of Romans. It is an important trade centre and tourist destination. This city has unique atmosphere to do business. If you plan for any business or cultural event here, you will get ample opportunity to socialise. So, plan your next business meet in Zagreb. Let's see what is inside Zagreb.*



# ZAGREB

# Start your journey to Croatian Business City

Zagreb gives you a romantic feeling when you travel through its streets. Its urban life is dreamy when evening sun rays fall on the 200-year-old Austro-Hungarian architecture.

## Business in Zagreb

Zagreb is a charming relaxed city full of business opportunities. The administration guarantees proper infrastructure to boost start-up foundations. It also helps to gather more millennials. Zagreb has interesting and inspiring stories to tell. This nation is the motherland of Nikola Tesla, who designed modern induction motor and radio remote control wireless vehicle. Home of carvat and Penkala fountain pen, Zagreb plays an ideal role in generating more entrepreneurship.

## Culturally Beautiful City

This Croatian capital city is aesthetically well developed in Europe. Zagreb takes pride in its 1,000 years of history. This landlocked city is in the spotlight for its best urban life. This city has cafés and affordable bistros where you can take good seafood, Mediterranean dishes and European food platters that taste the best. The Museum of Contemporary Art is the most significant cultural attraction, showcasing modern artworks from 1970s till the present day.



# Zagreb Fair Convention Centre

Built in 1909, Zagreb Fair Convention Centre is one of the oldest congress halls offering best space to hold multiple conferences and events. It is fitted with state-of-art technical equipment and luxurious hospitality services which will make your meetings successful.



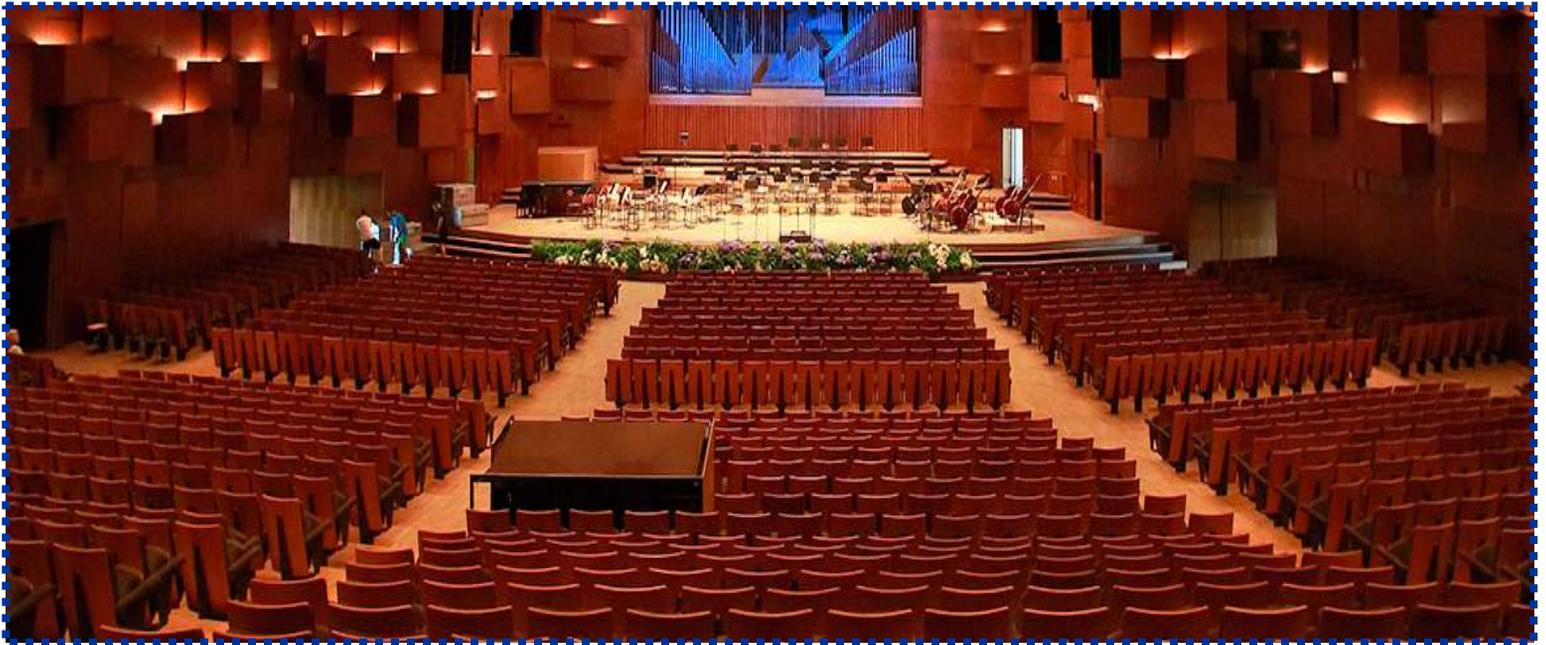
## Features of Zagreb Fair Convention Centre

- Provides complete and luxurious services in meetings, gatherings and events
- Serves the European business world with 107 years of updated business traditions
- Promotes your brand to the European and Croatian world
- Implements the best communication and conceptual redesign and programmes



## Event Spaces in Zagreb Fair Convention Centre

The Congress Hall of Zagreb Fair Convention Centre is ideal for social and business gathering with 1440 sq.m. space. It can accommodate 1,200 people at one go. The Winter Garden Hall is uniquely built with glass ceiling to utilise sunlight and marble floor to keep space cool. The Lobby of this event space is covered with a carpet. It is suitable for holding seminars, workshops, meetings as well as gatherings for a smaller number of participants. The Brijuni Hall is oval-shaped space ideal for formal meetings and international summits. Other than these, Zagreb Fair Convention Centre has 11 pavilions to make midscale meetings and an open space in the midst of greenery for film productions.



## Other Convention Centres in Zagreb

### Almeria Centre

Offering large conference hall with 200 seats, Almeria Centre is equipped with multimedia equipment and multifunctional furniture that allure more millennials to host any event.

### Concert and Congress Hall Vatroslav Lisinski

Opened in 1973 and refurbished in 1999, Concert and Congress Hall Vatroslav Lisinski has an exposition space of almost 1900 sq.m. horizontally and 3000 sq.m. vertically and three snack bars. It is operational with the newest sound technology and built-in video system set for concurrent interpreting, as well as other up-to-date technical features.

## Congress Centre Forum Zagreb

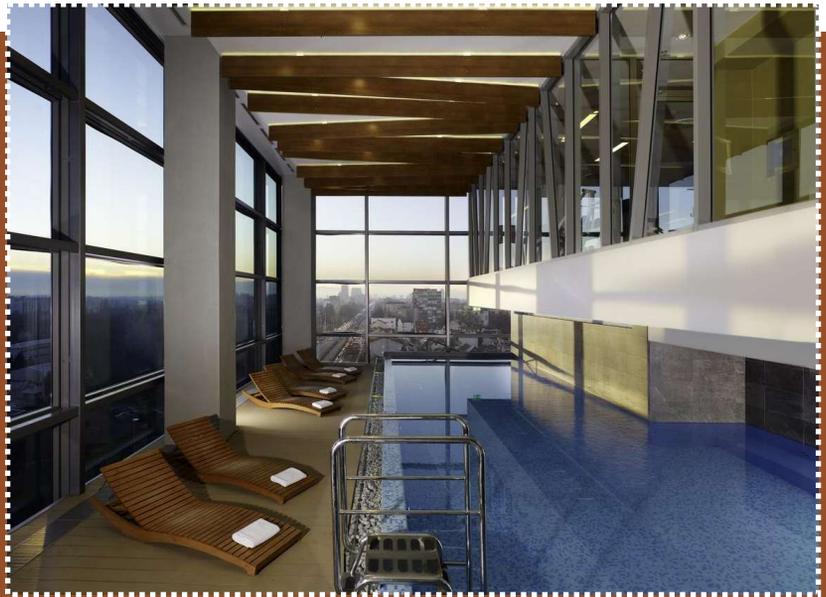
Congress Centre Forum Zagreb has multi-functional halls that can accommodate more than 350 delegates in theatre style. This place is prominent for holding diverse seminars, conferences, business workshops, product launches, video conferences, business and social receptions.

## Lauba – House for People and Art

Previously a weaving mill, Lauba is now an expository place for modern seminars. Designed by Emil Eisner & Adolf Ehrlich Construction Company, Lauba – House for People and Art has the status of a protected cultural monument offering the business and cultural society flexible gallery space for exhibitions, plays, screenings, concerts, art fairs, congresses, lectures and conventions.

## City Plaza

A new recognisable meeting point in Zagreb, City Plaza is a multifunctional conference centre that allures business class with exceptional architecture and high quality hospitality services. City Plaza meets everyone's expectation with its flexible space that can be used for theatre-style, classroom-style, gala dinner-style and banquet-style conferences and seminars.



## Hotels in Zagreb

### DoubleTree by Hilton Zagreb

Unwind and rejuvenate with a choice of best hospitality services at DoubleTree by Hilton hotel Zagreb after long meetings. Located in Lower Town Business District, this hotel has good connectivity. Admire Zagreb Cathedral, Ban Jelacic Square and St. Mark's Square are the nearby attractions.

### Aristos Hotel

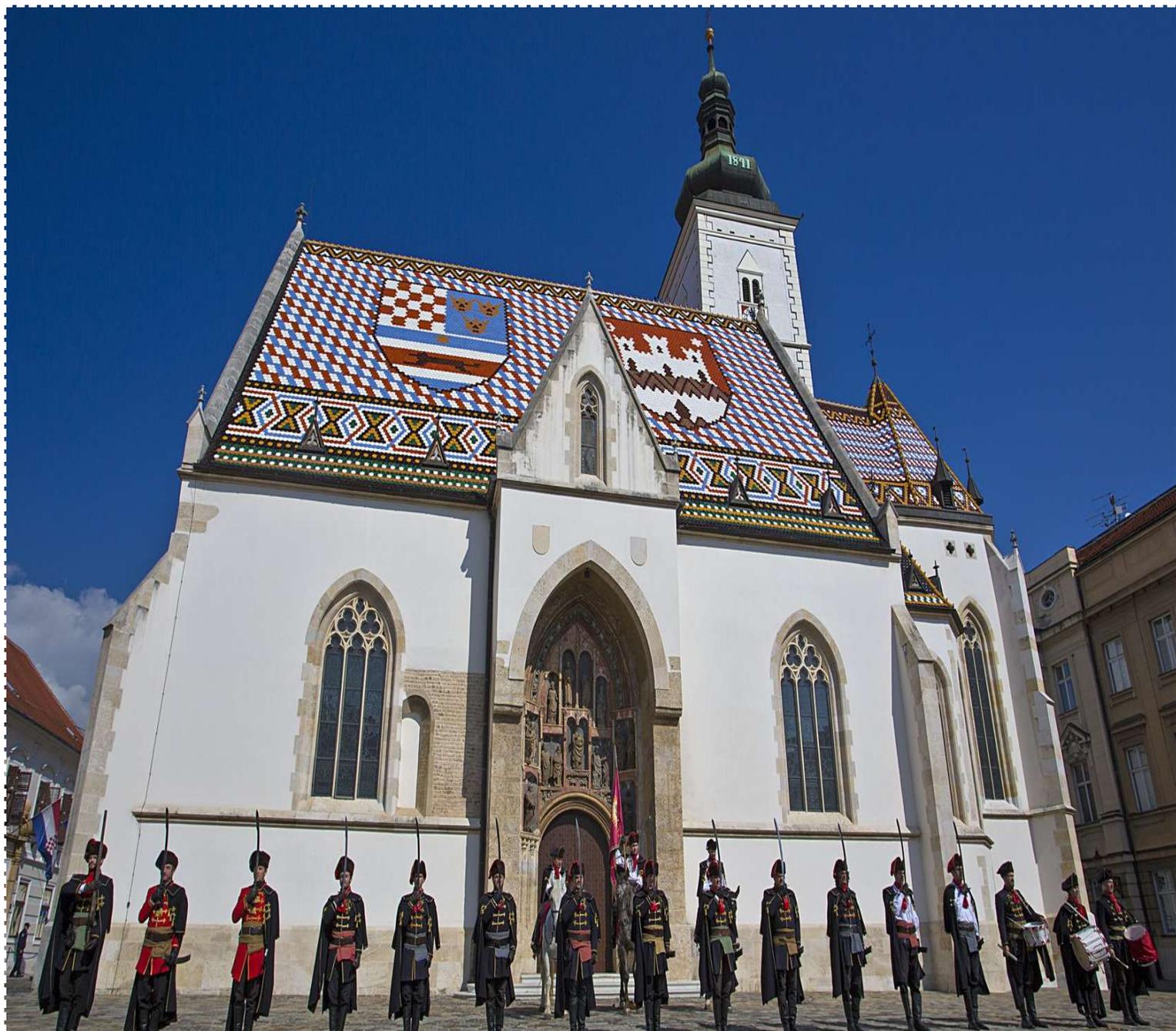
Located close to airport, Aristos Hotel is best for business class. The hotel offers conference, hospitality and recreational facilities to all. It is designed for both business guests and tourists. It has underground and outdoor parking.

### Hotel International

As it is situated in the heart of the city, Hotel International is good for those who love to explore the city after any event. The city center is all decked up with historical landmarks, cultural sites and museums, which are all accessible on foot.

Zagreb is an ideal city for business event and relaxation. Take a cup of coffee and enjoy your afternoon here. Rest your feet during your shopping spree in **Petar Preradović Square** where you can buy fresh flowers. It is the City of Flowers. Here the citizens give flowers for every occasion. Buy some flowers from **Flower Square** or sit at any bistros and watch the local life and its culture in **Ilica Street**. Even if you are alone, you will never feel bored. See the traffic, study your passers-by, hear the sounds of humming trams and go for a city walk while you visit Zagreb.

So, plan your next meeting and make a good trip to Zagreb- The City of Hearts.



## Centre of Attraction

**G**lorified globally as 'Entertainment capital of the world', Las Vegas glistens with a unique pomp of mega casinos, nightclubs and posh hotels! It is among the leading three destinations in the United States in terms of corporate conventions, besides being an international pioneer in the hospitality industry. This

'Sin City' dazzles with all forms of adult entertainment, gambling, fine dining and shopping – an eternal favourite among globetrotters!

Las Vegas Valley is the cultural, commercial and financial hotbed of this part of the world.

Implying 'The Meadows' in Spanish, this U.S. city is often simply referred to as Vegas.

**LAS  
VEGAS**

*a Deluxe Corporate Destination*



## Focal MICE Hub, Vegas

It is the 25th most populated city in the United States and Nevada's most populated city. No wonder this place marks the world's premier meeting destination boasting of more meeting space than any other city on the planet.

Meeting planners can plan hosting an intimate poolside mixer or a lavish banquet for 10,000 people or a major convention. The city promises the most comprehensive and flexible facilities and services across the globe.

One is spoilt for choice at Vegas for its impressive repertory of events centres and meeting rooms.

This confluence of several resorts and hotels allures corporate professionals, thanks to the presence of non-gaming hotels including Four Seasons, Mandarin Oriental, Renaissance, Embassy Suites, The Artisan and so on.

Las Vegas is also home to custom-designed theatres with excellent potential for large-scale meetings and presentations.

## Las Vegas Convention Centre

The Las Vegas Convention Centre (LVCC) is spread over nearly 3.2 million square feet with exhibit space of 2 million square feet and meeting space of about 250,000 square feet.

This facility is among the busiest nerve centres in the world. It is centrally based in three miles with more than 100,000 guest rooms.

The MICE hub is operated by Las Vegas Convention and Visitors Authority (LVCVA). It is reputed for its size, amenities, size and versatility. Apart from

exhibit and convention space, 144 meeting rooms efficiently manage seating capacities ranging from 20 to 2,500.

Las Vegas Convention Centre comprises a grand lobby and registration area connecting exhibit halls with new meeting and exhibit rooms enabling simultaneous break-down, set-up and exhibition of various events.

In 2012, the International Association of Convention Centers had honoured this meetings centre with AIPC Gold Certification.

The policies, procedures, customer service and management practices of this MICE hub were reviewed by the AIPC. Additionally, they rated its financial accountability, facility performance measures, economic response, financial integrity and other elements.

Renowned as the World Trade Center Las Vegas, this convention centre makes efforts in drawing more international attendance. For instance, The Consumer Electronics Association and the LVCVA recognised the significance of the World Trade Center as a crucial part in ushering this expanding segment of convention business to Las Vegas.



## Top Business Hotels of Las Vegas

Best luxury corporate hotels in Vegas are blessed with a strategic locale, sophisticated service and modern amenities, alongside their exclusive personalities.

High-speed Internet is available in all these hotels and conference rooms are fully accessible. Moreover, convenient transportation is also available. Stress-free business travel is one of their pivotal aims.

### Mandalay Bay Convention Center, Resort and Casino

Though better known for headline concerts and world championship boxing events, the Mandalay Bay Convention Center, Resort and Casino is likely to turn out an ideal locale for organising convention or any meeting.

It occupies more than 2 million square feet of meeting space and features over 30,000 square feet of exhibit space and 26,000 square feet of meeting space.

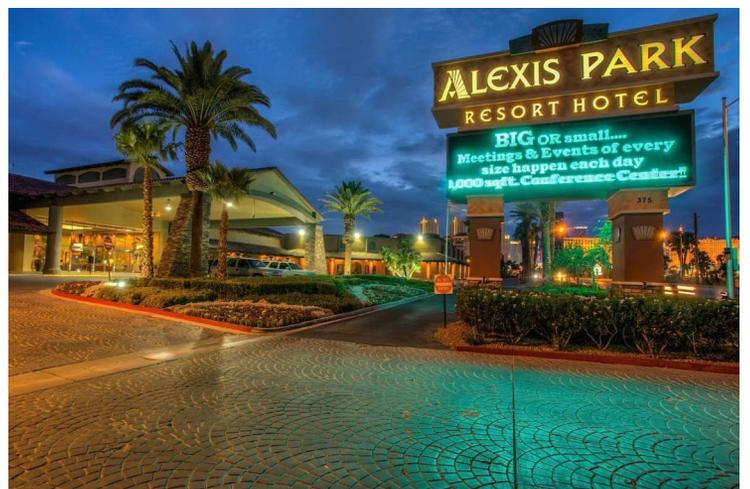
As much as 12,000 full arena seating capacity is present here.

### Alexis Park All Suites Resort

Nestled within winding pathways flanked by lush landscapes, the all-suite Alexis Park All Suites Resort represents a tranquil oasis close to the Las Vegas Strip. It includes 50,000 square feet of flexible function space and can accommodate up to 1,800 guests for conferences, rooftop receptions, theme parties, trade shows and awards ceremonies.

It enjoys a convenient location as the hideout is

directly across the street from Hard Rock Hotel and Casino, one of the most happening places of the Sin City.



## Bellagio

A classical old-world appeal envelops Bellagio hotel in an evergreen enigma. This 3,900-room resort in the heart of Las Vegas strip never fails to stun guests with its dancing water choreographed to popular music show-tunes that soar to 240 feet above an eight-acre lake surrounded by premier guest rooms and suites, shopping and entertainment options. The hotel boasts of over 200,000 square feet of well-equipped convention space.



International meeting planners have ranked Las Vegas's corporate venue image in the top five locales for being well-endowed with state-of-the-art technology, proximity to airport, free Wi-Fi, quality food, adequate seating for large sessions as well as sufficient bandwidth!

Spotlight always shines on meetings in Las Vegas – be it a morning opening speech or closing night award show.

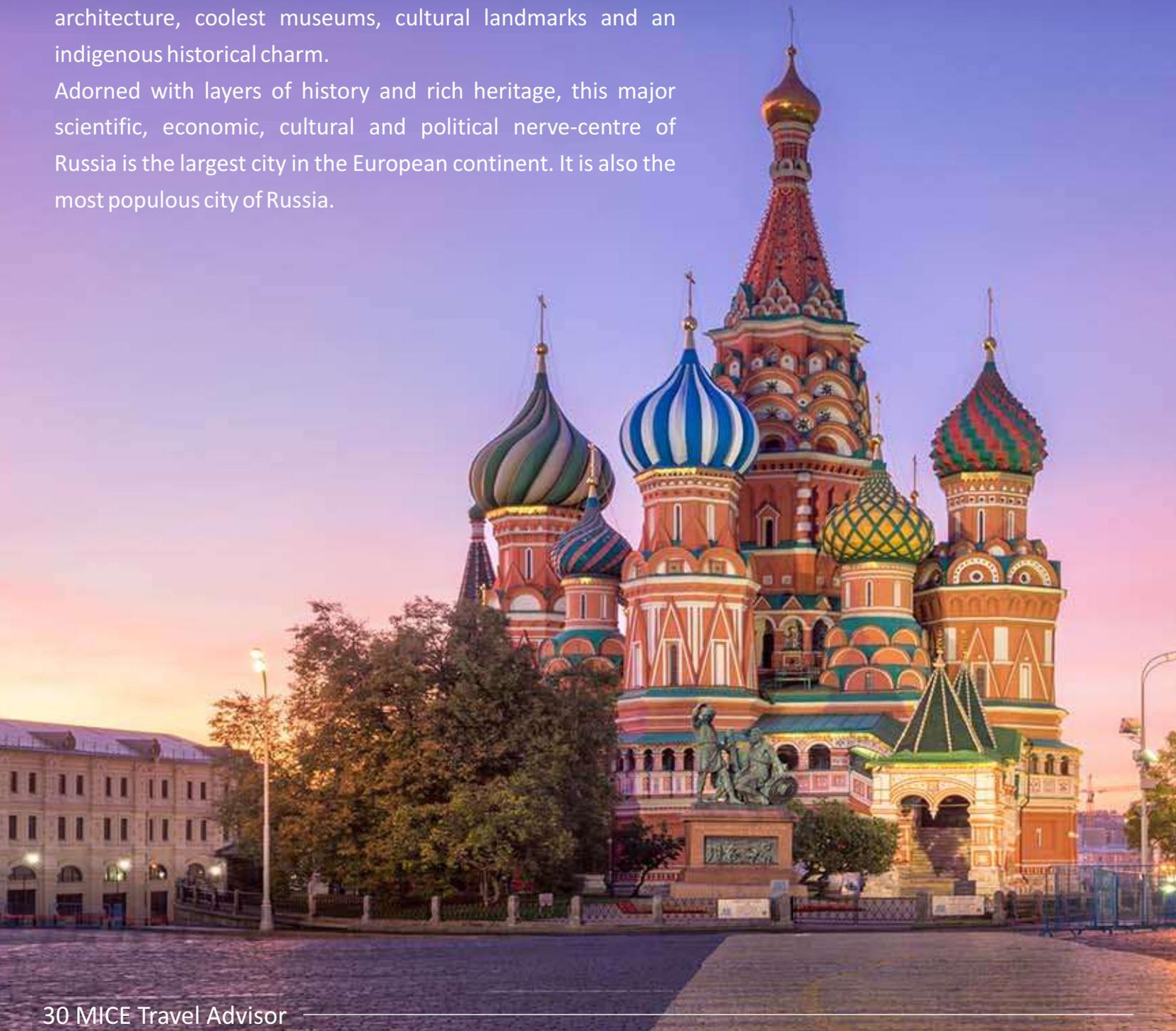
# COSMOPOLITAN CORE OF MEETINGS AND EVENTS

FIFA World Cup fever has gripped football fanatics across the planet with frenzy! Entertainment quotient has been soaring high ever since June 14, 2018 and will continue till July 15.

The capital of Russia, Moscow is always abuzz with eye-popping architecture, coolest museums, cultural landmarks and an indigenous historical charm.

Adorned with layers of history and rich heritage, this major scientific, economic, cultural and political nerve-centre of Russia is the largest city in the European continent. It is also the most populous city of Russia.

**MOSCOW**



# MOSCOW

## MICE AT ITS CORE

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Moscow is taking smart strides towards a steady meeting industry, thanks to the expansion policies embraced by Russia. For instance, the Moscow MICE Forum offers a professional and cost-effective platform for international MICE (meetings, incentives, conferences and exhibitions) suppliers to meet key players in this sector.

MICE business of Russia is already a multi-million sphere. It is estimated to be worth over US\$0.500 million per year.

It started off by introducing its own exclusive style without adhering to the conventional mechanisms. The Russian meeting and incentive industry is rapidly

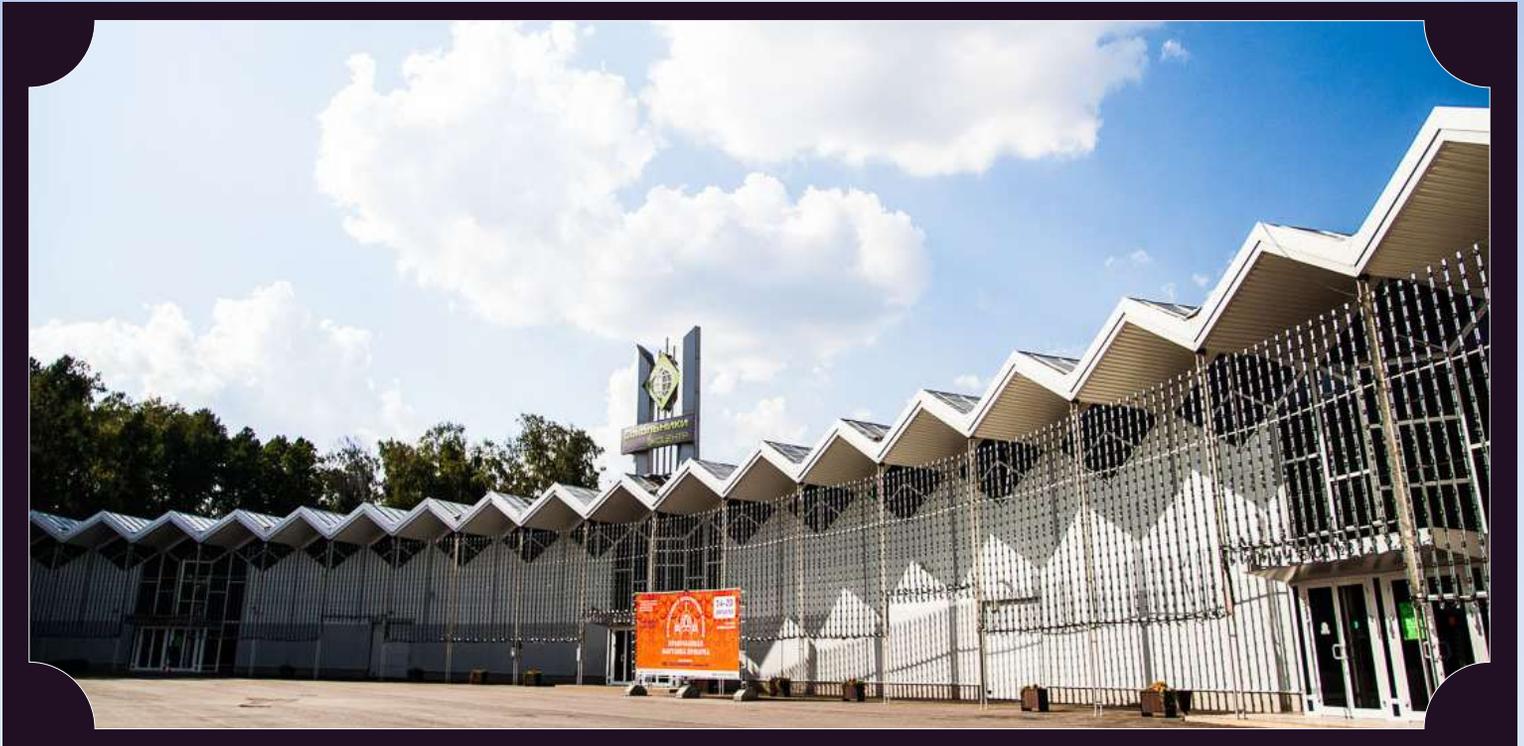
emerging highly professional due to the presence of various brands specialising in the MICE sector.

The number of professional corporate buyers is also on the rise. They receive personal invitations to the Moscow MICE Forum.

The Moscow MICE Forum is organised by MICE professionals and is a crucial meeting event in this part of the world as it ensures high degree of interactions between international specialists and Russian buyers.

Russian MICE segment continues to evolve and participants all across the planet are currently setting their eyes on this lucrative corporate destination.





## Sokolniki Exhibition and Convention Centre

Sokolniki Exhibition and Convention Centre is located close to the centre of Moscow, near highways and metro station of Sokolniki. This offers convenient access for visitors. The complex comprises 10 pavilions with an area measuring about 27,300 square metres. It also offers 17,000 square metres of additional open area for installing mobile halls and organising outdoor events.

- **Specialised and international exhibitions**

The venue aims to organise Russian and international conferences and exhibitions, festivals and other events of different types.

- **Rental pavilion**

Sokolniki also promises rental exhibition space for the purpose of exhibitions, conferences, corporate events and much more with high quality infrastructure.

- **Perfect professionalism**

The centre is also reputable for organising workshops, round table seminars, presentations and events.



# MOSCOW'S MICE HOTELS

## CORPORATE CRADLES OF BUSINESS

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MICE segment of Moscow is well developed in this posh city and brilliantly meets the essential requirements of corporate travellers.

Equipped with the ultimate conferencing facilities, the properties provide stylish and superb venues for business tourists with a variety of services for all kinds of meetings and events.



**Read on for an interesting overview of the top MICE hotels in Moscow**

### **1. Crowne Plaza Moscow Trade Centre Hotel**

Crowne Plaza is part of the Russian World Trade Centre and is among the classiest hotels for corporate clientele. Spread over 3000 square metres and comprising 30 spaces, the suites are well stocked with modern audiovisual equipment. It can accommodate up to 1,500 attendees.

### **2. Best Western Vega Hotel & Convention Center**

This hotel represents unsurpassed corporate appeal and is part of the gigantic Izmailovo hotel complex built for the 1980 Olympic Games.

Currently, it is transformed into a conference hotel flaunting 18 well-furnished event venues. Costs of meeting spaces and guest rooms are low enabling a large number of business travellers to organise exhibitions and other MICE events here.

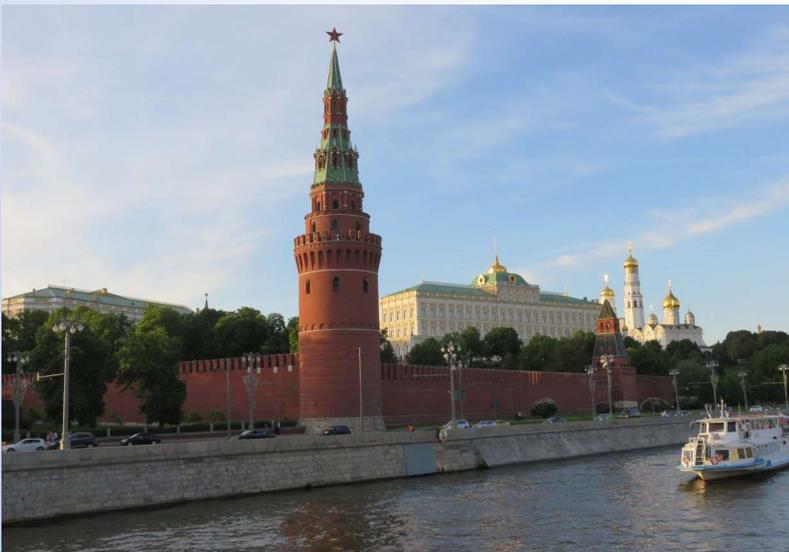
### 3. Hilton Moscow Leningradskaya

The Leningradskaya Hotel was always believed to be the 'runt' of Stalin skyscrapers dominating skyline of central Moscow.

Hilton has metamorphosed the fading Soviet relic into a unique 5-star hotel. Guests can be assured of modern audiovisual technology amidst a backdrop of giant bronze chandeliers and white marble floors.

**EXPLORE YOUR WANDERLUST**

## MOSCOW'S TOURIST TRAIL



A cool blend of history and heritage, Moscow beckons every curious globetrotter and has been existent since more than 800 years! Here is a ready reckoner of the top tourist thrills of the region:

### Red Square

Red Square is the most visited attraction of Moscow.

The view of cobblestone square flanked by marvellous architecture is an unforgettable one, thanks to sites like Lenin's Mausoleum, St. Basil's Cathedral, Kremlin and so on.

### St. Basil's Cathedral

St. Basil's Cathedral is considered an archetypal image of Russia's capital. Its onion-shaped domes were designed to make the structure resemble the shape of a flame on a bonfire!

### Moscow Kremlin

Acclaimed as the largest active fortress in Europe, Moscow's Kremlin is worth a watch! Check out the 2,235 metre-long kremlin walls here, apart from the five squares, 20 magnificent towers, the world's largest bell and so on.

## Arbat Street

Adorned with tempting restaurants and cafes, live music performances, tattoo salons and souvenir shops, Arbat Street is a tourist's delight.

It is a beautiful historic street based in the heart of the city.

## Gorky Space

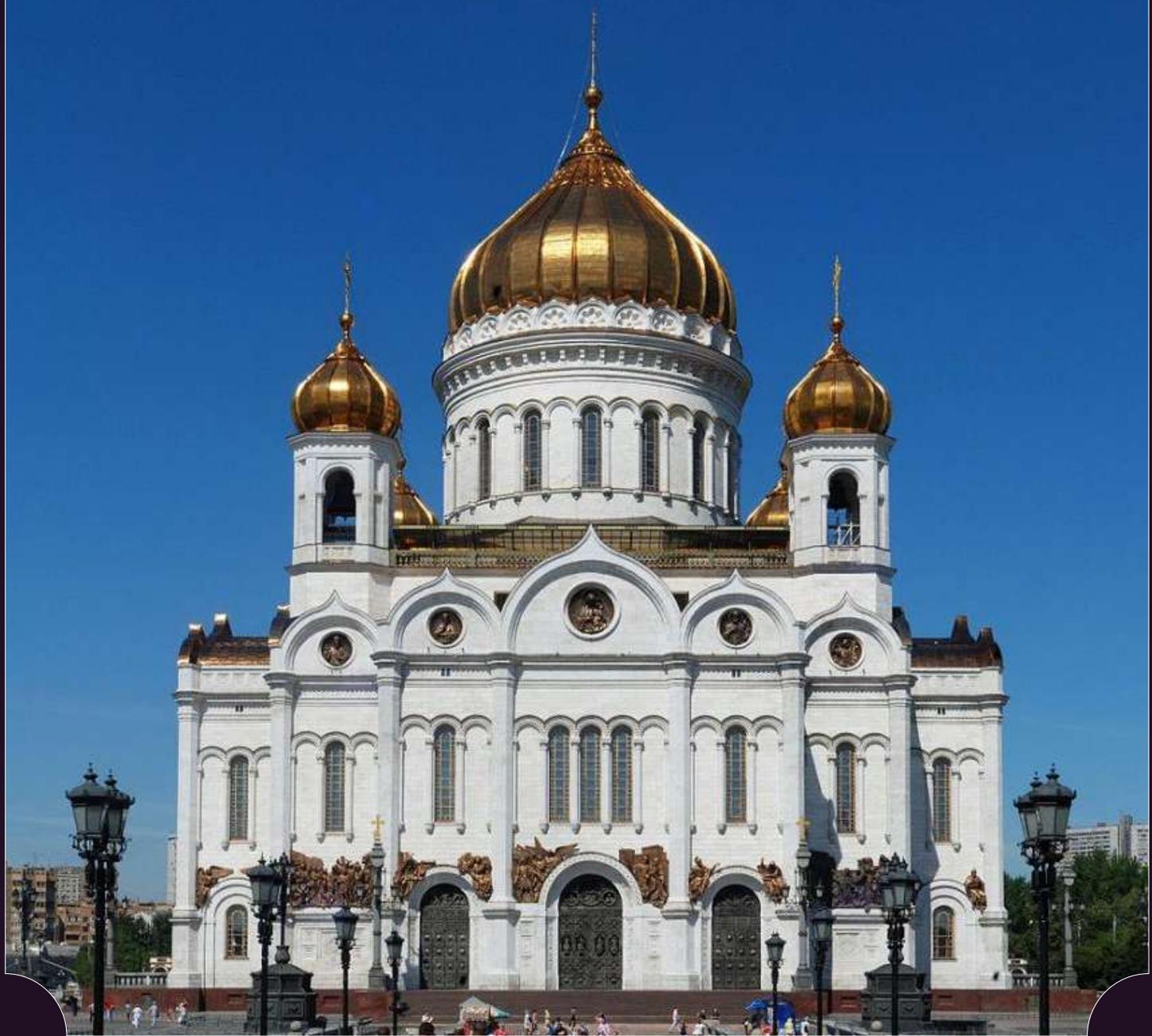
Gorky Park is a premier green space of Moscow offering complete entertainment to people of every taste. Visitors are thrilled with its outdoor dancing sessions, fitness classes, rollerblading, skateboarding and cycling opportunities.



## RETAIL THERAPY

Retail fever soars high in Russia's capital city.

Shoppers are spoilt for choice in the manifold crafts, flea, antiquity and souvenir markets scattered throughout Moscow where one can get affordable items. Alongside this, there are numerous high-tech malls, raising the city's glam quotient several notches higher. For instance, the DUM Departmental Store mall, Okhotny Ryad Shopping Centre, Aviapark and so on.



**Moscow Convention and Exhibition Bureau is the city's representative in international meeting sector and is actively involved in promoting Moscow as a tech-savvy industrial nerve-centre of Russia. Consider the destination for organising your next business exhibition!**

**MICE Travel Advisor:** What according to you are some of the most powerful emerging technologies reshaping airline sector across the globe, especially APAC?

**Cyril Tetaz:** Virtual reality (VR) and biometrics are completely reshaping the airline and wider travel industry. While previously they only existed in movies, they are increasingly becoming a reality. For example, we have partnered with Lufthansa on a biometric pilot program at Los Angeles International Airport, which boards passengers with a hassle-free, one-stop facial recognition, cutting down waiting time. Instead of having to physically present boarding passes or passports, self-boarding gates with cameras can now capture passengers' headshots and send them to customs databases for real-time verification. VR also has huge potential to revolutionize the way travellers shop for and purchase trips, helping airlines and other travel companies to become next generation retailers. Navitaire, a company that we acquired in 2016, is doing a lot of work in this field.

MICE Travel Advisor presents an exclusive interaction with **Cyril Tetaz, Executive Vice President, Airlines (APAC), Amadeus**. He shares unique concepts about emerging technologies in the international airline sector in Asia-Pacific region and contribution of digitalization to modern corporate travel. Mr. Tetaz also goes on to share about the goals of Amadeus for this year and beyond. Amadeus represents the world's leading travel software and technology solutions for the travel industry.

Cyril Tetaz became Executive Vice President, Airlines, Amadeus Asia Pacific, in April 2018. He is responsible for the Airline Customer Group in Asia Pacific and will move to Singapore soon, where Amadeus' regional Airlines office is located.



Last year they launched the world's first virtual reality travel search and booking experience, which allows travellers to spin a globe of the world, visit a destination, search for flights, walk through a plane to select a seat, check out rental cars, and pay for their entire trip – all without leaving the virtual reality.

**MICE Travel Advisor:** How can these technologies be leveraged to ease business travel burnout?

**Cyril Tetaz:** With emerging technologies like biometrics, airlines and airports can minimize the time business travellers spend in transit – a key challenge for the industry today.

For example, our initial trials in our pilot with Lufthansa at Los Angeles International Airport found that we can board approximately 350 guests onto an A380 in just 20 minutes – cutting down waiting time for all passengers, regardless of cabin class or purpose of travel.

**MICE Travel Advisor:** Can we discuss about how digitalization is seen as the 4th Industrial Revolution in the sector?

**Cyril Tetaz:** Digitization is tipped as the 4th Industrial Revolution because of constant connectivity, new technologies and the growth of data has the potential to fundamentally change how the sector operates.

Harnessing the potential of the Fourth Industrial Revolution requires Digital Transformation – not an

end in itself, nor a means to modernize isolated functions, but a journey that will challenge airlines to rethink their business from the ground up. To stay competitive, airlines have to embrace data-driven collaboration across all functions.

Only when everyone from flight and ground operations, marketing, sales and customer service are able to see the same information - from traveller profiles, to reservations and inventory, to flight management - will airlines be able to deliver a more unique and seamless customer experience.

**MICE Travel Advisor:** Enlighten us about smart partnerships airlines need to explore.

**Cyril Tetaz:** Airlines should prioritize partnerships that ultimately improve customer experience, and that complement their brand values.

'Personalization' has been the focus of many of the most successful partnerships that we have worked on with airlines in APAC in recent years.

Late last year, for example, Malaysia Airlines adopted our Amadeus Customer Experience Management to more accurately segment their customers and communicate with them on a more personal level. The bottom line is that travellers now have more choices than ever, which is making loyalty more difficult to maintain. A 'one size fits all' approach to customer service will no longer cut it; through smart partnerships, airlines need to tailor their services to what their customers really want, so that they feel recognized and valued.

**MICE Travel Advisor:** With the latest smart systems and infrastructure in place, what more can we expect from digital transformation within the industry, and what does the future hold?

**Cyril Tetaz:** From biometric boarding, to VR powered searches and the use of blockchain, it ultimately all comes down to putting the traveler first. The airlines that succeed in the future will be the ones that embrace digitization, not just in some parts of their organizations, but across the board.

We also see NDC as fundamental to improving airlines' operating models and, in turn, improving the experience of travelers. New Distribution Capability (NDC), created by IATA, is an XML-based data transmission standard that holds huge promise for the travel industry, and will enable travel companies – from airlines to travel agencies – to evolve travel distribution and merchandizing.

To drive the industrialization of NDC, and ensure its success for all travel players, we recently launched a dedicated program, NDC-X, which will bring together experts from across Amadeus' business, and will focus on practical use cases of the standard, adopting a test and learn approach to deliver improved capabilities for the industry.

**MICE Travel Advisor:** How can travel brands gear up for digitalization?

**Cyril Tetaz:** Harnessing the potential of digitalization is not an end in itself, nor a means to modernize isolated functions, but a journey that

will challenge travel players to rethink their businesses from the ground up.

In the case of airlines, many already have a clear vision and design for the customer experience of the future – what they may not have is the technology, processes or the right skill sets to implement it.

Cultural resistance and legacy technologies are common barriers to digital changes in our industry, and they have to be addressed in order to progress. Key to this will be breaking down operating silos in order to enable a new level of data-driven collaboration across all airline functions, with people, processes, technology and culture working in tandem.

**MICE Travel Advisor:** What are the growth goals of Amadeus in 2018? Can you identify few of your challenges as well?

**Cyril Tetaz:** We believe NDC will be the future of the airlines industry, so our NDC-X program – which is designed to make NDC adoption as successful as possible for all players – will be our primary focus in 2018 and beyond. Our airline customers are grappling with technology challenges in merchandizing, dynamic pricing and cloud servicing - we're working hard to solve these through our NDC-X approach.

We also continue to invest in innovation – in everything from biometrics to VR – to help airlines stay ahead in customer service and maintain loyalty.

## Hotel Management Singapore Summit 2018

When: September 20, 2018

Where: Singapore

**R**evPAR in Singapore has been on a slight downward trend since 2014, leading to reduced operational profit for most.



Nonetheless, there are reasons to be optimistic in 2018. From this year onwards, slower

development pace will provide the much needed buffer to the industry. It will allow hoteliers to redirect their efforts into reinventing their business models. This will herald the industry into a new era of hotel operations with automations and innovations. This year marks the beginning of the period to position and prepare for the next round of growth.

Hotel Management Singapore Summit (HMS), a neutral one-stop strategy platform, will return on 20 September to directly address all key management, operational, commercial and financial challenges that impact corporate and property P&L. The conference will explore the latest consumer trends and revolutionary business models to help inspire hotel leaders in their quests to reinventing their operations.

This year, Hotel Management Singapore Summit 2018 will cover the following topics:

- Navigating the ever-changing distribution landscape
- Leveraging new consumer trends to grow rates and generate peripheral revenue
- Enhancing operational efficiency through technology adoptions
- Strategizing on segment mix and source markets to ensure competitiveness
- Developing talents and controlling overhead costs



## Leisure Show 2018

When: September 16 – 18, 2018

Where: Dubai World Trade Centre

Being the region's premier exhibition for the leisure, sports, and resorts industry, The Leisure Show returns in 2018 for its 6th edition. As an integral part of the hospitality portfolio that boasts of established events such as The Hotel Show Dubai and The Hotel Show KSA, the show caters to the region's rapidly growing leisure market.

The Leisure Show will be a diverse experience for all attendees looking to connect, network and do business. More than just an exhibition, visitors to the portfolio of hospitality events will witness new live features, conferences, workshops, competitions and many more.

### WHAT'S ON THIS YEAR?

Outdoor Furniture Showcase is back for 2018 to shine a light on the ever changing world of outdoor designer furniture. The showcase area will attract a targeted audience of buyers looking for the latest designs in outdoor furniture and furnishings for their hotel, resort and residential properties.

Outdoor Design Day -will provide a unique platform for the Leisure Show audience to engage with the design community through a series of conferences, workshops, and presentations to gain valuable insight into the region's design industry.

Everything Golf -New feature for the 2018 show, Everything Golf is designed for the owners and operators of golf facilities to experience the latest technological advances and most innovative products, equipment and services required for the design, development and day to day running of golf courses.

The Fithub -returns for 2018 bringing together a series of seminars, professional development workshops and live fitness programmes critical to the ongoing success of the sports and fitness industry.

Pool and Spa Conference -The conference hosts a series of workshops and keynotes on the latest technology that is shaping the pool & spa industry at a time of unprecedented growth and development in the region.



## TBEX Europe 2018

When: July 26 – 28, 2018

Where: Ostrava, Czech Republic



**T**BEX Events is thrilled to announce that TBEX Europe 2018 will be held in Ostrava, Czech Republic, on July 26th-28th, 2018.

TBEX Events, in partnership with their host destination sponsors, CzechTourism, Moravian-Silesian Region and the City of Ostrava, is planning a complete program of professional development, Pre-BEX activities, official parties, social and speed networking, and hosted FAM trips.

Jiri Duzár, Assistant Director and Digital & Strategy Manager for CzechTourism USA and Canada, elaborated on the reasons why the Tourism Board chose Ostrava as their bid for the TBEX Europe 2018 conference. When they spoke about hosting TBEX a few years back, it came without much saying that it's going to take place in Prague. But as they realized that Prague is already getting so much attention and often takes events like this for granted, which made them to believe also that it is important to differentiate themselves from other host destinations and show the lesser known and more authentic face of the Czech Republic. They chose Ostrava. They also want to establish that they are no rookies when it comes to influencer marketing. They speak the same language as the bloggers do and while they are excited about

the conference part, they cannot wait to show everyone around during the Pre-BEX & FAM Tours.

Patti Hosking, Vice President of Business Development for TBEX mentioned that they work diligently on behalf of their travel influencer attendees to select a destination in an area which is rich in story content, discovery and accessibility. The bonus is the strong knowledge, the Tourism Board hosts have demonstrated in working with bloggers, and the value they place on their true marketing power. They will learn together in an environment where they are welcomed with open arms.

Rick Calvert, CEO of TBEX, echoed those sentiments in his comments about their 2018 conference host said that this is the first time TBEX has been to central Europe and they are so happy to have Ostrava as their host. The local and national tourist board have been working with bloggers for a long time now, and this event will help them showcase what a great job they do.

# The Travel Industry Exhibition 2018

When: August 21 – 22, 2018

Where: Dockside Darling Harbour, Australia

**H**eld on the 21st-22nd of August at Dockside Darling Harbour, The Travel Industry Exhibition is Australia's only travel trade show dedicated to the Mobile, MICE and Luxury sectors.

You can look forward to top class seminars, two networking events, and 'The Experience Hub,' whether it's live cooking demonstrations, historical teachings or musical representation, suppliers will get creative and transport you for a truly memorable experience.

Meet with 55+ exhibitors at this year's boutique show. To give you a preview, you can meet with AYANA Resort & Spa Bali, Dubrovnik Tourist Board, Scenic Luxury Cruises, Conference & Incentives New Zealand, India Tourism, Travel



Partners + emerging markets such as Timor-Leste, Shandong Tourism and many more.



For 2018, they have also introduced their VIP buyer program and they want to ensure that their buyers get the best experience possible across the two day show. You can expect express registration, guaranteed access and VIP seating for the seminars as well as guaranteed attendance to the Networking Drinks.

Education and learning lie at the heart of the Travel Industry Exhibition. The Travel Industry Exhibition will assemble an unrivalled line-up of industry leaders' to inform, inspire and share their knowledge with you.

All sessions will be specifically tailored to address key issues across the Mobile, MICE and Luxury sectors and are free to attend for all buyers. This is a unique opportunity for the travel trade to hear from leading experts of the industry, network with your peers and have your say in the future direction of the industry.

## HOTEL MANAGEMENT THAILAND SUMMIT, 2018

Organized by Questex Hospitality Group, the Hotel Management Thailand Summit (HMT) 2018 has attracted international speakers and delegates to further discuss everything operational, commercial, and management in the hotel industry. HMT concluded on 7 June 2018 with over 160 participants in attendance at the JW Marriott Hotel Bangkok.

This year, delegates heard from veteran hoteliers and subject matter experts on the following topics in a closed-door forum:

- Rethinking the Revenue growth Strategies in Competitive Environment
- Technology Trends in Hospitality
- Leveraging Dynamic Pricing Strategies to Combat Rate Imparity
- Diversifying and Growing the Source Markets: Conquering the New Frontiers
- Exploring the Latest F&B Trends amidst the Changing Fine & Casual Dining Scenes
- Securing Owner Approval and Capital Investment for Renovations and Upgrades

A Hot Debate was also organised on, “How will Blockchain Technology Enable Distribution and Loyalty”?

Delegates were encouraged to send in questions via an online platform, and the questions raised included:

- Would a city wide minimum price agreement between the hotels work?
- Is it a sales, marketing or distribution strategy to help focus on diversification of their source markets?
- Is it a comprehensive strategy including operations?



**When: June 7, 2018**

**Where: Bangkok, Thailand**

● What would be your suggestion in making Chinese and Asian guests to spend more on hotel services?

Panelist Tracy Dong, Lead Advisor – Asia Pacific, IDEAS – A SAS Company in “Leveraging Dynamic Pricing Strategies to Combat Rate Imparity” says her two takeaways from her experience on stage are: Asset is not only the property value but the talents who make it a success, and, Technology is the future. Leveraging on the pricing competitive is advantageous to win the battle.

HMT provided well-structured sessions with great insights and lively speakers. “Very well organized. Great topics. Informative speakers,” praised Wouter Hazenbroek, General Manager at Park Plaza Sukhumvit Bangkok and Boulevard Hotel Bangkok. HMT Summit 2018 is part of the Hotel Management Asia Summit Series, Asia's only truly regional hotel management conference series. The series rotate through Bangkok, Hong Kong, Singapore, and Indonesia this year by leveraging regional experiences, insights, and innovations to address market-specific challenges.

**International Conference on  
Marketing, Tourism & Hospitality**

Paris, France

[globalbizresearch.org/France\\_Conference\\_2018\\_july2/](http://globalbizresearch.org/France_Conference_2018_july2/)

July 5 – 7, 2018



**TTF Kolkata**

Kolkata, India

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

July 6 – 8, 2018



**Serviced Apartment  
Summit Europe**

London, United Kingdom

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

July 10 – 11, 2018



**Global Travel Marketplace**

Hollywood/Fort Lauderdale, FL

[www.gtmflagship.com/home](http://www.gtmflagship.com/home)

July 12 – 14, 2018



**TTF Hyderabad**

Hyderabad, India

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

July 13 – 14, 2018



CALENDAR OF EVENTS



**July 20 – 22, 2018**

**India Travel Mart**

Dehradun, India

[www.itmtravelmart.com/home-1](http://www.itmtravelmart.com/home-1)



**July 25 – 26, 2018**

**China Airline Merchandising Conference**

Hilton Shanghai, Pudong, China

[summit.traveldaily.cn/amc2018/index\\_en](http://summit.traveldaily.cn/amc2018/index_en)



**July 25 – 26, 2018**

**6th Annual MICE India & Luxury Travel Congress**

Mumbai, India

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



**July 27 – 29, 2018**

**IITM Bangalore**

Bangalore, India

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



**July 31 - August 1**

**6th Annual MICE India & Luxury Travel Congress**

Delhi, India

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

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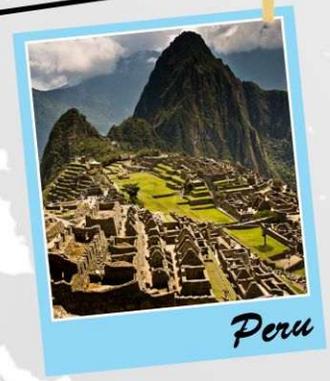
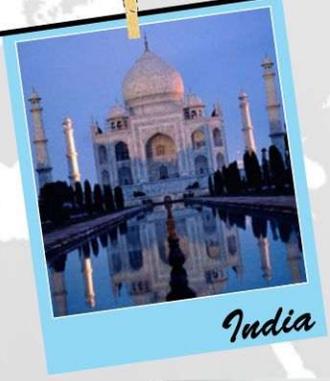
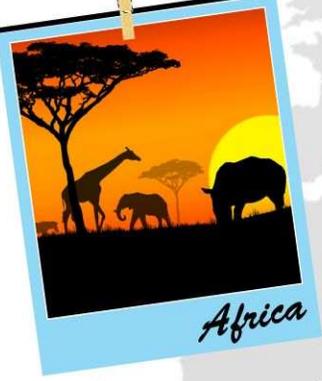
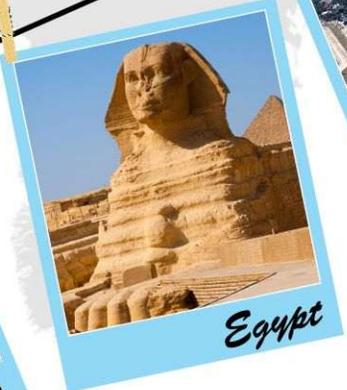
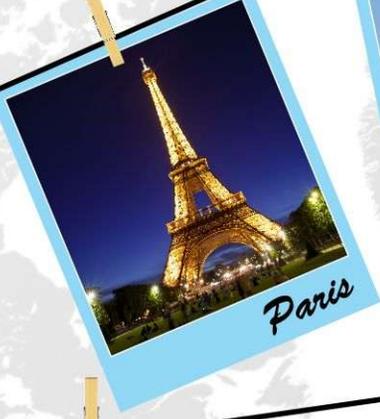


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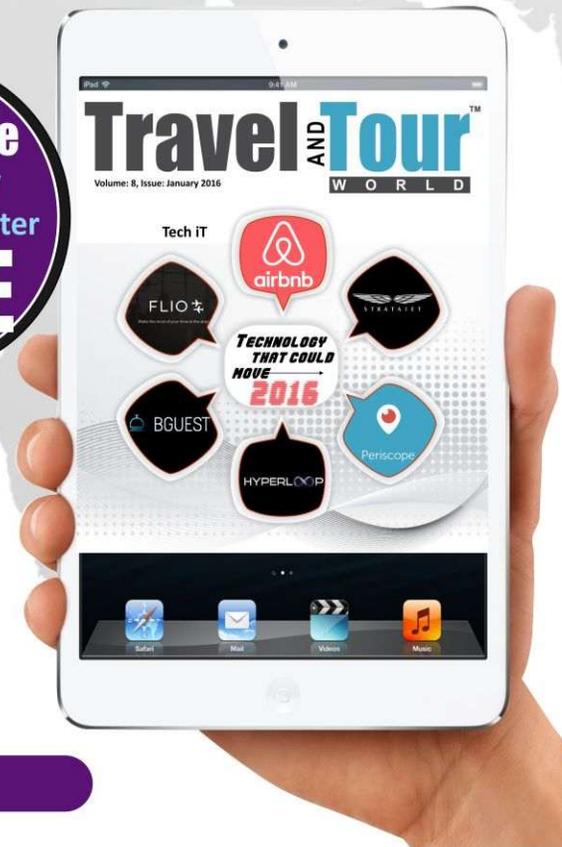
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