

MICE Travel Advisor

Volume: 7, Issue: June 2018



KIEV

Uniquely positioned for

business events

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Dear Readers,

The global MICE sector saw some major happenings last month which brought together international thought leaders, industry – shapers and decision makers to further channelise and deliver quality tourism.

Under the theme ‘Building Bridges, Connecting People: How Collaboration Creates Opportunities’ the PATA Annual Summit 2018 was opened in Korea where the former UN secretary Ban Ki-moon focussed on the significance of collaboration in time of crisis and importance of tourism in the economic sector.

The MICE industry is expanding enormously, the launch of Oman Convention and Exhibition sector was announced at IMEX, Frankfurt, the Melbourne Convention Bureau collaborated with the Melbourne Convention and Exhibition Centre and C2 international group to drive more innovation in business events. The Darwin Convention Centre bagged gold at the National MEA awards. Well, there is more for the MICE industry, the launch of an international convention centre cum shopping mall and a global hotel was announced by Yusuf Ali of the Lulu Group.

Read our cover story to know how Portugal is luring the business visitors and continues to be one of the top performing source markets for outbound MICE travel. Venue Check on Kiev digs deeper into the international congresses, conferences, trade exhibitions and business meetings showing how the city is poised in hosting them. Spotlight on Basel tells why the destination is a preferred choice for many, known for compactness and first-class transport connections.

For hosting national and international conferences, large exhibitions and other important events Darwin Convention Centre is excellent. Go through our Centre of Attraction to know more.

Technology has been a key player in major sectors and the MICE industry is always updated with the latest trends. Our Tech Talk on Meetings Bookings Engine brings that forth.

MICE bites, MICE Appointment, Show Highlight, Show Review, and Calendar of Events, provides the perfect dose of information from the world of corporate travel. So, start reading MICE Travel Advisor now!

Editor-In-Chief

Mr. Anup Kumar Keshan

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Ban Ki-moon motivates delegates at PATA Annual Summit 2018

The PATA Annual Summit 2018 (PAS 2018), under the theme 'Building Bridges, Connecting People: How Collaboration Creates Opportunities', commenced in Gangneung, Gangwon Province, Republic of Korea on May 17 with 372 delegates from 182 organisations that represented 41 destinations attending the four-day event. The delegates also included 50 university students and student chapter representatives from eight destinations. Generously hosted by the Korea Tourism Organization (KTO) and Gangwon Province, the event included the Association's executive and advisory board meetings, annual general meeting (AGM), PATA Youth Symposium, PATA Insights Lounge, the UNWTO/PATA Leaders Debate and a one-day conference that explored the various connections that are helping to shape the travel and tourism industry as it moves towards a more exponential future.

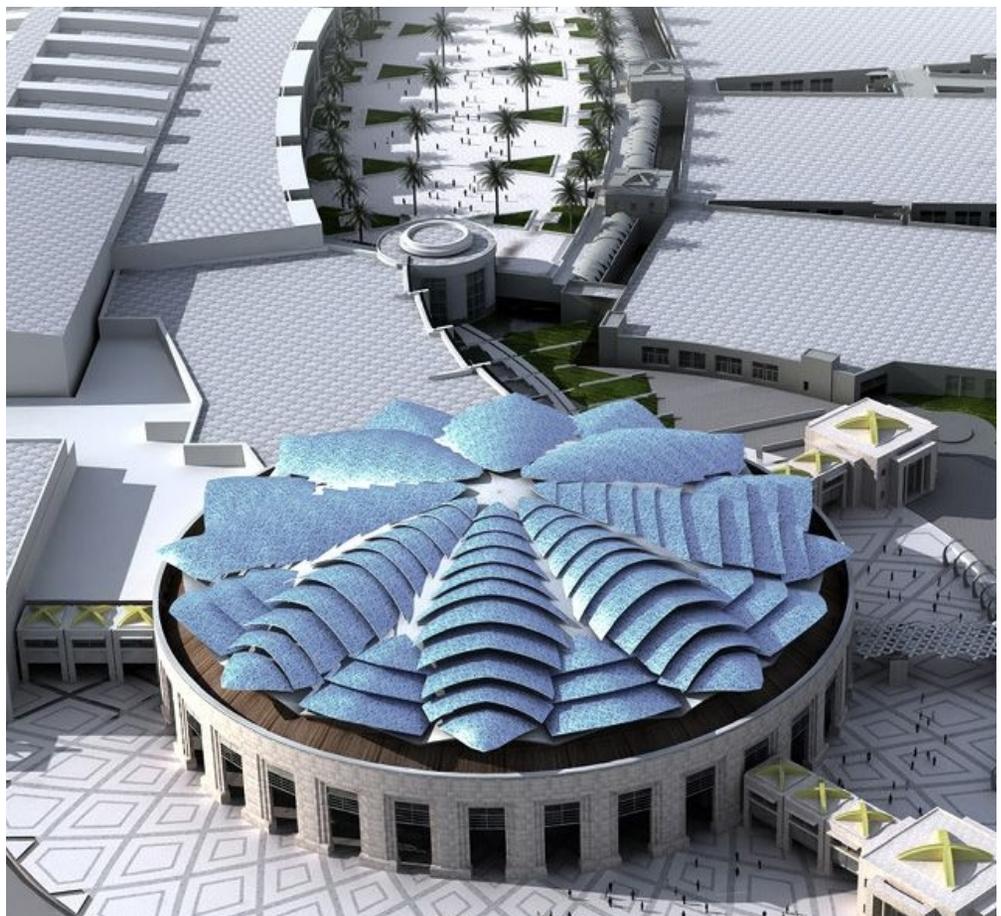
MICE BITES

Oman Convention & Exhibition Centre launched its new Convention Center

The Oman Convention & Exhibition Centre or OCEC has introduced its new convention centre.

It is a part of the Muscat Madinat Al Irfan urban development, which is being set up by Oman

Tourism Development Company or OMRAN, the executive arm for the development of the tourism sector in the Sultanate of Oman. At present, the purpose built centre provides two ballrooms along with the largest ballroom in Oman, a 456 tiered-seat theatre, 22 meeting rooms along with already inaugurated exhibition centre. This year, OCEC expects a minimum of 270 events which include exhibitions, weddings, meetings, conferences and live events.



Tourism Ireland aims China to boost tourism business

The biggest ever sales mission to China has kicked off this week with a delegation of 29 senior representatives from 24 tourism enterprises from around the island of Ireland. The Tourism Ireland leads the biggest ever sales mission to China which helps to grow the share of this rapidly-growing tourism market. The next month sees the commencement of two new flights to Dublin from Beijing and Hong Kong – eight direct flights, representing around

1,700 airline seats each week. Tourism Ireland aims to grow Chinese visitor numbers to 175,000 per year, by 2025 and the mission involved meetings with hundreds of leading Chinese travel agents and tour operators. As well as highlighting the new flights to Dublin, a key message for Tourism Ireland this week is the British Irish Visa Scheme – which allows Chinese nationals to visit both Ireland and the UK, including Northern Ireland, using a single visa.



MCB collaborates with MCEC and C2 International to gear up business events innovation

The business events sector of Melbourne is set to benefit from the partnership of MCEC and C2 International.

Melbourne Convention Bureau is responsible for driving consideration of Melbourne as a first-choice business events destination. This new partnership will assist in providing a compelling point of difference when selling Melbourne to global international association clients. Melbourne is renowned for their collaborative Team Melbourne approach. This partnership provides a fitting example of the ripple effect of business events, and the partnerships and opportunities that can form through the business events platform. This partnership has set a new global benchmark in the sector. It will ensure Melbourne continues to maintain the lead and support MCB's ongoing business development and bidding efforts to win more conferences for Melbourne and fill the expanded MCEC.

Darwin Convention Centre wins gold at the Nation MEA Awards

The Darwin Convention Centre was awarded winner of the Meeting Venue – 500 delegates or more category at the 2017 National Meetings & Events Australia (MEA) Industry Awards.

The Meeting Venue – 500 delegates or more category was judged on across a range

of business criteria and the year in review, including their impact on the meetings and events industry as a whole. The judging panel comprises a cross section of industry experts, selected for their knowledge and experience. The national winner is determined by the final highest score in that

category.

The Darwin Convention Centre competed with other convention centres around Australia to take out the award, including ICC Sydney, Melbourne Convention and Exhibition Centre, Adelaide Convention Centre and Brisbane Exhibition and Convention Centre.



Spotlight On

BASEL

A fantastic meetings & tourism destination for MICE professionals!

Located on the River Rhine, Basel is a city in the tri-border region of Switzerland. It is the third most populous metropolis located in the northwestern part of the country. The central location of Basel along with added features like excellent connectivity and contemporary infrastructure make this Swiss city an important trade and congress hub. One of the dynamic financial regions of the country, Basel provides a combination of hassle-free accessibility with rich cultural heritage, becoming an ideal meeting destination at the heart of Europe.



Congress Center Basel

The biggest convention centre of Switzerland, Congress Center belongs to MCH Group and is known for conducting seminars, exhibitions and live marketing services in Basel along with other cities like Lausanne and Zurich. The center lies in close proximity to large number of hotels and restaurants.

A footbridge acts as a direct link to the new exhibition building, making easy access to all premises and boosting visitor comfort to the next level. The modern infrastructure of Congress Center with 25 superlative multifunctional rooms with variable configurations makes this meeting venue exceedingly smart and demanding for event organisers!



Features

It can accommodate up to 6000 guests. The Congress Center has event hall, auditorium, musical theatre, modular break-out rooms and high-end exhibition halls. Their state-of-the-art amenities make this architectural splendour highly satisfying for any client.

List of best business hotels in Basel

Hotel Stucki

This three-star hotel is located in Basel Kleinhünigen. Rated excellent by 54 percent guests in Tripadvisor, Hotel Stucki has 7 meeting and seminar rooms with 100 capacities, free W-Fi, business corner, modern technical equipment, special offer for speakers, wide array of banquet menus and buffet offers and other amenities.



Les Trois Rois

One of the oldest hotels in Europe, this grand hotel welcomes guests across the globe. The Salle Belle Epoque, seven spacious meeting rooms and a ballroom of this hotel can accommodate around 400 people and provide the ideal ambience for any meeting or seminar. The banquet conference rooms have enough natural light and modern technical equipment, making any conference successful!



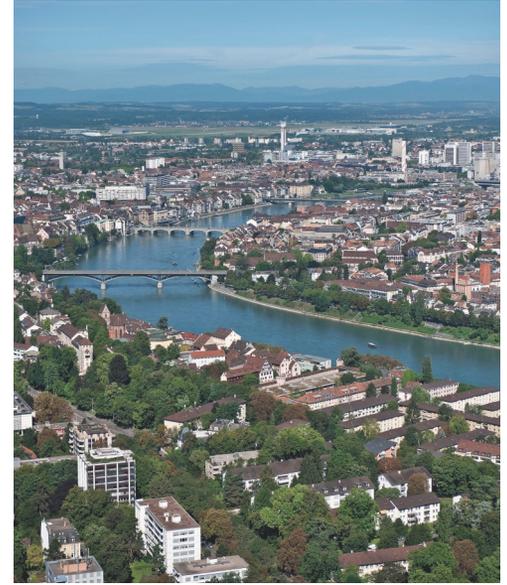
Radisson Blu

Every meeting gets a new edge here. The experienced and trained staff of this four-star hotel can make any meeting a success! Be it a low-key seminar or a major deluxe exhibition, Radisson Blu successfully holds meetings and events all through the year. Free high-speed internet, exceptional cuisines, carbon-free meeting spaces, up-to-date equipment, special lighting, digital displays and many such facilities make Radisson Blu the first choice!

GAIA Hotel

The Bright & Cozy halls of this business hotel are optimally equipped, making it perfect for meetings, trainings and venue to organize business events, accommodating around 40 guests at a time. Belle Epoque-style breakfast room can hold up to 60 guests for events and shows.

Basel -one of the most significant congress and exhibition CITIES IN EUROPE



Luftaufnahme von Basel 2_ © Basel Tourismus

Triangular location

The central location of this city where Switzerland, Germany and France meet makes Basel an astonishing business hub, attracting event organisers across Europe. It's the venue of some of the popular international fairs like Baselworld, Art Basel and many other top events.

Seamless connectivity

EuroAirport Basel Mulhouse Freiburg is well connected to all European cities. One can reach the airport via European high-speed train network like French TGV AND German ICE. It takes around 1 hour 15 minutes to reach the airport from the city centre. In addition, there are regular tram, taxis, and bus and cab services across the city.

Convention center at the heart of the city

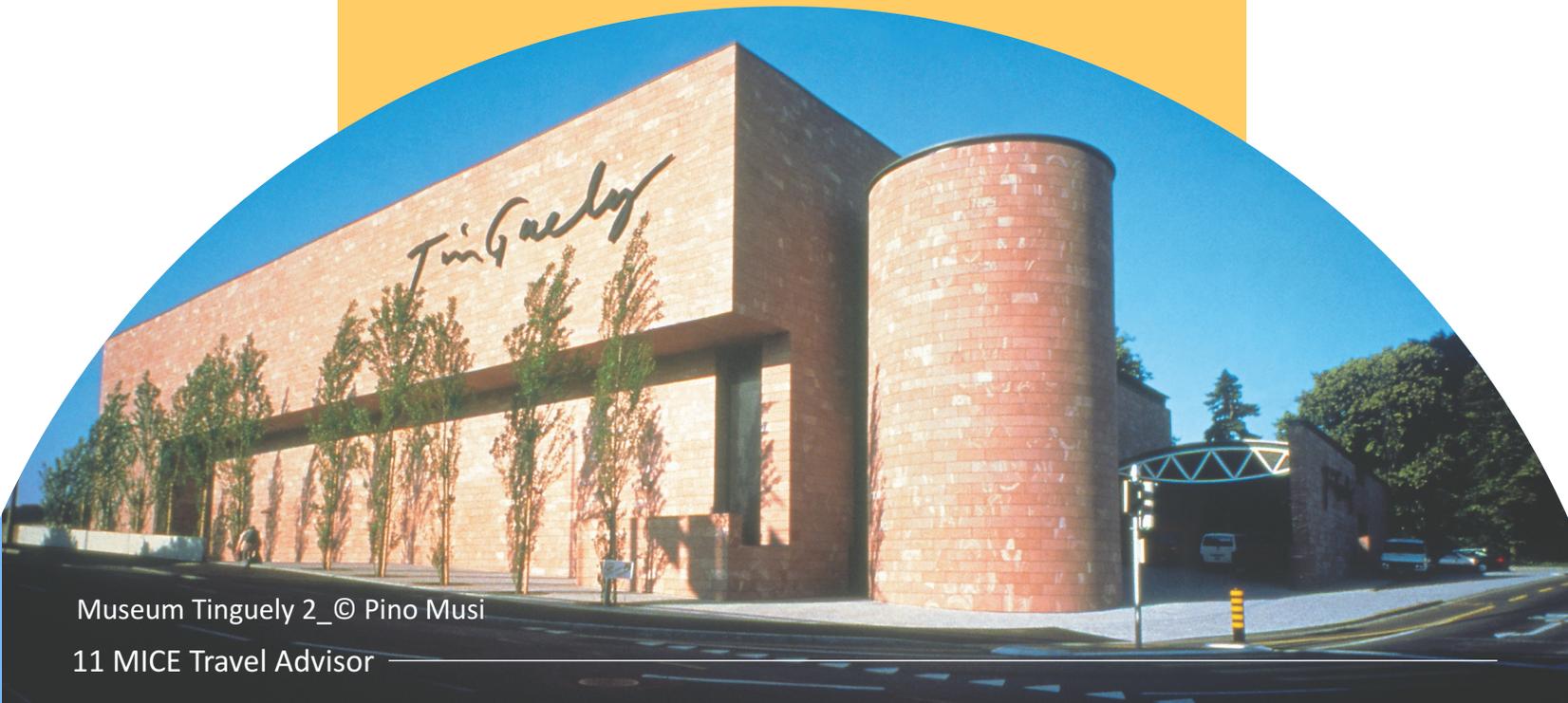
Congress Center Basel is situated in the city centre, making it an accessible meeting venue for attendees and organisers. Besides, there are several renowned hotel chains for the organisers who prefer to hold meetings in Stucki and other areas of the city.

Ample hotels & restaurant choices

Basel provides a wide array of preferences when it comes to business hotels and restaurants. Also, majority of hotels in Basel offers complimentary transport pass for all public transport within the city, along with free Wi-Fi and 50 percent discount in various leisure and cultural activities during one's stay.



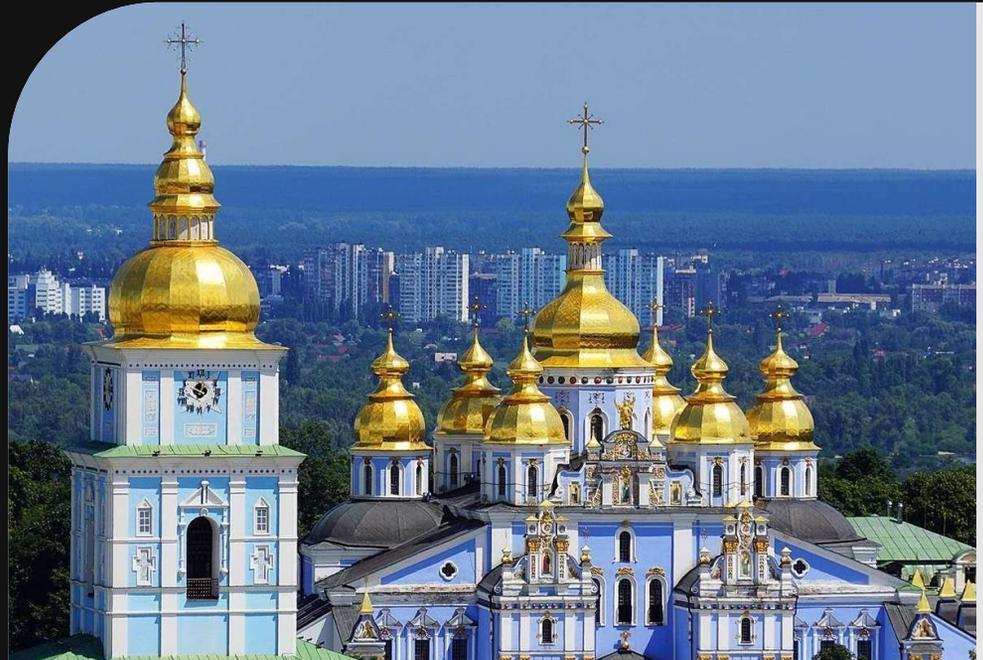
To wrap it up, Basel's first-class transport connections, infrastructure, convention centres, hotels and restaurants make the city a preferred choice for many. The compactness of this wonderful city makes it an important European exhibition and congress venue altogether.



KIEV

Uniquely positioned for business events

Kiev, the Ukrainian capital is among the most important cultural centers of east Europe and a leading industrial and commercial hub. Dniپر River bisects the city highly known for its religious architecture, rich culture and history museum. The vibrant metropolis of Europe is dynamically developing and has great potential in catering to MICE services. Located in the heart of the Europe it is accessible to two seas and two mountain ranges. Its four varied climatic region turns it into an ideal destination to hold events throughout the year. Food processing, metallurgy, manufacture of machine, machine tools, rolling stock, chemicals etc are some of the thriving industries.



The city of Golden Domes is hospitable, features pious places - cave monasteries, churches and cathedral. Founded in 1077 by St. Antony is Ukraine's most famous Kiev Pechersk Lavra while St. Sophia's Cathedral houses the world's largest collection of frescos and mosaics from 11th century onwards. There are more than 40 museums visited by millions of guests like the Museum of the Great Patriotic War with more than 330-foot tall monument of motherland.

The elegant InterContinental Kiev hotel is centrally located, has elegant and spacious suites with all historical monument just a stone's throw away. Enjoy city view or relish cocktail at the rooftop lounge and savour some of the finest dishes here. Opera Hotel will bring guests to an atmosphere inspired by the famous opera composition. Its rooms are charming and it has some lip smacking Mediterranean cuisine at its Teatro Opera Hotels' restaurant.

THE INTERNATIONAL EXHIBITION CENTRE (IEC)

The largest exhibition centre in Ukraine was opened in October 2002 and was headed by Anatoly Tkachenko and it is a brain child of Viktor Tkacheno, who was the then director of Palace of Sports. Ukrainian architect Yanush Wig designed the complex who is also the current director of center, Eduard Safronov was the head of its construction. In 2017 the International Exhibition Center was announced as the host venue of the 62nd Eurovision Song Contest. It is supported by the Kiev City State administration and the center provides services like renting the IEC areas to organise fairs, shows, conferences, congresses, symposia, presentations, advertising services, international exhibitions.



Spread across an area of 58,000 sqm out of which 28,018 sqm is dedicated for exhibitions the biggest expo building is made up of an architectural ensemble of three premium-class pavilion. There is a congress hall in the complex with fourteen conference rooms having a capacity of 90-600 seats. There are meeting room, storage rooms of weapons, cloak rooms, lavatories, elevators and motor freight transport access capability, service centre, press center cafes and fast food restaurants. The total car places come to 2500. The International Exhibition Centre is well equipped with voltage supply, assures updated ventilation and air conditioning system.

Some of the most significant exhibitions, trade fairs and industrial forums of Ukraine are held here that includes the International Water Forum AQUA Ukraine, International AGROFORUM, International Protection Technologies Exhibition Forum, International Industrial Forum and many others.

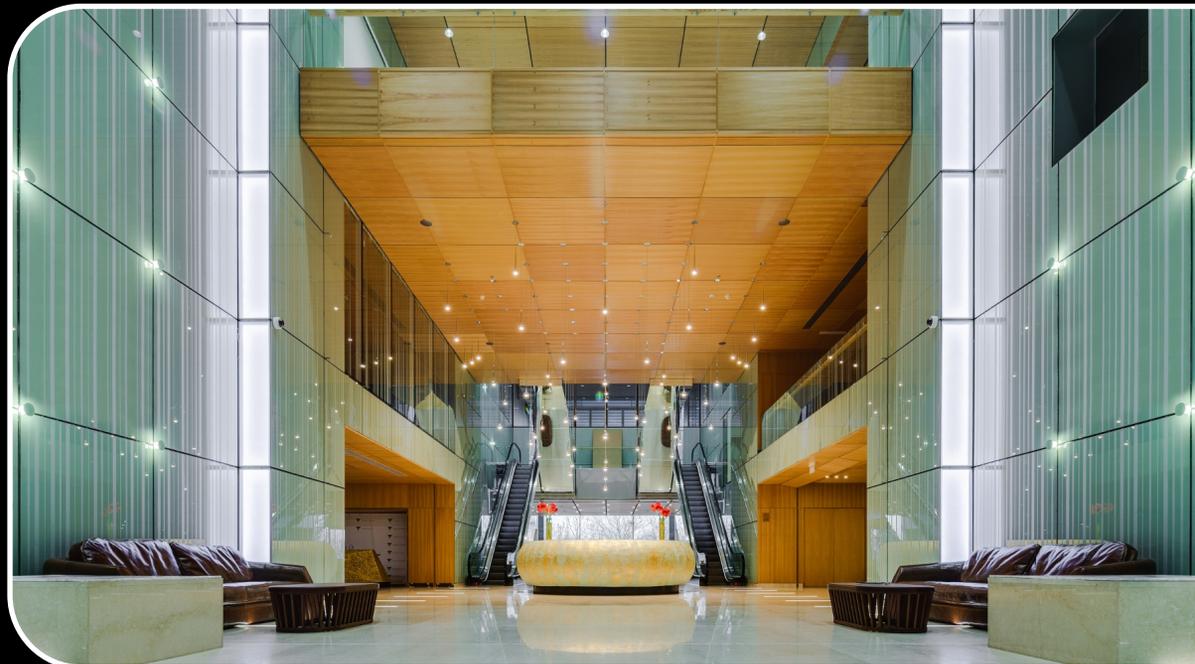
Convention and Exhibition Center, Parkovy



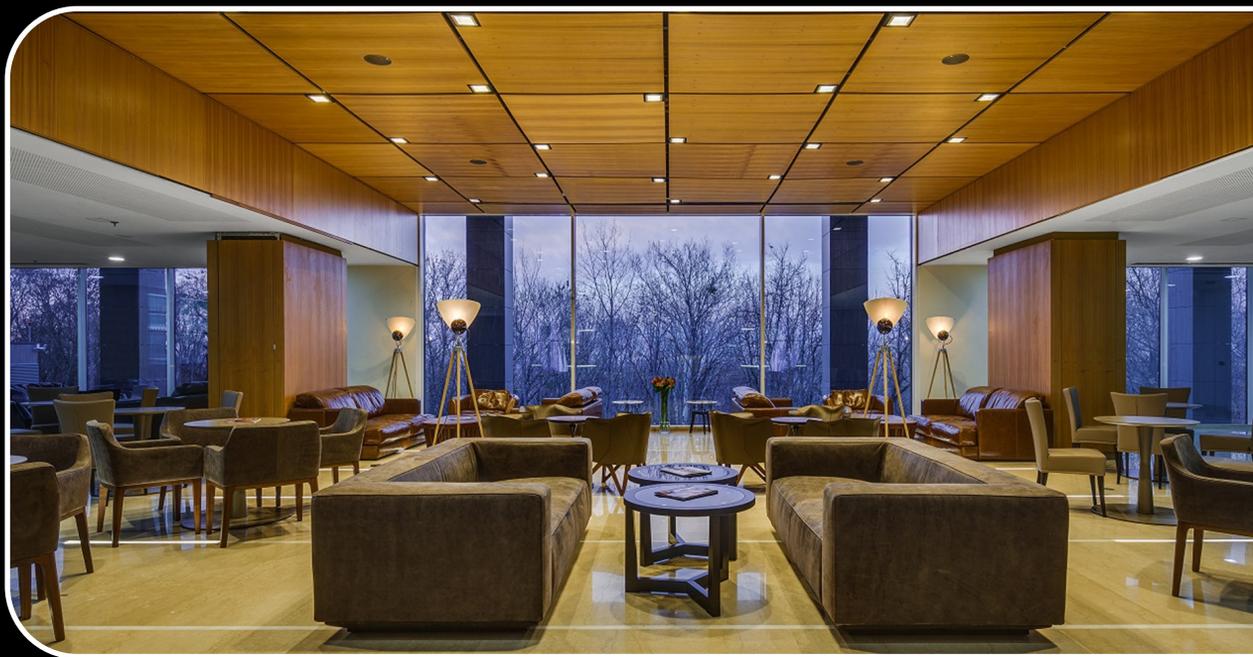
The multi-functional premium-class centre is in the heart of business, political and cultural life creating an outstanding concept of providing areas for a plethora of events. Be it summits, congresses, forums, conferences, seminars, exhibitions, concerts, corporate and private events, it seamlessly organizes and holds events.

Considered as the first Ukrainian professional convention and exhibition centre of the international repute located in Parkovaya Road in the centre of Kiev its cutting-edge technical resources can effectively implement any project from international forums, exhibitions and conferences.

Its large exhibition hall is designed in industrial style with an area of 2,000 sqm while the small exhibition hall is decorated in an eco-classic style spanning across 1,200 sqm. The congress and concert hall is decorated in an eco-modern and acoustic fashion, its extravagant conference and meetings rooms range from 50 to 300 sqm and its outdoor terrace area provides a beautiful view.



The Outdoor Concert Hall Parkovy Open Air is fit for the millennial corporate looking for the extra zing. There is plenty of underground and outdoor parking space. Ultra-modern multimedia equipment, mobile system of mobile partitions provides flexibility in the meetings space.



Premium equipment like the Giorgetti and Poliform conference furniture, Villeroy and Boch plumbing, Siemens climate control, wi-fi network built on Cisco equipment have been used here and selected companies like the Hewlett Packard, Samsung, Syngenta, Basf, Huawei have hosted their conferences here. The Parkovy Open Air has held concerts by Steve Aoki, Moderat, John Dorn, Antithe Group. Meetings of UN representatives, a charity event from UNICEF. The Parkovy complex grand infrastructure has a lounge bar an office space, data center and a heliport.



Designed for utmost comfort and space is the -Cava Lounge Bar and CHI Restaurant offers a great view of the Dniper and the left bank of Kiev with mouth watering traditional Southeast Asian, Indian and Chinese cuisine.



Poised in hosting large international congresses, conferences and business meetings, it is well equipped with all kinds of incentive programmes, team-building and cultural tours. The surging economy has led to an influx of new office centres, banks, trade exhibition centers and other commercial enterprises. The city is economical to the core, eating at high end restaurants or drinking at cocktail bars will just cause a meager fraction of what is being spent in the West.

DARWIN CONVENTION CENTRE

Experience world
renowned facilities

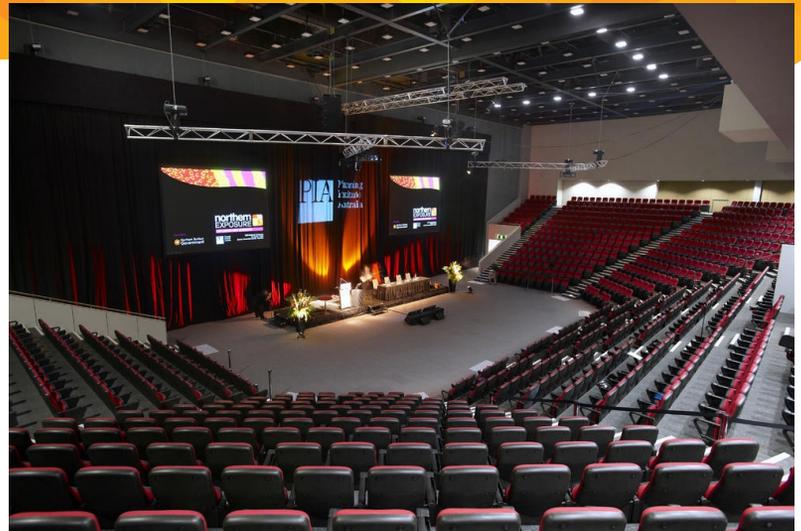
Centre of Attraction



The world class Darwin Convention Centre was opened in July 2008 in the tropical harbour city of Darwin. The award winning building was developed as the centerpiece of the Darwin Waterfront Precinct attracting major businesses and thereby generating greater economic return for the Northern Territory. It hosts around hundred events per generating over \$60 million of the economic return annually.

The convention centre is managed by a leading venue specialist AEG Ogden. The centre host national and international conferences, large exhibitions, award ceremonies, gala dinners, seminars, receptions concerts and other important events. It is known for excellent delivery of outstanding and innovative events supported with first class food and excellent customer service.

Darwin is a thriving modern capital city, with one of the fastest economy, officially founded in 1869 and named in 1830 when the HMS Beagle sailed into the harbor. The ship's captain named the port after the British Naturalist, Charles Darwin. It has one of the fastest growing economies in Australia as it keeps maximizing its strength in industry and tourism.



It makes up one sixth of the Australian continent with an estimated population of 140,000 people having more than 60 nationalities. The tropical capital city of the Northern Territory is warm, welcoming and friendly for business and leisure travellers.

Darwin is known as Australia's gateway with South East Asia, it is the main service centre for a wide range of industries like mining, offshore oil, gas production, tourism and tropical horticulture. The Port of Darwin is the main outlet for Australia's live cattle export trade into the South East Asia.



Darwin - A desirable business events destination

The vastly built centre is a key junction for organizations, associations and corporate business to host their special events with strong emphasis on leadership, innovative ideas and new products. It offers a relaxed atmosphere so that the delegates can deliver their best and is also ideal for local and regional event organizers or individuals who wish to host events.

Spread across 22,900 square metres, it has an Auditorium with 1200 seats capacity that can be further divided into two equal parts. There are four column-free

halls with a capacity of 225 exhibition booths in an area of 4,000 square metres. There are three top-level Waterfront Rooms catering to 560 delegates theater style or 330 banquet style.

Another four meetings room can accommodate around 170 delegates. For an over the top experience there are light-filled foyers with harbor views and large outdoor spaces in sublime tropical settings.

The center has all the equipment needed for an interactive multi-media, Wi-Fi , networking solutions and technology specialists, it has mobile staging facilities and well-spread flying points across the ceilings that allows for complex rigging designs , the hanging of lighting and AV equipment.



Accessibility

Darwin is strategically located with easy access to Asia, stunning waterfront and open to unique top end experiences. It has an average flight time of 4 hours from Australian capital cities, Singapore and only 2½ hours from Bali. One can also catch Ghan, a legendary outback train running between Darwin and Adelaide. Being Australia's cruise ship ports one can also commute via cruise.



Caring for the specially-abled

All areas of the Centre have lifts, ramp access, automatic doors, drop off points and parking bays for guests with disabilities. The internal and external doors are designed considering easy wheelchair access. The back row of seating in the auditorium is tailor made for delegates with wheel chairs. For hearing impaired people there is a wireless hearing augmentation system, all the lifts, meetings and function rooms have Braille directional and architectural signs for the visually inspired.



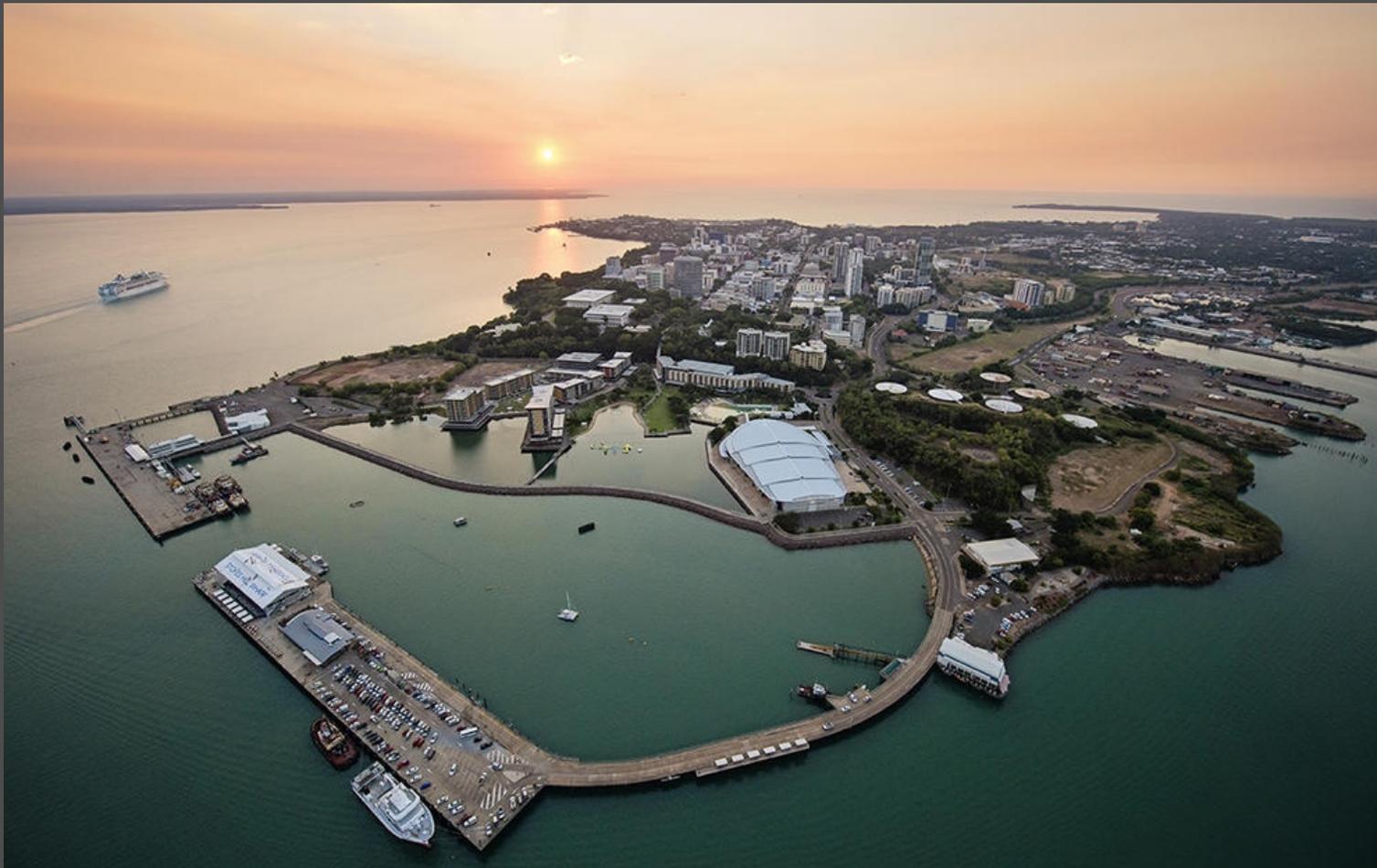
Go Green

The Centre constantly strives towards incorporating environmentally sustainable event facility. It is further working towards gaining the Five Star Green Star rating from the Australian Building Council and Green Globe 21 accreditation. There are regular participations in leading sustainable programs and new sustainable practices. The Centre participated in AEG ! EARTH (AEG's corporate environmental sustainability program) where it exchanged environment best practices with other venues. It also contributed to the AEG's progress towards its 2020 Environmental goals.

Established by the World Travel and Tourism Council the Green Globe is the global benchmarking, certification and improvement system for travel and tourism. Further, the centre is raising its environmental credentials after achieving the EarthCheck (world' leading environmental management and professional services group for travel and tourism industry) Benchmarked Bronze status to EarthCheck Certified Status.

Awards and Honours

- 2017 Brolga Award for NT Tourism Excellence - Winner Business Event Venue
- AHA NT Gold Plate Award Winner - Best Function/Event Caterer
- MEA Northern Territory Winner - Meeting Venue 500 delegates or more
- EarthCheck Benchmarked Bronze Status
- 2016 Australian Tourism Awards – Silver
- 2016 Brolga Awards for NT Tourism Excellence - Winner Business Event Venue
- AIPC Apex Award Finalist- rated as one of the top 15 convention centres in the world
- ISO 9001 Accredited



Conducting an event in the unique world class venue leverages the excitement of the business events, providing the best facet of Australia. The Darwin Convention Centre is dynamically placed for networking and associations. There is ample scope for customized inspiring event through a flexible team providing excellent services for seamless event.

Polish

your Business skills

in Portugal



Portugal, popular for nightlife and vibrant city culture, is now an emerging country for MICE tourism. Here business tourism is growing along with incentive trips as the country has not only the vivid culture, but also it has diverse landscapes- seven hills and uncountable sea beaches.

MICE is one of the fastest growing segments in the travel sector in Portugal. It is generating millions of dollars in revenue every year. Portugal, in fact, is luring business visitors and continues to be one of the top performing source markets for outbound MICE travel. Business travel spending in Portugal is expected to grow by 3.5% in 2018 to EUR3.7bn, and rise by 3.0% pa to EUR4.9bn in 2028.

Portugal as a MICE country

Portugal is well equipped with beautiful landscapes and unique cultural & historical heritage. Portugal hosted 287 meetings which is the same as Canada and more than Austria, South Korea, Sweden, Brazil and Australia. Half of the meetings and events were held in Lisbon. Other Portuguese cities like Porto, Cascais, Coimbra, Guimarães, Braga and Aveiro hosted many events, meetings and conventions. *Luis Araújo, President of Turismo de Portugal says, "Portugal is currently an increasingly sought-after destination for business travel. Tourism has grown in all of Portugal's regions throughout the year, producing a desirable knock-on effect leading to territorial cohesion and invigoration of the national economy".*



Portugal's Business capital-Lisbon

Portugal's capital is bursting with medieval culture and tourist spots along with convention centres and hotels. Lisbon Congress Centre plays a pivotal role in promoting the city as the best MICE destination. This centre is a comfortable venue for the staging of congresses, conferences, business meetings, fairs, exhibitions and other events. Western Europe's oldest city, Lisbon is armed with Gothic architectural landmarks and cobbled alleyways making a perfect place for cycle trip for any millennial. Pestana Palace, Four Seasons Hotel Ritz Lisbon, InterContinental Lisbon, Sheraton Lisboa Hotel & Spa, Dom Pedro Lisboa and Sana Lisboa Park Hotel are the popular hotels and convention centres offering best locations for meetings, events and stays.

■ Role of Lisboa Convention Bureau ■

While exploring the capital city of Portugal, spread across seven hills overlooking majestic Tagrus River, Lisbon, the “resort city” is a key business centre and MICE destination. Lisboa Convention Bureau was founded in 1987 to cater the city's business opportunity. The Turismo de Lisboa Visitors & Convention Bureau is dedicated to organise their events as seamlessly as possible.



Algarve-Portugal's Incentive travel destination

While exploring the capital city of Portugal, spread across seven hills overlooking majestic Tagrus River, Lisbon, the “resort city” is a key business centre and MICE destination. Lisboa Convention Bureau was founded in 1987 to cater the city's business opportunity. The Turismo de Lisboa Visitors & Convention Bureau is dedicated to organise their events as seamlessly as possible.

The sun-soaked unlimited beaches, western sliver of southern Europe- Algarve has much to offer. The rich culture, beautiful architecture and a dazzling culinary scene make Algarve another popular spot to leisure tourism. Algarve has the reputation as a well-preferred leisure destination. But it is also a great region for corporate incentives too. The region has a wide range of meeting rooms and a fabulous weather, this region is a serious contender for incentive trips.

If you want to make your next corporate event memorable, plan for a unique experience in a luxury hotel. This region in Portugal has an outstanding selection of the best resorts and villas offering first-class experience. The hotels and convention centres are also prepared to make big events, having a dedicated team of very professional staff. It will make sure your event successful.

Carvoeiro is a probably one of the beautiful beach will adventure travels opportunities. It has its charm as it is a little town in Algarve. Algarve offers traditional and modern meeting points. One of these is Salgados Palace & Congress Center of the NAU Hotels & Resorts group. Located in Albufeira, Salgados Palace & Congress Center is Algarve's most preferred space for MICE segment for its versatility and size of events it hosts.



Salgados Palace & Congress Center is offering 228 well furnished, modern and luxurious rooms- three bars, three restaurants, a Spa with 1,000m², four outdoor swimming pools and facilities. This place is recognised for the efficiency with which they host any important business or cultural event. Salgados Palace & Congress Center is part of an integrated resort that offers about 750 rooms and 3,000 additional beds, next to Salgados beach, which is popular for its diversified landscape.

@nauhotels.com

MICE tourism in Braga

The Portuguese lively city, Braga is a best place for business. Advocated by Braga Municipal Council, this city is the third largest in Portugal and it is designed for a perfect road trip. Melia Braga and Forum Braga are the two major convention centres equipped with world class facilities to host any events or exhibitions. Meliá Braga Hotel & Spa covers with an area of 750m². It is including of 7 meeting rooms fitted with high-tech audiovisual equipment. This will help you to create the environment you are looking for and will make sure the meeting and exhibitions success. While on the contrary, Forum Braga is the newest addition in meetings and convention world offering not only the place for meetings or conventions but also offer you more than luxury with modern and sustainable ambiance.





Cheerful, calm, and vibrant, Portugal is a European country with astonishing options for MICE. It is a living museum on every street, inspiring Mediterranean cuisine, and the best sandy beaches in Europe. Portugal is now becoming a most promising country for business and incentive trips as the country has world-class branded convention centres, 5-star hotels offering exclusive experiences to make a successful meeting and the trips after.



Hospitality's Latest Trend

Meetings Bookings Engine

Technology is a frontrunner in every sphere and the international travel industry is no exception! Online Travel Agents (OTAs), blockchain, and voice automated mechanisms in hotels are a few instances of the invasion of technology, influencing more millennials to travel smart. With time, MICE (meetings, incentives, conferences and exhibitions) sector is gradually embracing interesting modifications – and impressing travellers like never before.

In fact, the Midas touch of technology has been positively impacting this industry of late. A new report published by Allied Market Research indicates that international MICE industry observes a CAGR (compound annual growth rate) of 7.5% from 2017 to 2023. In 2016, it was valued at \$752 billion and is estimated to reach \$1,245 billion in 2023. The Asia-Pacific region expects to observe the highest growth rate of 8.6% in the forecast period from 2017 to 2023.

Expedia's brand new meeting booking engine

Expedia, the online travel booking brand, has jumped on to the events booking bandwagon. It has announced its automated MICE online booking engine that started rolling out to selected hospitality partners in the United States. The company has mentioned that the white-label technology solution is a ready-to-implement, back-end software that various hotels can integrate in their websites.

Expedia is certain that the goal of its meeting market technology is to accelerate as well as simplify the time-consuming RFP process for small-to-medium-sized meetings and events.

This company also claims to ensure that its software would enable hotels to answer RFPs 20 times faster. The software attempts to assist hotels by booking smaller, less complex meetings that do not require excessive customisation. The company's new meeting market MICE booking engine makes it possible for meeting and event planners to seek, configure, and book meeting spaces online including any equipment and catering requirements and group lodging.

Hotels can also leverage this unique technology for its hundreds of properties.

The specialised booking system was first rolled out in Germany with exclusive hotel partners. And, initial results from the test period with Best Western Hotels Central Europe have revealed significant improvement in the RFP process. Test results of Expedia portray that this technology moved the quote response time from an average of 29 MICE Travel Advisor

five hours to an average of merely 14 minutes, from initial request to the quote that is being sent to the customer.

This fantastic and time-efficient solution has currently been rolled out with additional hotel chain partners and also independent hotels all across APAC and also EMEA.

Expedia mentioned that partner discussions are already underway with the chains of the U.S.



The MICE online booking engine that is introduced by Expedia is part of the Expedia Powered Technology toolkit. The system would help hotels adjust its group pricing dynamically based on various factors including seasonality, room type, the day of the week, room type, and

the number of participants.

Central idea is that automating group planning and booking procedures for smaller meetings would free hotel sales managers who would then be able to utilize their time to focus on higher margins RFPSs and maximizing revenues.



Deutsche Hospitality's hotel booking software

Another leading global hotel chain to explore the possibilities of this intriguing tech-mantra is Deutsche Hospitality.

It is ready to present a new booking software that would assist business customers to reserve

conference rooms directly online without having to obtain a cost estimate from the hotel in advance.

Through this software, Deutsche Hospitality aims to further enhance independence it enjoys in niche of direct sales.



Furthermore, it demonstrates that it possesses necessary agility to achieve success in the digital age. Such endeavours would be further accentuated by the availability of different opportunities for personalisation in the upcoming test phases.

Thus, all visitors to the websites of the group would be able to enjoy a beautifully tailored experience.

Corporate travel has never been so impressive ever before!

MICE APPOINTMENTS

Meetings Industry Association expands its team with new appointments



The Meetings Industry Association (MIA) appoints two new members to expand its team.

Rose McDonald joins as General Manager while **Katrina Scotchbrook** takes the position of marketing co-coordinator. She has over 30 years' experience working within various groups and independent hotels, venues and venue finding agencies. Now in her new role, Rose will help the MIA deliver its strategic vision and achieve its aggressive growth targets. Katrina will be managing the marketing and communications of MIA to further raise its profile and position as the leading association for the meetings and events industry. As part of the role Katrina, who joins from a digital marketing agency, will be responsible for driving member engagement and the management of future enhancements to the MIA's website.

Barbican Business Events appointed Anthony Kwokori as Account Executive



Anthony Kwokori was appointed as account executive of Barbican Business Events team, as the team is looking to expand after seeing a huge profit last year. Previously, Anthony held event focused roles within the City of London Corporation as well as having experience of the corporate recruitment market. The Barbican's head of sales, Oliver Hargreaves commented that they are pleased to welcome Anthony to the team and expect that he will have a positive impact on our growth going forward. His knowledge and experience will help to increase the performance as they look to beat their targets once again. With a range of substantial spaces and a plethora of breakouts as well as fantastic transport links, the Barbican is the perfect venue for all types of clients.

National Theatre welcomed Ali Blows as Head of Commercial Events and Business Development

Ali Blows was appointed as National Theatre's new Head of Commercial Events and Business Development.

Ali has over eight years experience in the events and meetings industry. She brings with her a wealth of knowledge and experience to develop National Theatre as a leading MICE location.

Prior to joining the National Theatre, Ali was Account Manager at Wildgoose Events and Woods' Silver Fleet. Ali Blows will be responsible for developing a new pipeline of clients and the meetings and events spend, as well as overseeing the development of existing business.



She will also lead a team of 4 through the relaunch of the National Theatre's rooftop event space, The Deck, following a major build project to replace the previous structure.

Ali said that the theatre's iconic status and progressive ethos make it a one-of-a-kind venue and she is delighted to be part of the team. She will be working on the business development of their trading areas with the National Theatre's Food and Beverage team with a strong focus on bringing the under 35s to the Understudy, the pop-up food vans and the Riverstage Festival this summer.

In addition, the relaunch of The Deck this summer is especially exciting and she relished the opportunity to grow the venue's client portfolio and to build on the South Bank's significance as a destination for both domestic and international clients.

Dundas Castle welcomes new team for 2018 business expansion

Dundas Castle is happy to announce the appointment of new faces to its team for business expansion.

Dundas Castle appointed **Molly Seed** in the role of Marketing Manager. With her past experience as a Marketing and Events Manager for Paxton House, Molly brings strength and experience to the team. She will run all the marketing operations for Dundas Castle including social media channels, managing the website design, creating advertorial content and analysing sales and enquiries to the castle.



Dundas Castle also announced the promotion of **Jamie Paterson** to External Maintenance Manager. Having worked at Dundas Castle for 19 years, Jamie looks forward to seeing how the Dundas estate will continue to grow and develop for many more years to come.

Dundas Castle has also welcomed **Graeme Miller** as External Maintenance Assistant, who after a 13-year career as an investment banker decided a career change was in order, and re-trained as a tree surgeon. Graeme will help with the landscaping of the 1000-acre estate.

Dundas Castle also welcomes two new Glamping Wardens for the 2018 Season, **Joris Ludwig and Suzie Sutherland**, who have recently moved to Edinburgh from Kylesku in the Scottish Highlands with their dog, cat and tortoise.

Dundas Castle also announced the promotion of **Sarah Lowther** to Assistant Head Housekeeper.

Show Highlight

Boutique Hotel Investment Conference

BLLA exists as the go-to resource for all things boutique. The events and conferences are an extension of the efforts to push the most exciting sector in lifestyle and lodging into the future. In its sixth iteration, the Boutique Hotel Investment Conference now focuses on the hospitality adjacent industries powering the modern boutique movement. NEXT GEN BOUTIQUE MONEY – the concept of a hotel is being redefined. With lodging accommodations being reshaped by industries like wellness, fashion, fitness, nightlife and food & beverage, it is important to pause and take an aerial view of the direction of the sector.

The agenda includes boutique hoteliers and veterans. Jason Pomeranc who is the one of the founders of the modern boutique movement said that the CFDA will join to touch on the influence of fashion and will hear from Jacques and Rakel Cohen, who are responsible for the most infamous luxury hotel in the world, The Watergate.

The agenda is influenced by professionals outside of hospitality because that's where the pendulum is swinging. BLLA tapped into boutique's broadening horizons last year when they changed their catchphrase to, "Boutique is not just a hotel, it's an experience" while they firmly believe that anyone with a thorough understanding of today's traveler, can

exemplify boutique.

Lastly, the Fit Hub will be returning for 2017, providing a series of business development

seminars, live demonstrations and continued development workshops for fitness professionals. Joining The Leisure Show for the first time this year, Les Mills, the largest international provider of group fitness classes, will be taking over an entire day of the programme to showcase the latest moves in their world-renowned classes

Attendees will have the pleasure of enjoying refreshments all day by La Colombe Coffee, HOOCH, Bai, Justin's, GTS, Skinny Pop, Voss, Hippeas, BarkThins, Vita Coco and Sunraysia and a fabulous gourmet lunch sponsored by the Three Kings Restaurant Group (Massoni, Rice and Gold, and Talde).

With the support of the professionals who help power not only the association, events and conferences but the entire hospitality industry are the headline sponsors: Avendra, Elavon, Greenberg Traurig, iVvy, LG Electronics, Rainmaker, Sideways, Suitelife, Enseo, The Gettys Group, Two Roads Hospitality, and Keypr and their amazing furniture sponsor, Meridith Baer which is the premier staging company in the nation.



When: June 6, 2018

Where:

The Times Center, New York, USA

Boutique sponsors: Berdon LLP, Tambourine, Menin Hospitality, JLT and Jampro Trade & Investment help make the coolest investment conference possible. Their Lifestyle sponsors: Direct TV, Trump Hotels and Scion Hotels & Resorts. And finally, for their support, Arlo Hotels, Newmark Knight Frank, Swell, Anine Bing, The Well-Traveled Trunk, JMBM, The Lodging

Conference, Amsterdam Hospitality, Interactive Sites, The CFDA, Peerless-AV, Beekeeper and ITM Mobile was highly appreciated.

The new direction of the boutique niche has blown the door of opportunity wide open. BLLA sees it as their duty to usher in a new, fun, cool era in bespoke hospitality.



6th annual MICE India and Luxury Travel (MILT) Congress

As India maintains its double-digit annual growth in the outbound MICE and luxury travel segment, travel and tourism businesses around the world are looking to capitalize on the country's growth potential by forging deals and partnerships with leading Indian corporates and luxury travel specialists at the 6th annual MICE India and Luxury Travel (MILT) Congress, the only premier platform that caters to MICE, business travel and luxury tourism sectors in India.

Organized by Dubai-based QnA International, the MILT Congress will be held this year in two iconic Indian cities – in Mumbai, the country's commercial capital, from July 25-26, and in nation's capital Delhi from July 31-August 01.

Noting that Indian corporations remain largely unaffected by the global slowdown and continue to spend big on corporate travel, Hassan Madah, Director, Israel Ministry of Tourism – India & Philippines, said that Indians are now travelling abroad throughout the year for business and they had a total of around 60,000 Indian tourists visiting Israel in 2017. Platforms like the MICE India & Luxury Travel Congress are crucial as it offers an opportunity to connect and network with travel decision-makers at leading Indian corporations. They see a lot of growth in the outbound MICE segment from India in the coming years.

The congress will feature numerous panelists and keynote speakers, covering topics such

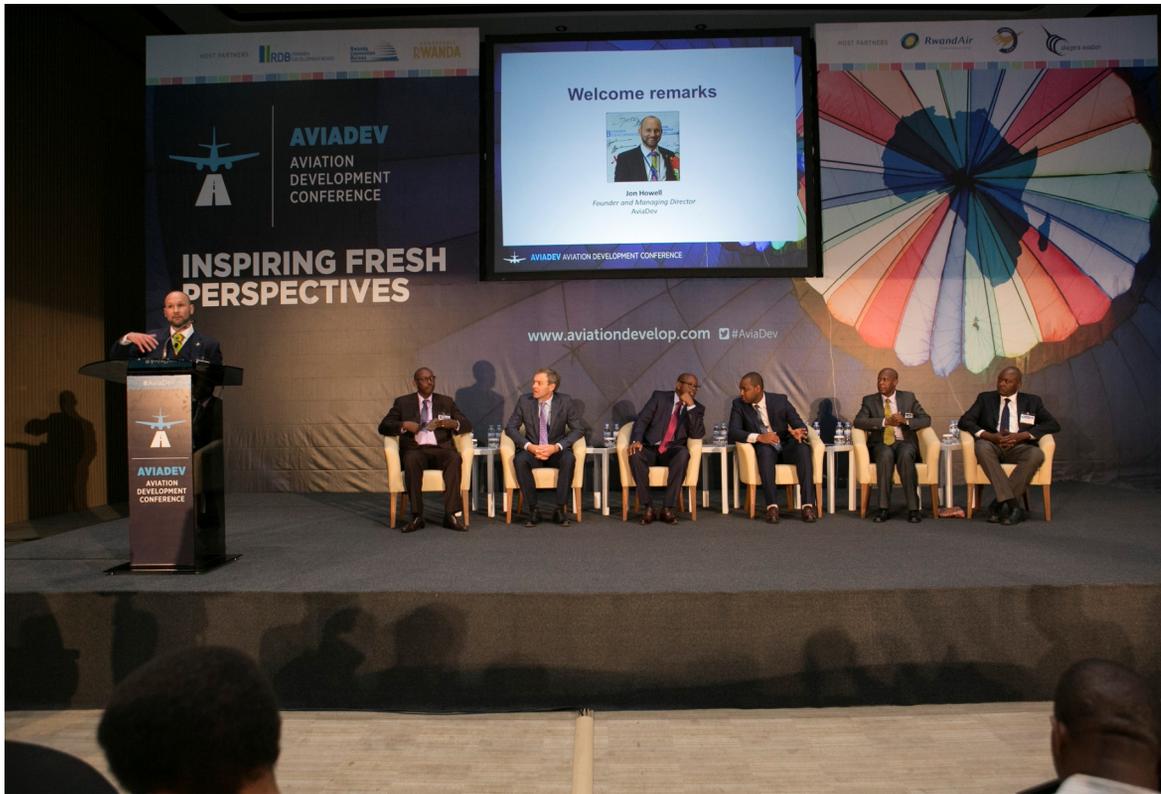
redefining MICE, global trends and challenges in MICE and the intricacies when dealing with Luxury travel and how technology has transformed the world of MICE and luxury travel to name a few with the objective to share the changing preferences of MICE and luxury travel buyer from India.

Talking about the importance of innovation in the MICE & luxury travel business, Stephanie Tanpure, Vice President of Sales, Sands China Ltd. commented that the key to sustained growth is diversification, and since opening The Venetian Macao in 2007 they have had increased their hotel offering, which now includes The Parisian Macao, Four Seasons Hotel Macao, Cotai Strip, The St. Regis Macao, Cotai Central, Conrad Macao, Cotai Central, Sheraton Grand Macao Hotel, Cotai Central; and Holiday Inn Macao Cotai Central. In this way they are able to appeal to both the luxury and family markets.

The MILT Congress is the only event that allows travel and tourism businesses in Asia, Europe, the Middle East and elsewhere to meet and engage one-on-one with decision-makers from India's leading corporations who are involved in finalizing MICE and luxury travel activities.



**When: July 25 – 26 &
August 31 – September 1, 2018
Where: Delhi & Mumbai, India**



route development meetings with a view of advancing Africa's connectivity.

The one-to-one meetings sit alongside a comprehensive programme featuring industry leaders including Girma Wake, Former CEO, Ethiopian Airlines, former Chairman, RwandAir,

Raphael Kuching, IATA, and Nico Beuidenhout, CEO, fastjet. Discussions on the programme include the outdated perception on African airlines, new technologies, financing and low cost carriers. Attending AviaDev would give an opportunity of unrivalled networking and gain insights from the conference programme from the African market. It is also the only dedicated air service development conference on the African continent. Registration is still open for AviaDev, join these aviation experts and ensure your destination is part of the route development conversation.

Now entering its third year, AviaDev Africa is the only forum that is dedicated to growing connectivity to, from and within the African continent. Bringing together airports, airlines, tourism authorities, governments and industry suppliers, AviaDev offers attendees the ability to pre-arrange meetings in professional surroundings, offering the best chance to make a real connection.

With 26 airlines registered and over 15 airports represented AviaDev looks set to facilitate productive

When:
June 12 – 14, 2018
Where: Southern Sun Cape Sun

China Airline Merchandising Conference

The global aviation industry is changing its mindset on passenger service and product positioning. Connecting every touch point of air travel through technological innovations and mobile devices will elevate travel experience and take the industry into a new form of marketing in the digital era.

The digital transformation of user experiences has changed the ecosystem of the aviation industry. New retail is about sharing, integrating and adding value to customers, and the core factor is digitization.

Airlines around the world are carrying out digital transformation of their organization structures and operation procedures to enhance the entire travel journey for customers.

Newly established Chinese private airlines have to operate in a very small space, squeezed by the expansion of China's four major airlines – China Eastern Airlines, China Eastern Airlines, Air China, Hainan Airlines and the expanding high-speed railway network. How should the newcomers differentiate and position themselves to find a way forward?

From official websites, mobile applications, flagship stores on OTA platforms, to WeChat platform and Mini Programs, airlines have been constantly exploring new marketing channels. As frenemies with OTA giants, how should airlines reposition themselves to boost

direct sales? How should they establish a win-win collaboration with OTAs and other third-party players?

In the face of digital revolution and diversified customer demands, how will airlines disrupt traditional marketing with digital innovation? What inspirations can be learned from the combination of content and e-commerce? How will O2O strategies connect multi touch points for users? How should airlines respond to the swift changes in consumer demands?

Hear from senior executives from China's leading hotel companies:

- Yu Wang, Chairman, Spring Airlines
- Shane Hodges, Vice President, Asia Pacific, American Airlines
- Guoxiang Wu, SVP, Marketing Division, China Southern Airlines
- Bonita Huang, Deputy General Manager of Sales Department, Air China
- Veli Polat Veli Polat, Senior Director Sales Greater China, Lufthansa Group

The 2018 Airline Merchandising Conference (2018 AMC) will be held in Shanghai on July 25-26, 2018. More than 650 mid-level or high-level executives in airlines and related industries will attend the event to seek insights and inspirations on "New Digital Merchandising"



When : July 25-26, 2018
Where: Shanghai, China

SHOW REVIEW

With meetings and event organisers on a consistent hunt to discover unique and professional meetings facilities, a spotlight has been shone on Africa. Massive potential within the meetings sector has been realised in recent years and efforts to develop this powerful economic sector, are pushing to the fore including the Business Events Conference powered by ibtm Africa.

The Business Events Conference powered by ibtm Africa promises to be a dynamic conference built around high-quality discussions focused on content relevant to operating in the meetings and events space in Africa. The conference took place during WTM Africa in Cape Town on 19th and 20th April 2018, inviting all corporate buyers and professional meetings personnel to attend.

Chardonay Marchesi, South Africa Portfolio Director for Reed Exhibitions' Travel, Tourism & Sports Portfolio mentioned that it was also an evolution from a table-top event to an engaging and high-quality programme, packed with insightful content, speakers and relevant topics.

There were three sessions that took place in WTM Africa's Inspire Theatre between 11h 30 and 14h15 on Wednesday, 18th April 2018. The second day's session coincided with the Sports & Events Tourism Exchange (SETE), that took place between 10h30 and 13h30. Leading the charge will be Rudi van der Vyver, Chief Executive of the Southern African Association for the Conference Industry (SAACI).

Van der Vyver was appointed as CEO of SAACI in early 2017, bringing a wealth of management experience in

the financial services, business consulting and hospitality industries to the umbrella body of the business events sector in Southern Africa.

Van der Vyver further says that they are very focused on the professionalisation of the business events industry across the African market. There is tremendous potential to be further unlocked in this sector and

with SAACI's three key focus areas being Learning, Growth and Collaboration, we see internationally-recognised platforms like ibtm Africa as crucial in the facilitation of our role in strengthening the industry.

Speaker sessions included a look at the impact of meetings, incentives, conventions and events on destinations, an event industry panel that will examine current trends in the sector and a practical look at how professional conference organisers can work alongside the South African National Conventions Bureau.

ibtm Africa



When:
April 19 – 20, 2018
Where: Cape Town,
South Africa

Speakers for the sessions included:

- Wilson Jn. Baptiste - Chief Executive Officer, Global Enterprises Management Solutions, LLC
- Esmaré Steinhöfel - Regional Director (Africa), ICCA
- Monique Bester - General Manager, Tourvest IME
- Peter-John Mitrovich - CEO, Grosvenor Tours, and President, SITE
- Glyn Taylor - Joint CEO, Century City Conference Centre
- Amanda Kotze-Nhlapo - Chief Convention Bureau Officer, South Africa National Convention Bureau (SANCB)

On April 18-20, Almaty hosted the annual international exhibition "Tourism and Travel" - KITF 2018.

Exhibition KITF 2018 presented the main sections of the industry, such as: international and domestic tourism, medical and health tourism, business tourism, as well as a conceptually new sector "Real Estate Abroad", which opened new opportunities for both real estate market participants and representatives of the tourism industry.

Starting from the opening on April 18, until the last day of the exhibition, on April 20, the visitors were given thematic presentations on various tourist destinations and products of exhibitors, including: Farhat International Tours & Travels tour operator Bahrain, KAZUNION Kazakhstan tour operator, Premium Travel Company multi-profile tour operator of Kazakhstan, TEZ TOUR international tour operator, KF Tourist Kamkor and Russian cruise tour operator Nika. The Association of Medical Tourism Agencies of Russia and CIS held a training seminar, the main theme of which was IT solutions for finding reliable partners and forming a solid foundation in this segment of the industry.

An extensive information and business program from the regional tourism departments of Kazakhstan held at the national stand of Kazakhstan on the first and second days of the

exhibition. Speakers talked about new opportunities for digital marketing of tourism products, prospects for the development of agro-tourism in the Almaty region, and also presented the potential for tourism development in the East Kazakhstan region and South Kazakhstan region. Tourist information center "Taraz-Tourism" presented the following topics:

"Secrets of Akyrtas", "A view into the future of Ancient Taraz" and "Innovations in the development of tourist souvenirs based on felt". Speakers' presentations were mixed with the interactive on the stand with lottery, drawing of vouchers and info tours.

For the first time during KITF 2018 exhibition held the forum Almaty Travel Fest. This unique site united amateur travelers with professional travelers, as well as introduced famous travel photographers, travel bloggers, journalists and other representatives of the tourist industry.

In general an international format of the exhibition "Tourism and Travel" - KITF 2018, provided an opportunity for visitors to discover 30 countries during the event: Azerbaijan, Armenia, Bahrain, Bulgaria, Hungary, Vietnam, Germany, Greece, Georgia, Dominican Republic, Egypt, India, Indonesia, Spain, Kazakhstan, China, Cuba, Kyrgyzstan, Latvia, Malaysia, Maldives, Morocco, United Arab Emirates, Russia, Slovenia, Thailand, Turkey, Uzbekistan, South Korea, Japan.

Kazakhstan International Exhibition KITF



When:
April 18 -20, 2018
Where:
Almaty, Kazakhstan

The exposition presented 19 national groups, among them the stand of the Republic of Uzbekistan. Remind that 2018 year was declared «The year of Uzbekistan in Kazakhstan». Annually the international exhibition Tourism and Travels KITF 2018, organized by the Kazakhstan exhibition company Iteca, is held with the support of the Tourism Industry Department of the

Ministry of Culture and Sports of the Republic of Kazakhstan, the Almaty Tourism and External Relations Department, the UNWTO World Tourism Organization, the National Chamber of Entrepreneurs of Kazakhstan and Kazakhstan Tourist Association. The partner of the exhibition was the hotel chain Cornelia Hotels Golf and SPA.



Creativity and experiences in the meetings and events sector took a great step forward at IMEX in Frankfurt. From new events at EduMonday to the spectacular and sensational Learning Labs and Live Zone, there were major new initiatives and experiences throughout the show, extending the borders of the industry into new areas. In addition, new activities around legacy focussed minds on the impact of the industry on the future. The result was what IMEX Group Chairman Ray Bloom described as “the most creative and spectacular IMEX yet, generating vitality and energy throughout the show.”

Almost 9,000 hosted buyers and visitors attended IMEX 2018 and made 68,000 appointments. 74 per cent of all buyer/exhibitor appointments had mini RFPs attached. Altogether the show created many thousands of opportunities to do business. With technology a growing feature of the market and the show, IMEX has provided new opportunities for buyers to ask for independent guidance, 'test-drive' technology products and see what companies have to offer by bringing this all together around the new Tech Café. Eye-catching and sensational innovations in Hall 9 including the C2 SkyLab - the chance to experience a meeting in mid-air - and In the Dark Lab made a tremendous impact on buyers and exhibitors alike. The Labs were brought to the

show by the IMEX Group's new partner, the market leading business events specialists C2 International.

The Live Zone which showcased live entertainment acts and activities, and the new Co-working Campus by Zeus Event Tech are also the results of new partnerships with Best of Events, memo-media and Zeus.

Ray Bloom added that they are delighted to be working with their new partners and would like to thank them along with their long standing partners for their valuable help and collaboration which truly enhanced the experience at Imex and has been an honour to have Gloria Guevara Manzo as keynote speaker at the Opening Ceremony. Her eloquent, passionate, challenging speech had made a great impression on the audience. Gloria also spoke at the newly regenerated IMEX Policy Forum where 30 policy makers met with many industry leaders. They discussed key issues such as globalisation, city resilience and legacy under the theme of 'The Legacy of Positive Policy Making,' a reflection of the IMEX 2018 Talking Point. The new Legacy Wall, a focus for this Talking Point, sparked many reflective thoughts about the role of the industry. Exhibitors contributed more than 50 interesting case studies before the show with buyers adding their stories during the week.



CALENDAR OF EVENTS

5th - 6th
JUNE

Asia Pacific Hotel Investment Conference

JW Marriott, Bangkok
www.questexevent.com/APHIC/2018/



Asia Pacific
Hotel Investment Conference

Hotel Management Thailand Summit

JW Marriott, Bangkok
www.questexevent.com/HotelManagementSummit/2018/thailand



7th
JUNE

7th - 8th
JUNE

Airport Modernization Summit

Bangalore, India
www.amsummit-ind.com/index.html



7th - 8th
JUNE

3rd Leisure Partners Mexico Hotel & Resort Expansion Forum

Mexico City, Mexico
hotel2.mykar-events.com



Leisure Partners
Mexico Hotel & Resort Expansion Forum

Avia Dev
Southern Sun Cape Sun
www.aviationdevelop.com



12th - 14th
JUNE

14th - 17th
JUNE

ITE Hong Kong
Hong Kong, China
www.itehk.com/ITEHK/

International
Travel Expo



香港國際旅遊展

18th - 22nd
JUNE

Latin America Meeting & Incentive Travel
Exchange
Santa Domingo, Dominican
Republic
www.latintravelexchange.com



The Hotel Show Africa
Johannesburg, South Africa
thehotelshowafrica.com



24th - 26th
JUNE

26th - 30th
JUNE

5th Bali & Beyond Travel Fair
Bali, Indonesia
www.bbtf.or.id/



26th - 27th
JUNE

Digital Travel Europe
London, England
digitaltraveleu.wbresearch.com



China Hotel Marketing Conference
Landison HSD Plaza Hotel Hangzhou
summit.traveldaily.cn/hmc2018/



27th - 28th
JUNE

27th - 28th
JUNE

The Meetings Show
Olympia London, United Kingdom
www.themeetingshow.com/welcome



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AVIATION HOSPITALITY
TECHNOLOGY EVENTS
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