

MICE

Travel Advisor

Volume:7, Issue: March 2018

**6 Ways
Travel Trends
Corporate
transform in**

2018

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From the Editor's desk

Dear Readers,

Welcome back once again in the world of MICE. This month MICE Travel Advisor will take you to the transformational trends in corporate travels along with the multiple venues in the world.

This issue reveals how the business travel will become easy through the technical advancements- Robot Revolution in air travels. Business travellers are increasingly veering towards the modern technology. With the emergence of ultra modern techniques, make the travel easier and smoother.

Most promising business destination in Germany, Dusseldorf features its highly advanced ambience for business meets and conventions with the sustainability management skills and innovative ways to promote the business.

Now come to The McCormick Place, Chicago's abode of business meets and events, comes to the global MICE industry with upgraded exhibition spaces and a bird sanctuary within the compound that depicts its sustainability management skills.

Europe's most highlighted business capital; Edinburgh offers its most popular business destination Edinburgh International Conference Centre aims to take the city at the highest level with innovative business summits and events and the scope to explore the urban history. In interview zone, MICE Travel Advisor makes its quest for the success of Preferred Hotels & Resorts in attracting the business tourists for the successful meets, events and exhibitions and its outlook for future success.

So keep reading and giving your feedback to us at pr@travelandtourworld.com

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An ideal destination for bleiusre travel

DUSSELDORF

The capital city of the German state of North Rhine, Westphalia and centre of the Rhine-Ruhr metropolitan region, Dusseldorf is a leading business centre in the heart of Europe. Ranked as one of the best cities to live in, Messe Dusseldorf stages 50 international trade fairs, 24 of which are global leaders in their respective sectors. Besides, Dusseldorf International Airport is one of the most modern airports in the world.

Culturally beautiful

The museums and the acclaimed Dusseldorf Arts Academy add to the city's reputation as a hub of culture and every four years the international art world turns its attention to Dusseldorf for the Quadriennale with its high-calibre exhibition programme. Travellers with an inclination towards art and culture would find events like the Old Town Autumn highly pleasing. Dusseldorf also takes pride in its theatres, concert halls, art galleries and places of historical interest, as well as in its magnificent parks and gardens.



Green Globe and MICE destination

The CCD Congress Centre Dusseldorf received Green Globe certification programme a couple of years back, which is a remarkable step in terms of sustainability management. Environmental compatibility, social responsibility and profitability are the three major pillars of sustainability awareness and this is gaining ground throughout the economic as well as the tourism sector. As many international meeting organisers request for convincing proof before choosing a venue, the Green Globe seal has proved beneficial for ways more than one.



- **Konigsallee** — Affectionately called "Ko", it is a group of internationally famous streets.
- **Old town** — You can't ignore Old Town if you want to experience the night life in Dusseldorf.
- **Castles and palaces** — Be it the historic castle in the lower Rhine region or the playful palace belonging to the late baroque period, all of them promise to stimulate visitors' minds with imagination.
- **Gardens and parks** — The residents of the city proved their commitment towards Green Earth and fetched national awards for the city through its beautifully decorated and designed parks.
- **Media Harbour** — It is the highlight of Dusseldorf's architectural scene.

KEY ATTRACTIONS

Shop till you drop

For fashion seekers and bargain hunters, Dusseldorf offers some of the exclusive shopping destinations. Starting from street wear to major high end brands, the shopping craze continues as long as you are in Dusseldorf. The antique shops and the handicraft jaunts along the historic cobblestone alleys of the Karlstadt district are the Mecca for the shopaholics. Do not forget to gift yourself some of the indigenous pieces of Dusseldorf before you leave the city.



Nightlife is one of the major attractions of Dusseldorf. And you can't ignore the Altstadt. Restaurants ranging from gourmet temples to Lebanese falafel takeaways have the right food for all budgets and tastes. For the coffee or cappuccino lovers, Altstadt is the best choice. With countless number of bars and cafes, Altstadt offers some of the best options to hang out and relax after a busy evening. Stadtbrückchen, Marktplatz and Mittelstrabe are the must-visit nightlife hangout places. For the local folks, Wednesday is the day when they can meet friends just behind the Grabbeplatz for a dance or a cosy Altbier, which is a dark, top-fermented beer in Ratinger Strabe. Even the international tourists can join in the fun and fiesta of the nightlife of Dusseldorf.

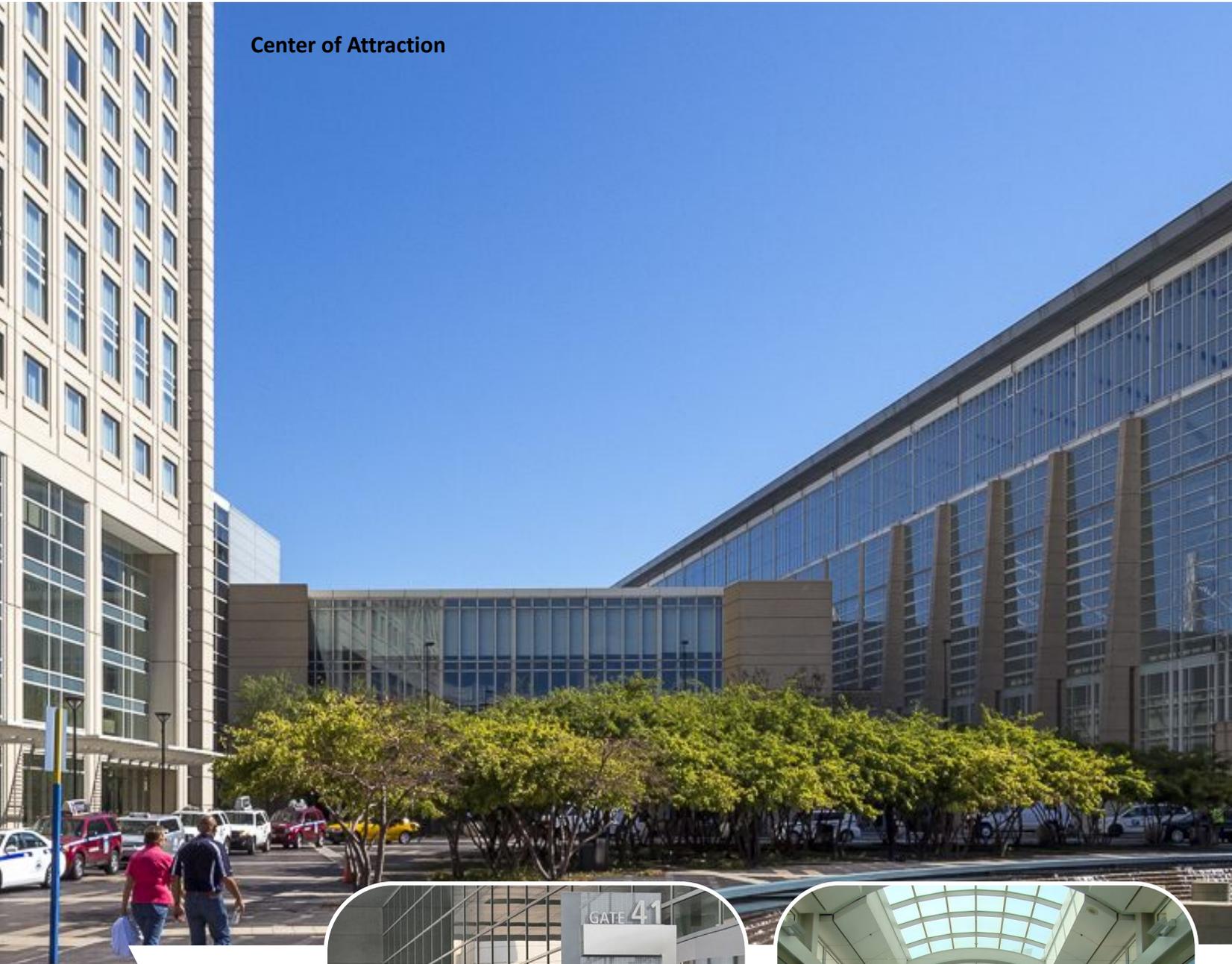
Nightlife in Dusseldorf

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Most Germans consider the city as chi-chi and haughty in contrast to its international reputation as an industrial conference hub and the credit of this goes to its high-living standards. Also not to forget, this has a plethora of galleries and imaginative “starchitecture”, adding one more reason to make it an unswerving choice for the visitors to come to Dusseldorf! Its easy accessibility is a bonus. The cosmopolitan charm and Rhenian joie-de-vivre characterise the soul of Dusseldorf.

Center of Attraction





One of the premier convention facilities in Chicago, Illinois, the Grand Concourse of McCormick Place occupies an important place in terms of meetings, events, trade shows and seminars in North America. Situated at a walking distance from the downtown area, McCormick Place attracts over three million visitors and event organizers each year worldwide. Chicago Auto Show, the National Restaurant Association Annual Show and the International Home and Housewares Show are few common events that take place every year at McCormick Palace in the months of February, May and March respectively.

The McCormick Place

An 'economic engine' of Chicago!

The Grand Concourse of McCormick Place **The state-of-the-art architecture!**

The convention center has four high-tech buildings – Lakeside Center, West Building, North and South. These interconnected buildings along with one massive indoor arena form the entire edifice. It has 2.6 million sq ft of exhibition halls, 170 meeting and seminar rooms with 600,000 square feet of meeting room space, 6 ballrooms with 2 known for being the largest ones in the city.

Also, the impressive McCormick Place can accommodate 18,000 guests with ease, has 4,249 seat theatre, ceiling heights 50 feet with seamless way into the parking space. The Grand Concourse's huge campus is interlinked by sky walks and paved public walks for the pedestrians. The Central, North and South wing of this building in the West have many restaurants, cafes, shops and amenities to splurge in.



Giving a glance to the past

The idea of this convention center was first proposed in the year 1927 by Robert R. McCormick, a well-known name of the famous McCormick family. Mr. Alfred Shaw was the main architect. Back in 1960, the exposition hall of the building got completely destroyed due to fire, killing security officials. However, on the same foundations, the building was again rebuilt under the then Chicago Mayor Richard J. Daley. The current structure is made of dark steel and glass, which is a total contrast of the white look of the earlier building. In 1971, the Lakeside Center with 300,000 sq feet was opened for the public.



Later adding up...



In 1986, the North building was completed. It was linked with the East Building by an enclosed bridge. The North building is white with total twelve concrete pylons looks like a rigged sailing ship; the North building has 600,000 sq ft of exhibition and trade show space.

The South building came up in 1997 with over 1,000,000 sq ft of exhibition space, making the convention center one of the largest meetings space in the country. It was designed by tvsdesign.

In 2007, the West building of the center was opened, spending around \$882 million. The West wing has total 470,000 sq feet of exhibition space, with 23,000 sq meters of meeting space, 61 meeting rooms, 9,300 sq meters of ballroom, making it one of the massive ballrooms in the world.

Last year, Wintrust Arena was added to this building. The arena has 10,387 seats on Cermak Road, north of the West building. Wintrust Arena has 22 suites, 2 VIP lounges, and 479 club seats respectively. It organises WNBA Basketball along with concerts, meetings, seminars, trade shows, sporting event and other occurrences in juxtaposition with the main building.

To the south of the structure lies McCormick Place Bird Sanctuary. Built in 2003, this prairie lies on top of an underground parking space. Here one can find aster, goldenrod and other wildflowers and grasses that can accommodate to the shallow 18 to 24 inches soil.





Just from the basement of the McCormick Place, attendees can avail Metra Electric Line along with South Shore Line. Every fifteen minutes, Chicago Transit Authority runs their bus services where participants can drop at the main entrance of the South Building. Also, there are taxi services along with shared rides.

As a result, we can conclude by saying that McCormick Place is a fully equipped convention center located at the heart of the downtown, making meetings and seminars of any size, fully success! With each passing year, the McCormick Place management is keeping no stones unturned in providing wide array of services and facilities to make sure every participant and guest gets satisfied and return for their next event.

Jammu and Kashmir in north India to hold business conventions

Jammu and Kashmir is preparing to host the biggest tourism convention in this spring season in order to boost the MICE tourism in Kashmir Valley. The biggest business gathering in past three decades will see 500 influential major players and policymakers visiting valley to explore Jammu and Kashmir. The gathering is significant as it usually happens at a famed global destination. Jammu and Kashmir has got the credit of hosting this level of seven times before 1988.



Turkey highlights as MICE tourism destination

Turkey shows as the best place for MICE tourism destination despite of having the international tensions with Syria. For this Turkish Airlines opens a series of programmes to allure the business travellers. The Turkish Airlines lounge in Istanbul, the capital city is

MICE Bites

the best the aviation industry has to showcase for on the globe. Turkey remains open for best business and ready to play a major role not only in leisure tourism but also in business travel and MICE. Turkey has seen its challenges on many fronts like international relations and diplomatic issues. But the travel and tourism relay a message of strong resilience and optimism today on the opening of ACE of MICE.



Sri Lanka plans to host 18th Regional Convention in Colombo

The Hotel and Restaurant Association of Western India (HRAWI) had declared that it has plans of hosting its 18th Regional Convention in Colombo in Sri Lanka. It is for the first time, HRAWI is going to host the Regional Convention overseas. This is scheduled to take place from June 27- 30, 2018. This gala convention will integrate the business sessions on specially curated topics for hospitality

professionals with evening gala over cocktails and dinner. With over



300 participants expected to gather at one place, the convention will offer business networking opportunities for industry players. As an added attraction, HRAWI will also organize post-convention visits for the international and the national delegates to relax in the paradise beach destination of Sri Lanka.



Melbourne Convention Bureau Recognised as Driver of City Economic Development

Melbourne Convention Bureau (MCB) is highlighted in evolving its business events and it is recognized as the Driver of City Economic Development at Asia-Pacific Incentives and Meetings Expo (AIME). Melbourne boasts stylish business events offering with the knowledge of the capacity, infrastructure, prosperity, accessibility and citywide partnership create the ideal ecosystem for business events. The

business events in Melbourne have been identified as drivers of economic growth, beyond the direct dollar impact. The Victorian State Government recognizes that the travel-tourism and business sector is a gateway to trade and investment, an opportunity to evolve priority industry sectors through research and development and a platform to harness and expose local talent. Ms Bolinger announced that the business events in Melbourne are written into two government portfolio strategies across seven industries.



AIM GROUP INTERNATIONAL ON THE IAPCO COUNCIL

Monica Freire, Congress Department Director of AIM Group International – Portugal has been appointed to the new Council of IAPCO (The International Association of Professional Congress Organisers), which is embodied with 118 company members across 41 countries, represents the best qualified professional organisers in the world with the mission to raise the standards of service by means of continuing education and interaction with other professionals. AIM Group International is the head in organising meetings, congresses and events, has a long history of active engagement of its professionals in international industry associations, and particularly IAPCO, where Patrizia Semprebene Buongiorno, Vice President AIM Group, has held, in the past, the role of President.



MICE APPOINTMENTS

AIM GROUP INTERNATIONAL ON THE IAPCO COUNCIL



The Society for Incentive Travel Excellence (SITE) has announced that Tina Gaccetta is appointed as the leadership team as Head of Events effective from 1 March, 2018. In this new position for the association, Tina Gaccetta will be accountable for both strategy and execution of events hosted by SITE and the SITE Foundation.

Tina Gaccetta is an event marketing and incentive travel industry veteran and has the years of expertise designing memorable events and engaging incentive solutions that deliver measurable results. It is supporting some of the top brands in the technology, automotive, financial and retail sectors. She is recognized as a trendsetter, encouraging clients to think differently about their events and leveraging data analytics to create more personal connections and better event ROI. Tina Gaccetta began her career in the meetings and incentives industry as a Senior Travel Director for Carlson Marketing Group, travelling the globe delivering high impact meetings and incentive travel for Fortune 500 companies. She was then promoted to Director of Event Operations and, ultimately, Vice President Client Services for One10 Marketing, formerly known as Aimia.



TOURISM ADVISORY BOARD OF SOUTH DAKOTA SELECTED THE OFFICERS FOR BUSINESS AND LEISURE TOURISM

Tourism Advisory Board of South Dakota has selected its officers for 2018 season for the guidance and the monitoring of travel, trade and tourism. Ivan Sorbel of Kyle was elected the board president during a meeting in Pierre. Kristi Wagner of Whitewood was elected Vice President.

The guidance and support of the tourism board provides the South Dakota Department of Tourism to enrich in selective business. It is critical to gain the success of the MICE tourism industry in the state, said Jim Hagen, Secretary of the Department of Tourism.

Jim Hagen also addressed that it is fortunate to have leaders to appear to for proficiency and needs of their respective geographic and business areas.

The Tourism Advisory Board of is appointed by the Governor and includes members of the tourism industry and citizen representatives from across the state.

The board members provide as liaisons and advocates for businesses in their area and the South Dakota Department of Tourism.



Spotlight On



Scotland's busiest city, Edinburgh has been the seat of business and urban culture since 15th century and now is the second most populous city in Scotland and 7th in the United Kingdom. Edinburgh International Conference Centre (EICC) promotes business culture in the heart land of the city with flexible and luxurious architecture and facilities.

Edinburgh International Conference Centre is the principal seat of business and cultural conventions, events and exhibitions offering the best amicable experiences and services along with the upgraded technological facilities that make every meeting innovative and successful.

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EDINBURGH INTERNATIONAL CONFERENCE CENTRE

**Grand Meeting Space with
Modern Flexible Architecture**





A quick look at its history

Edinburgh International Conference Centre started its journey in 1995, catering to almost 200,000 delegates every year. It was extended in 2013 to meet the rising demand of global MICE industry. Edinburgh is popular among the business tourists for its rich connectivity and bustling city life, with the mixture of old and new.

Mission of Edinburgh International Conference Centre

Edinburgh International Conference Centre is the perfect place for meetings as it hosts hundreds of events every year with meaningful collaborations, best connectivity, creativity and business spirit.



Explore the Venue

Edinburgh International Conference Centre offers spacious and luxurious exhibition and reception areas. Now take a tour.



Foyer: Edinburgh International Conference Centre welcomes you with the capacity to hold 300 visitors. ATRIUM is the welcome and registration area for exhibitions and events.

Lennox suite: With the maximum capacity of 2000 people to gather, the Lennox Suite transforms any exhibition into a gala event in its 1,600sq.m flat-floored hall, ranking as an impressive auditorium.

Pentland Suite: Pentland Suite can accommodate up to 1200 people as it is structured with flexible architecture and highest skill of engineering.

Sidlaw Auditorium: It is a division of Pentland Suite. Sidlaw Auditorium is designed with airline seats with modular staging options.



Fintry Auditorium: With an accommodation facility for 300 people, Fintry Auditorium is a theatre hall with full technical facilities and outstanding acoustics.

Strathblane Hall: A wonderful place for registration and a gala business dinner, Strathblane Hall offers a perfect business event with a maximum capacity for 850 people.

Cromdale Hall: Another spacious hall with 1185 sq.m carpeted exhibition area, Cromdale Hall can accommodate 1200 people for any business promotion or event.

Lomond Suite: Another space for gala dinner or any meeting with a capacity for 600 people.

Platform 5 Café: It is a stylish cafe that makes you free from business events with its coffee place and refreshment area.

Lammermuir Suite: Offering an event accommodation for 220 delegates, this suite has an ambience for small official meets with air-conditioning and colour match lighting.

Menteith and Lowther Rooms: It is a break-out space that can house about 136 people and is ideal for any annual official meetings and discussions.

Galloway Suite – Carrick, Harris and Ochil: A small meeting area with a capacity for 300 people, Galloway Suite – Carrick Harris and Ochil can be subdivided into three break-out rooms.

How to reach there?

Edinburgh International Conference Centre is connected easily with all modes of transport.

Edinburgh's main bus terminal is located at St Andrews Square that connects directly to the convention centre from the Edinburgh International Airport, Airlink 100 and N22. Waverley Station, 1.3 miles from EICC and Haymarket Station, 0.4 miles from EICC are both connected by railways to EICC.



Attractions near Edinburgh International Conference Centre



As it is in the heart of the city, some of the tourism attraction sites are very near to Edinburgh International Conference Centre.

Edinburgh Castle: It is a historically famous place that dominates the skyline of the city of Edinburgh. Enjoy the place by exploring the medieval history of Scotland with the guided tours and royal celebrations.

Camera Obscura: Explore the world of illusion, located near EICC. Camera Obscura fascinates in teaching the history and modern culture of Edinburgh and the Europe as well.

Royal Yacht Britannia: Follow the footsteps of royalty and regal culture in Royal Yacht Britannia, the floating residence of Queen that served for 40 years sailing over 100000 miles around the world.

Palace of Holyroodhouse: Home of the local history of Scotland and the royal abode of The Queen, Palace of Holyroodhouse allows the tourists to visit State Apartments, Mary, Queen of Scots' historic chambers and the ruins of the 12th century Abbey Church.

Accommodations near Edinburgh International Conference Centre

Here are some of the accommodations placed near EICC, which offers luxurious rooms to stay:

The Balmoral: The most prestigious hotel near EICC, The Balmoral dominates the city skyline and is acclaimed as one of the greatest railway hotels with 300 luxurious bedrooms and 52 bathrooms. Opened on 15th October 1902, it has been serving to all with its royal grandeur right from its inception.

Fountain Court: Offering comfortable stay in its spacious bedrooms, Harris Fountain Court makes you feel home away from home. Its 230 serviced apartments and its lavish suites offer flexible living space and relaxed homely environment.

Sheraton Grand Hotel & Spa: An ultimate resting place to dwell while having a business tour here, Sheraton Grand relaxes you from the daily stress of work with luxurious spas, highest level of design and service with premium hospitality.





Edinburgh is a grand place for any business meeting. Be it a small or large meeting, Edinburgh International Conference Centre has flexible architecture which helps to make any event or meeting possible. This Scottish city has the continued and upgraded culture of innovations and excellence in research in any field of business.

Marshall Dallas, a known name in exhibition world in United Kingdom is a Chief Executive of the Edinburgh International Conference Centre. He has the 25 years of affluent experience in the hospitality sector and served previously as senior management roles in different globally famed companies like MacDonald Hotels, Queens Moat House, Gleneagles Hotel and Trust House Forte. MICE Travel Advisor is glad in having some talks with Marshall Dallas, where he shares the current scenario of MICE industry in Edinburgh and the role of Edinburgh International Conference Centre.



MICE Travel Advisor: What main events, convention and exhibitions do you have lined up for the coming months in 2018?

Marshall Dallas: This year a few of the highlights that we're particularly excited about at the Edinburgh International Conference Centre (EICC) are: the EuroPython Conference in July, which is a major European programming conference for over 1,000 delegates; then a few days after EuroPython we'll open our doors to a line-up of Edinburgh Festival Fringe shows; and at the end of the year we will host EuroCities 2018, which is one of Europe's most prestigious conferences and will see City and Political Leaders addressing key urban challenges in Europe cities.

MICE Travel Advisor: Share with us how Edinburgh International Conference Center helps in nurturing business tourism and tell us about the scope of business in Edinburgh.

Marshall Dallas: At the EICC we typically host a high proportion of events for the industries where Edinburgh has its greatest strengths, which include Finance, Life Sciences and Technology. Edinburgh is the UK's fastest growing tech hub, with seven people in every 100 working in a developer role, so we see a high number of enquiries from events in this field, from Hackathon style events, to conferences like EuroPython, which is a great example of a major event at the top of this field.

We are always looking at areas where we can improve so that we stay ahead of the competition and continue to attract events to the EICC. This includes investing into areas such as new technologies and staff training.

Once our clients are onsite we offer the best possible service, facilities and overall experience for their events.

MICE Travel Advisor: Please share with us about your promotional strategy to connect socially with the global audience.

Marshall Dallas: Part of our promotional strategy for engaging with an international audience involves collaborating with other businesses within the Scottish events industry. This nation-wide approach creates a larger and more impactful presence, which is effective when exhibiting at major international trade shows such as IMEX Frankfurt, IMEX America and IBTM World. We also find that clients increasingly appreciate a more a creative and personal approach when it comes to winning their business – this is particularly true of clients on the corporate side whom appreciate gestures which demonstrate alignments between our business and theirs. Being able to demonstrate a creative use of technology can often make your proposal stand out from the crowd, so that could be creating a bespoke video to accompany the proposal which aligns the two brands together.

MICE Travel Advisor: What are your functions on the basis of the responsible and sustainable management?

Marshall Dallas: Sustainability is high on the agenda at the EICC. In November 2017 we were proud to be chosen as one of eleven organisations across the world to receive one of SEAL's

(Sustainability, Environmental, Achievement and Leadership) inaugural Business Sustainability Awards. This was thanks to our sustainable events programme, Plan-it green™, which is driven forward by our established Green Team. Some of our sustainable practices include:

- Sourcing and purchasing environmentally-sensitive products and services locally, including organic and sustainable foods.
- Creating partnerships with other like-minded organisations which are committed to preserving the environment.
- Encouraging our clients to apply eco-friendly practices into their events – which includes the option of mitigating the carbon footprint associated with their events via a tree planting programme in the Scottish Border.
- Implementing and monitoring energy efficient lighting, heating and cooling systems, and water-saving devices.

MICE Travel Advisor: What are the new market challenges and opportunities for MICE in Edinburgh?

Marshall Dallas: International competition can be a challenge for the industry, with new venues opening up around the globe. It's our job as a nation to continuously improve to keep ahead of the competition, both in terms of our product offering as an individual business, and from a National point of view - for example, the Scottish Government are currently working to reduce ADP in order to make flight costs more competitive for business and leisure travel a-like.

There can also be some challenges in attracting new

high-quality talent to the industry. With this in mind, in an effort to professionalise talent coming into the industry, in 2017 the EICC partnered with Edinburgh Napier University to launch a new Masters Degree in Business Event Management, which is the first of its kind in the UK.

Given the thriving tech scene in Edinburgh, there are a lot of opportunities around technology in the events industry – both around integrating technology into events and in hosting technology related events. Edinburgh is also a hub for innovation and research with strengths in life sciences - so a significant number of the conference hosted at EICC are from this field.

MICE Travel Advisor: Share your future planning to attract more business leaders for events, conferences and exhibition.

Marshall Dallas: Our reputation and business values are built-on a set of quality standards, which have stood us in very good stead for over 22 years, however we recognise that developing and evolving as a business is crucial in continuing to attract business events. As such, we recently refreshed our company vision, which has differentiated EICC from the competition and has brought our vision in-line with the business that we are today.

Our new vision 'to create an environment which inspires ideas which change the world' is representative of our ethos to create a platform which is conducive to inspiring the vital networking and sharing of ideas which bring events to life and reflects current industry expectations.

MICE Travel Advisor: MICE Travel Advisor: Can you share with us about the scenario of the events, conferences and exhibitions in 2016 and 2017.

Marshall Dallas: In 2017 we experienced our busiest and most profitable year on record having hosted more delegates and international association conferences than ever before. Last year we welcomed 94,000 delegates, in comparison to 91,000 in 2016, which resulted in economic impact increasing from £51.6 million in 2016 to £55 million in 2017.

A few of the key events which took place last year included the European Robotics Forum, the Microbiology Society Annual Conference and the Institute for New Economic Thinking. Another major highlight was hosting an Evening with Barack Obama, where the former President made his first keynote speech outside of the USA since leaving the White House.



Gaurav Sindhvani

Director of Global Sales
for South Asia, Middle East &
Africa, Preferred Hotels
& Resorts



**Interview
Zone**

In an enriching interaction with MICE Travel Advisor, Gaurav Sindhvani, Director of Global Sales for South Asia, Middle East & Africa, Preferred Hotels & Resorts shares about the unique approach of Preferred brand as it celebrates its Golden Anniversary this year. Mr. Sindhvani also enlightens us about the aptitude of this leading hospitality group for luring MICE visitors to their member hotels and its growth outlook for the next few years.

MICE Travel Advisor : What are the success triggers for Preferred Hotels & Resorts as a brand celebrating its Golden Anniversary?

Gaurav Sindhvani: Since it's founding on January 29, 1968, the Preferred brand has led the way in independent hospitality, helping develop the space through innovative programming, global expertise, and an unwavering commitment to champion the spirit of the independent hotelier.

In the 14 years since the Ueberroth family took ownership, the brand has accelerated its expansion by marking first-time presence in over 30 countries; introducing new technology and marketing support services to its growing portfolio of member hotels; launching I Prefer Hotel Rewards, the world's first global points-based guest loyalty program for independent hotels; and introducing other niche programs to cater to the travel needs of family, LGBT and golf travelers.

The company took a thoughtful approach to growth in 2017, focusing on key programs, disciplines, and regions that would be most effective to not only

achieve brand awareness and financial goals, but also create a strong, seamless momentum as the company moved forward into its Golden Anniversary year.

This year, Preferred Hotels & Resorts celebrates its 50-year anniversary of curating exceptional independent hotels that deliver authentic travel experiences.

MICE Travel Advisor: Please share details about your digital marketing campaigns and promotions planned to promote your brand with your target consumers?

Gaurav Sindhvani: To commemorate 50 successful years of championing the independent hotel space, Preferred Hotels & Resorts has launched a year-long Golden Anniversary campaign that invites travelers to explore its vast portfolio of independent hotels through a series of consumer-driven initiatives. These include an inspiring video series; a new social media, multiple booking incentives and a dedicated Golden Anniversary microsite that will serve as the hub of all related activity throughout the year.

MICE Travel Advisor: How do you plan to attract more MICE travellers to your member hotels?

Gaurav Sindhwani: We have seen a growth in Luxury MICE travel for our member hotels both in India and for outbound destinations in 2016 and 2017. These primarily include senior corporate leadership board meetings, product launches, corporate incentives, high-end dealers' incentives (e.g. luxury car, watch brands).

Preferred Hotels & Resorts is planning dedicated MICE-based client events in the year ahead in key source cities of New Delhi, Mumbai and Bangalore, which will provide opportunities to our member hotels to showcase their MICE capabilities to our target audience. We are also working with some key MICE clients and our member hotels to organize the FAM trips for member hotels in the coming months.

The Preferred Hotels & Resorts Sales team is doing dedicated offer based MICE Newsletters every quarter to the clients, showcasing the member hotels portfolio along with focusing on strategic group based partnerships with technology partners like Cvent wherein Preferred Hotels & Resorts is the only independent hotel chain to be listed as a brand along with International hotel chains.

MICE Travel Advisor: Any prominent trends and destinations for Luxury MICE travel- domestic and outbound?

Gaurav Sindhwani: The MICE movements are now both domestic and outbound, and the industry is certainly benefiting from this, with a surge of almost 25 to 30% in MICE over the years. With the Indian economy and GDP showing a growth, the outlook for MICE travel looks quite positive for 2018 both for domestic and outbound destinations. The initial impact of governments economic policies such as GST and demonetization is also settling down now and MICE clients are looking for a good season ahead of them. The key segments expected to grow is corporate MICE travel, Incentive groups and Destination weddings. In India, some of our prominent member hotels that cater to Luxury MICE include: The Leela Ambience Gurugram, The Leela Ambience Convention Hotel New Delhi, The Leela Palace Bangalore, The Leela Palace Chennai, The Leela Goa and The Imperial New Delhi. Popular outbound MICE destinations for Indians include: Hong Kong, Dubai, Singapore, Thailand, Paris, London, Malaysia, Indonesia, Prague and Switzerland.





MICE Travel Advisor: What is the company's outlook for 2018 and strategic goals for the next five years?

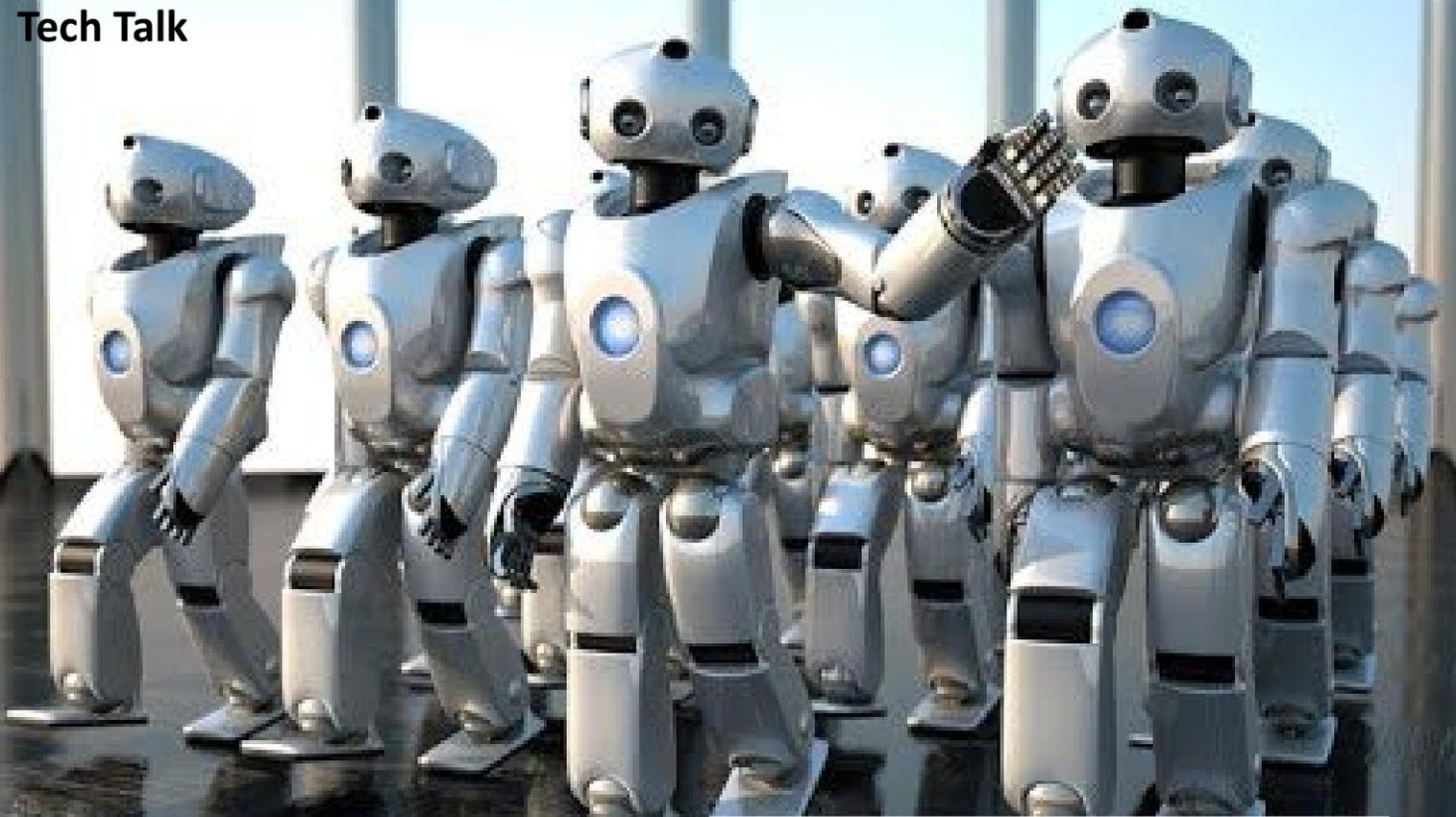
Gaurav Sindhwani: Preferred Hotels & Resorts has been consistently delivering strong reservations revenue on behalf of our member hotels over the years. Last year, the company generated USD 1.35 billion in reservations revenue — a significant 22% increase over 2016. This is testament to our commitment to drive continued success of the brand's position as a champion of independent 33 MICE Travel Advisor

hotels and we look towards a continued impetus through 2018 and the coming years.

Preferred Hotels & Resorts is confident of its sustained growth and stable portfolio in India. Whilst we continue to add hotels in the Tier I cities, we are also seeing potential in Tier II cities which are rapidly expanding. Our recent additions have been in cities like Mumbai, Chennai, Nashik, Coimbatore, Jaipur and Vadodara.

THE COMING OF ROBOT REVOLUTION

Tech Talk



The paradigm shift towards self service, personalization and automation in Airport technology has come as a breather for many with a new lineup of robotic assistant for travellers. Robots have been acting as guides, providing passenger information entertainment, cleaning and security services in the airport. The global demand for air travel is expected to double to seven billion passengers and the number of airline passengers between 2017 and 2036 will soar at an annual compound growth rate (CAGR) of 4.7 percent. There will be a building pressure on airports and airlines to get more efficient and the aviation demand will be fuelled by the emerging robots.

AIRPORT CLEANING ROBOTS

LG electronics has designed new robots to replace workers in airports, hotels and supermarkets. The trend of automated machine is soon catching up threatening the jobs of up to 800 million worldwide. At the global Consumer Electronics Show (CES) in Las Vegas the firm showcased a trio of robots designed to carry the suitcase, shopping and drinks. The robot is bin-shaped, shorter than a human with a hidden set of wheels at the base that facilitates in moving. The bright-eyed digital face provides the machine with a human touch and has touch-screen features to provide people with information and receive instructions.

The first machine -a server robot designed to carry food and drinks to customers at hotels and airport lounges. There is an inbuilt sliding tray installed into the assistant to collect food and protect while on transit. The second one is a porter robot carrying hotel guests; luggage to and from rooms, it further handles 'express check-in and check-out services'.

The third will be unveiled that will work with customers at supermarkets detailing them about product prices and further guiding them.



HUMANOID ROBOT- JOSIE PEPPER •

The humanoid robot is 120 cm tall with big, round, sparkling green eyes, developed by Softbank robotics and powered by cloud-base Artificial intelligence technology from IBM Watson Internet of Things.

Recently launched at the Munich Airport Terminal 2, the robot will be answering field questions about flight operations, the nearest restaurant or loo. She will be placed at the top of the ramp that leads to the shuttle connecting the main terminal to the satellite building, she is programmed to answer individually. Her brain is a high performance processor with WLAN internet access linked with Munich's airport data.

• ROBO WAITER



Pepper, a 4ft tall humanoid Robot employed as a waiter at the Oakland Airport in California has elevated the guest experience. The interactive map displayed on its chest has a programme that offer passengers advice on food and drink selection, providing directions to airport terminal gates, restrooms and baggage claim. Developed by SoftBank Robotics, the Pepper robots have worked at airports in Belgium and Japan.

DANCING ROBOTS

Until now, Space Tourism means very, very rich people paying very large sums of money to ride Russian rockets on relatively short trips to the International Space Station (ISS). Space Tourism, both orbital and suborbital, is an important part of the emerging “New Space” industry. This new discipline of aerospace industry is best described as entrepreneurial, often undercapitalised, and willing to innovate in ways which the bigger and older aerospace firms find difficult.



ANBOT



The 5ft Anbot is used to carry out security checks in department hall of Terminal 3 and developed by the Shenzhen Public Security Bureau and the National Chinese Defense University. It has facial recognition software that takes pictures of passengers and later sends them for recognition at security stations. It can deter suspects with sound, light and fire TASER electroshock weapons and catch hold of the fleeing criminals by travelling at a speed of 11 mph. It is basically designed to lessened the burden of the airport police during busy period and can patrol 24 hours a day with the capability of auto recharging every eight hours.

The worldwide spending on robotics will reach \$94 billion in 2018 accounting for more than 90% of spending throughout 2017-2021 forecast as per an update to the International Data Corporation. The industrial robotic solutions will account for more than 70%, the largest share of robotic spending followed by service and consumer robots.

Six Ways Travel Trends Corporate transform in 2018

A steadily evolving economy has been facilitating business travel over the recent decade. Currently, the sector witnesses a continuous stream of travellers, particularly the millennials! However, an alternate fact is that this industry confronts a few challenges.

For instance, the changing demographic expectations, sharing economy, big data, artificial intelligence, political turmoil and currency shifts pressurise the sector to constantly embrace fresh strategies. So naturally, the niche of corporate travel is constantly donning fresh renovations.

The economy is becoming increasingly global as millennials are entering their travelling years. Therefore, the business tourism industry needs to adapt accordingly.

Global Business Travel Thrives in 2018

International corporate travel is expected to thrive in 2018, as per a report by a travel management group, the American Express Global Business Travel.

The report has predicted a smart growth across the travel sector comprising air and ground transportation, hotel stays and so on.

Additionally, increased bookings and higher fares are the other contributors to the corporate travel sector. Overall, the global business travel sector is likely to flourish in 2018 according to this survey, particularly with a confident private sector and a strong investment community.

Fresh Trends of Corporate Tourism

Let us learn about a few popular trends the business travel sector is ready to embrace in 2018:

Live Chats on Travel Sites : Technology is the mantra of the millennium. Having said that, backpackers continue to seek a reliable local travel agency for booking trips! And, 'live chat' is a smart solution in the modern digital marketplace. A certain survey by Kayako mentioned that nearly 79% of business, that offers live chat, has observed an optimistic impact on customer loyalty, revenue and sales.

Mobile Bookings keep Rising : As per Google, about 79% of mobile travellers have completed

bookings via their smartphones in 2017, marking a rise from 70% in 2016.

In fact, a strong ongoing competition can be witnessed between direct bookings and online travel agencies (OTAs). And so, hotels and airlines are making the best efforts to adapt to the ever-rising number of mobile holiday bookers.



Airbnb a more Popular Choice : Of late, Airbnb has caught fancy with wanderlust-struck individuals. The Airbnb-frenzy continues well into 2018. It is affordable. Therefore, it is a viable choice for business travellers as well. Moreover, the fact that it exists in the heart of cities makes it even more convenient for travellers.



Ridesharing : Ridesharing services like Lyft and Uber are emerging as the transportation of choice among corporate tourists and the trend is expected to continue further into this year. Dependability is one of the watchwords while availing ridesharing services. Cost and timeliness, are the other essential factors. As compared to the fare one would end up paying for a rental car or taxi, rideshares are a more economical option. Besides, the taxi industry is close to near-collapse in various large markets like Chicago.



Face-to-Face Meets : Incredible as it might seem, it is true: face-to-face meetings are back in vogue, albeit in a digital era! Several business travellers have been making trips to supervise their network in person. The power of human interactions can never be underestimated. In fact a study has discovered that face-to-face requests are 34 times more effectual than ordinary text-based ones.

Rise of Bleisure Travel : The concept of 'bleisure' travel is taking the corporate world by storm. It is a fusion of business and leisure travel. In the year 2016, recreational trips accompanied by professional goals had jumped to 17% from just 11% in 2012, as per a study conducted by the Omega World Travel of California.



Globalisation has ushered in winds of change in almost every sphere, and corporate travel is no exception. So, keep exploring some unique experiences this year and say hello to the brand new trends!



At IMEX in Frankfurt, thousands of hosted buyers and buyer attendees from all over the world will be meeting and doing business

with almost 3,500 international destinations and venues under one roof. They'll also be discovering the latest learning ideas in 180-plus education sessions, making new contacts and catching up with colleagues at the many networking events.

Carina Bauer said that innovation is at the heart of IMEX in Frankfurt and for their next show they are creating a series of new initiatives that will meet the needs of buyers and exhibitors and substantially enhance their business experience.

Several engaging new initiatives, new exhibitors and new hosted buyer groups are already confirmed for IMEX in Frankfurt 2018, taking place on 15-17 May. The innovations start on Monday and run throughout the week.

Following its successful launch in 2017, EduMonday, a full day of learning and insights open to all IMEX attendees and exhibitors, will be expanding, bringing together a vast range of learning sessions, from technology to Meetology. Meanwhile the Event Design Certificate Programme will be running again that day after being widely acclaimed on its debut.

Also on EduMonday, Exclusively Corporate @IMEX which brings together around 80-100 top

corporate global meeting planners and programme directors, will focus on Innovation and Security. Amanda Whitlock, Director, Global Strategic Events, EY is already scheduled to headline the event with a keynote on the 'Event of the Future' focussing on how to inspire an audience, disruption of traditional methods and the use of event technology.

Another significant innovation on EduMonday will be the She Means Business conference, a new event created in partnership with twtagungswirtschaft magazine. This results from an overwhelming response to a joint research project that IMEX and tw undertook together earlier this year. With a series of inspiring speakers, it's an event that is set to celebrate the role of women in the industry, as well as providing conversation, collaboration and learning.

Carina Bauer, CEO of the IMEX Group also expressed that IMEX in Frankfurt is firmly established as the place where the meetings industry worldwide comes together in May each year. They know it is in their diaries well in advance—and many senior people, as well the leaders of the future from all sectors - agency, association and corporate - have already planned their schedules to be there.

When: May 15th – 17th , 2018
Where: Frankfurt, Germany

Kazakhstan International Exhibition



Kazakhstan International Exhibition KITF has been held since the year of 2000. Nowadays, the

Exhibition serves as a wide-ranging professional platform for the touristic industry of the whole Central Asian Region and is justly considered to be the pinnacle event of the touristic sector of Kazakhstan.

Leading experts of the exhibition industry have assigned KITF with the reputable quality mark - UFI Approval (from the Global Association of the Exhibition Industry) for the conformity with the global standards of B2B platforms.

Numerous international events take place under the auspices of KITF, such as signing memorandums, agreements and interstate programs on the regional and cross-border cooperation as well as holding republican meetings, plenary sessions, road-shows, seminars, presentations and other specialized activities, which demonstrates the high efficiency of the Exhibition for the touristic market of both Kazakhstan and Central Asia.

Annually, KITF shows positive developments and consistent dynamics of growth which is also a certain indicator of the overall market of the touristic services. Over 17 years of its existence, the Exhibition has been attended by companies and organizations from 63 countries of the world. It is here where international and local companies evaluate the needs of the market and key

preferences of the customers, come to know their competitors, find new effective business instruments and envisage strategies for their further development.

KITF Key Sections:

- International Tourism
- Domestic Travels
- Medical and Healthcare Tourism
- MICE – Business Tourism
- Property Abroad (NEW)

KITF Exhibitors:

- Tour Operators and Travel Agencies
- Air Companies and Air Travel Agencies
- National and Regional Touristic Organizations
- Hotel Services Providers
- Healthcare and Medical Centers
- IT-developers and IT-providers in Tourism
- Real Estate Abroad Companies
- Other Service Providers of the Touristic Industry

KITF 2017 in Facts and Figures:

- 6 750 square meters of the exhibition area
- 4 485 visitors
- 374 exhibiting companies
- 30 participating countries of the world
- 22 national expositions

When: April 18th – 20th , 2018
Where: Almaty, Kazakhstan

The Hotel Show Saudi Arabia



The 'Saudi Arabia Hotel Construction Overview' report by TOP HOTEL PROJECTS – compiled ahead of The Hotel Show Saudi Arabia (10-12th April 2018) – has revealed that

84 hotels comprising 27,281 rooms will open throughout the Kingdom this year.

Riyadh, Jeddah, Makkah and Al Khobar remain the busiest areas for hotel construction across the country. Each of these cities rank highly in the Middle East's top ten most active cities for hospitality development, sitting third, fourth, sixth and tenth respectively.

Notable hotel openings set for the Kingdom in 2018 include: Hilton Riyadh Hotel & Residences, Copthorne Hotel Makkah, Jabel Omar; Swiss-Belhotel Al Aziziya Makkah; Millennium Hotel Jeddah and Hilton Garden Inn Al Khobar.

Hilton is identified as the brand with the most hotel developments currently underway throughout the country. Kamel Ajami, Vice President of Operations, KSA & Levant, Hilton commented that Saudi Arabia is one of the most important markets in the region, with new legislation and government reforms making the Kingdom more accessible than ever. It represents their largest development pipeline in the Middle East. They have 30 hotels currently under development in around 12 different cities and their development team is always on the lookout for new

opportunities.

In 2018 Hilton expects to see three new hotels open in Saudi Arabia: DoubleTree by Hilton in Makkah's Jabal Omar development, a midscale Hilton Garden Inn in Al Khobar, and a Hilton in Riyadh. Between them they will add over 1,500 rooms to the company's footprint across the country.

Swiss-Belhotel International will also open three new hotels in the Kingdom in 2018 – two in Riyadh and another debut property in the Holy City of Makkah, scheduled for later this year.

Laurent A. Voivenel, Senior Vice President, Operations & Development for the Middle East, Africa & India, Swiss-Belhotel International expressed that Saudi Arabia is a market that is currently undersupplied in terms of hotels. The tourism sector has been earmarked by the government as a key driver for growth in the Kingdom's Vision 2030 economic diversification strategy, with major initiatives to stimulate the travel and tourism industry. In addition to mass scale hotel construction, major transport infrastructure projects including the new airport in Jeddah and Haramain High Speed Rail Project, launching this year, will have a big impact.

When: April 10th – 12th 2018
Where: Riyadh, Saudi Arabia

The government is also investing significantly in large-scale leisure, culture and entertainment projects and they are keen to take advantage of this massive opportunity for hospitality development.

“Alongside a continued focus on the Holy Cities, it is clear that hospitality developments in the pipeline for the Kingdom are being designed to cater to a wider range of travellers including domestic and international business and leisure tourists,” commented Gary Williams, Event Director of The Hotel Show Saudi Arabia.

“Dubai-based Rove Hotels has just announced that construction will begin on its first hotel in the Kingdom this year. The midscale, lifestyle hotel brand will cater to tech-savvy millennial travellers and will be based at King Abdullah Economic City – fast becoming the Kingdom's

hub for business and leisure. Meanwhile, major international brands are focusing on areas such as Al Khobar and Jazan City, close to the Persian Gulf and Red Sea coasts respectively, which offer access to the beach and a growing number of leisure and cultural activities.”

As the hospitality landscape across the Kingdom continues to grow and prosper, The Hotel Show Saudi Arabia – the country's leading networking and sourcing event for hoteliers and restaurateurs – returns for its 6th edition in Jeddah in April. Co-located with Stone & Surface Saudi Arabia 2018, the Kingdom's only sourcing event dedicated to the stone and surface design industry, the events will both take place across three days – 10-12th April 2018 – at the Jeddah Centre for Forums and Events.





Registration for WTM Africa 2018 has officially opened with both local and international travel trade gearing up for

what promises to be another incredible B2B show. WTM Africa 2018 will once again be hosted in partnership by the City of Cape Town.

Taking place at the Cape Town International Convention Centre (CTICC) from 18 to 20 April 2018, WTM Africa is set to once again showcase the beauty of the African continent,, while providing the opportunity for travel trade members to build even further than the impressive US\$365-million worth of business conducted since WTM Africa 2017.

This year, the Africa Travel Week team will introduce a variety of innovations, new events and even more networking opportunities than ever before, including:

1. A veritable feast of experiential activities will be taking place during WTM Africa to convey the incredible wonders that the African continent holds.

2. WTM Africa has introduced its Festival Programme where stand-holders taking part in end-of-show parties will

showcase their culture, music, hospitality and cuisine, offering delegates the opportunity to sample different food and drink from around the world.

3. A host of international speakers from across the globe will focus on pertinent topics affecting the modern travel industry, as well as look to identify trends in the African travel market.

4. As announced in 2017, SETE 2018 will take place during Africa Travel Week, creating discussions around bidding and hosting major international events, and promoting local events.

5. The African Responsible Tourism Awards will showcase the greenest and most sustainable tourism products in Africa.

6. The Women in travel Meetup at WTM Africa 2018 will consist of a half-day programme inclusive of panel debates, group mentoring sessions and the opportunity to network.

7. Business Events Conference powered by ibtm africa will present content focusing on how to unite African MICE venues and products with highly-qualified meeting and event planners.

8. E-Tourism Frontiers will once again present the latest technology and digital marketing trends globally.

When: April 18th – 20th , 2018

Where: Cape Town International Convention Centre (CTICC)

Eyefor Travel San Francisco



Join the West Coast's largest digital travel conference of 300+

industry leaders

EyeforTravel San Francisco Digital Summit 2018 (April 9-10) brings together senior digital executives from some of the biggest brands in travel to discuss the cutting edge of digital,

marketing, mobile, emerging technology and data driven personalization.

A sneak preview of the brands already attending include: Booking.com, Priceline, Expedia, Accor Hotels, IHG, Hilton, Fairmont, Choice Hotels, Marriott, Air Canada, Cathay Pacific, Singapore Airlines, San Francisco Internal Airport and many more.



When: April 9th – 10th 2018
Where: Nikko Hotel, San Francisco

EMITT ISTANBUL 2018



When: January 25th - 28th , 2018

Where: Tüyap Fair Convention and Congress Center Istanbul, Turkey

EMITT - East Mediterranean International Travel and Tourism Exhibition 2018 Numbers has a total number 54,364 visitors, 85 participating countries, 1,065 Foreign Participants, over 7000 B2B Appointments and around 600 invited Tour Operators.

Sponsored by the Ministry of Culture and Tourism of Turkey, the Istanbul Metropolitan Municipality, and Turkish Airlines, supported by KOSGEB, and in cooperation with the Turkish Hoteliers Federation (TÜROFED) and the Turkish Tourism Investors Association (TTYD), EMITT Istanbul was held for the 22nd time this year at the TÜYAP Fair, Convention and Congress Center and hosted those who wish to make affordable holiday plans for the best destinations with tourism professionals.

The opening ceremony was attended by the Minister of Culture and Tourism of Turkey Prof. Dr. Numan Kurtulmuş, Governor of Istanbul Vasip Şahin, the former Secretary General of the United Nations World Tourism Organization Taleb D. Rifai, the President of the Federal Association of Germany's Tourism Sector Michael Frenzel, the President of the Turkish Hoteliers Federation

(TÜROFED) Osman Ayık, the President of the Turkish Tourism Investors Association (TTYD) Oya Narin, ITE Group's Regional Director Vincent Brain, and ITE Turkey's Tourism & Travel & Fashion Group Director Hacer Aydın.

ITE Turkey's Tourism & Travel & Fashion Group Director Hacer Aydın made the following remarks regarding the 22nd EMITT that the tourism sector in Turkey has grown in parallel with EMITT ever since the first day it was held. The increased activity in the tourism sector in 2017 also took place at EMITT as well, and recorded an increase of 55% in the number of participants. This growth can be considered to be a sign that indicating that there will be rapid growth in the tourism sector in 2018. They also broke a world record with over 7,000 approved appointments and believes that these appointments will pave the way for new investments and collaborations.

The countries who participated in EMITT included the U.S., Germany, Albania, Azerbaijan, Bahrain, Bangladesh, Belarus, the United Arab Emirates, Bosnia and Herzegovina, China, Morocco, the Philippines, Palestine, France, Guinea, South Africa, South Korea, Georgia, India, Iran, Spain, Italy, Japan, TRNC, Cyprus, Kyrgyzstan, Kosovo, Cuba, Latvia, Lebanon, Macedonia, the Maldives, Mongolia,



Nepal, Russia, the Seychelles, Serbia, Taiwan, Tunisia, Uzbekistan, Ukraine, Jordan, Vietnam, Greece, and Zanzibar. The exhibition, which offered participants the opportunity to increase their business volume, was held on an area of 60,000 square meters consisting of 10 halls and featured national pavilions, holiday destinations, winter tourism and special outdoor areas, hotels, hotel complimentary products, tour operators, and agencies. A sort of sectorial school for both participants and consumers, EMITT offered guidance for the sector this year, as well, with its rich content. The participants greatly enjoyed the panels on “The Future of Travel Agencies in Turkey,” “The New Trend in the World, Gastronomical Tourism”, “Creating Gastronomic Trademark Cities in City Marketing”, “Local Development and Tourism,” “Online Sales in Emerging Markets,” and “Awareness about Gastronomy.” Alongside the panels, visitors showed great interest in the exciting activities organized by participating countries and cities.

On the first day of the exhibition, the panel titled “The Future of Travel Agencies in Turkey” was held and was moderated by Bahattin Yücel, the participants included SITE Turkey President Kerim Sipahiler, Ekar Tur CEO Zehra Sönmez, and Posta Newspaper Columnist Yazgülü Aldoğan. In his speech, the Candidate for Presidency of the Association of Turkish Travel Agencies (TÜRSAB)

Firuz Bağlıkaya touched upon the importance of adjusting to technological advances in order not to fall behind in the sector and expressed that they would do everything in their power to achieve improvement in this regard and protect their profession. Emphasizing the importance of eliminating unfair competition in the sector, Firuz Bağlıkaya stated that they would take legal steps to prevent airlines from selling cheaper tickets than travel agencies on their websites. The panel titled “Local Development and Tourism” was held on the second day, and the opening speech was delivered by the Co-Founder of Urban Strategy Partners Dr. İrem Ayrancı Onay where she stated that based on figures reported by the World Tourism Organization (UNWTO), tourism accounted for 10% of the world GDP, 7% of global trade, and 1 out of every 10 businesses. The European Union Project Implementation Director Bülent Özcan gave a speech titled “European Union's Approach to and Support for Sustainable Tourism and Local Development” in which he discussed the financial aid the EU has provided to Turkey in terms of Tourism and Local Development, and project opportunities for local administrations and NGOs. The Hosted Buyers Program, in which 600 tour operators from 106 countries took part, drew great interest with more than 7,000 appointments.

Like in previous year, the EMITT Tourism Exhibition organized the Hosted Buyers Program this year, as well. Within the scope of the program, which took place with the partnership of TravelShop Turkey, 600 tour operators from 106 countries were hosted. The countries the tour operators came from included: the U.S., Albania, Australia, Austria, Azerbaijan, Bangladesh, Belarus, United Arab Emirates, Bosnia and Herzegovina, Brazil, Bulgaria, Algeria, the Czech Republic, Indonesia, Morocco,

the Philippines, Palestine, France, Ghana, Guinea, South Africa, Georgia, India, the Netherlands, England, Ireland, Spain, Switzerland, Italy, Cambodia, Canada, Kazakhstan, Kenya, Cyprus, Kosovo, Kuwait, Lebanon, Hungary, Macedonia, Malaysia, Mexico, Egypt, Nepal, Uzbekistan, Pakistan, Poland, Romania, Rwanda, Russia, Singapore, Slovenia, Sri Lanka, Saudi Arabia, Serbia, Tanzania, Thailand, Turkey, Uganda, Ukraine, Oman, Jordan, and Vietnam.



When: January 31st to 2nd February

Where: Pragati Maidan, Delhi

UBM India's leading B2B travel trade engagement show SATTE, held at Pragati Maidan in New Delhi, drew to an eminently successful close with a remarkable increase of 37 % in the unique visitor footfall in its Silver Jubilee edition. A three day business networking trade show, SATTE 2018 got bigger this year with participation from more than 1000 exhibitors, over 50 countries and 28 Indian states.

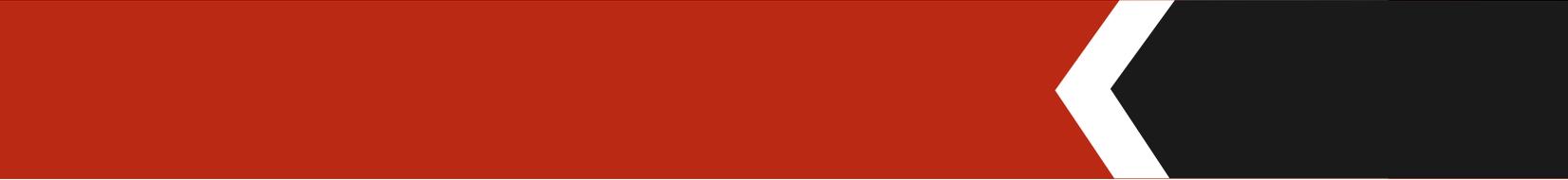
The glittering inauguration of the event was graced by Chief Guest Mr. KJ Alphons, Minister for Tourism (I/C), Govt. of India, along with Mr. T.S. Rawat, Chief Minister, Uttarakhand, Mr. Amitabh Kant, CEO, NITI Aayog, Mr. Faiyaz Koya, Minister for Industry, Trade and Tourism Fiji, Mr. I Gde Pitana Dy, Tourism Minister, Indonesia, Mr. Bo Keun Choi, Senior Officer, Regional Programme for Asia and the Pacific, UNWTO, Mr. Subhash Goyal, Member, National Tourism Advisory Committee, Mr. Navin Berry, Founder, SATTE, Mr. Michael Duck, Executive Vice President, UBM Asia and Mr. Yogesh Mudras, Managing Director, UBM India.

Over a span of three days, SATTE 2018 witnessed several exciting partnerships and announcements

that augured in new trends in the industry. Visitors at the signature expo witnessed a number of features including a special pavilion of 10 start-ups, as well as a live show at 'Colors of SATTE' apart from other captivating engagements. This year, SATTE was also happy to engage its exhibitors and visitors to pledge for sustainable tourism under the unique I-Pledge initiative where they pledged to conserve natural reserve, respect and save wildlife, say no to plastic, dispose waste smartly and travel responsibly. Over 32,000 pledges were registered. Adding to its celebration, this year, the show hosted two networking evenings in association with feature destination -- Mauritius and feature attraction -- Madame Tussauds for the travel and tourism industry.

Acknowledging SATTE's growing stature on the global tourism arena, KJ Alphons, Minister for Tourism (I/C), Govt. of India said that it was a pleasure to attend a platform such as SATTE





that brings the entire industry together. 2017 has been amazing for India from the tourism perspective, with a growth of 15.2% in terms of foreign tourist arrivals. When it comes to domestic tourism, they had 1.8 billion travels (not travelers) in the country. In three years from now, they aim to double the amount of international tourists arrival in India, increase the contribution of the tourism industry to a GDP of 10% from the current 6.8% and double the employment contribution. Honestly, tourism is the best weapon against terrorism anywhere in the world, apart from its other obvious advantages.

Speaking on the industry at the inauguration of SATTE, Bo Keun Choi, Senior Officer, Regional Programme for Asia and the Pacific, World Tourism Organization (UNWTO) also said that globally, they crossed the mark of 1.3 billion travellers this year. The growth rate to be expected in the upcoming years for the travel and tourism industry is around 7%. India is one of the leading countries with almost 16% contribution to the industry and he appreciates SATTE's contribution over the years in getting the industry together, and also its campaign I-Pledge, that promotes the cause of sustainable tourism, thereby giving them the opportunity to pledge for and promote sustainable tourism and create a better world to live in.

Speaking on the success of SATTE, Mr. Amitabh Kant, CEO, NITI Aayog expressed that statistics

show that more tourists visit Singapore & Malaysia but the truth is that India is a long haul destination. 97.2% people come to India by air and the average stay is 14-20 days -- one of the highest duration for travelers around the world. Therefore, India's earnings from tourists are much greater than many of the other countries. Of course, it is up to them to make this duration extremely attractive and rich in experiences. And that's where an exhibition like SATTE comes to the fore with its reserves of ideas and thought leadership.

Speaking at the successful conclusion of SATTE 2018, Mr. Yogesh Mudras, Managing Director, UBM India said that SATTE 2018 was one of the most successful trade engagements for them. It has carved a unique place as the most comprehensive industry platform in the country and has emerged as the subcontinent's largest, foremost and the only international travel show wherein both the exhibitors and buyers from across the world participate to showcase as well as shop for diverse global travel & tourism products and services. They have witnessed a historic growth of 37 % in their unique visitor footfall by putting in their best efforts, making the already favoured show even more promising than the last one. He also added, recently announced Union Budget 2018 also holds out quite a lot for the proliferating T&T industry and is

boost the sector. The Budget seeks to improve what India is already gifted with. Measures such as raising the airport capacity by 5 times under the UDAN scheme, improving rail networks in Mumbai and Bengaluru, addressing the critical air pollution situation in Delhi/NCR, developing and marketing untapped tourist spots will increase India's attractiveness to tourists within India & abroad.

Along with the participation of over 50 countries and 28 Indian States, in its 25th edition, the expo also witnessed an increase in participation from an array of hospitality players and products such as Movenpick, Neemrana, Treebo, Sterling Resorts, Minor Hotels, Dusit, Melia Hotels International, Shangri-La Hotels and Resorts, DS Group, Choice Hotels, Abad Hotels, Lords Hotels, Alcon Victor Goa, Zen and Singge Palace from Ladakh, Grand Imperial Agra, Somatheeram, Ramada Kerala, Ananta Resorts, Venetian Cotai, Ayana Resorts Bali, Marasa Africa, Banyan Tree, Disneyworld Paris, EuropeCar, The Ultimate Travelling Camp and many more.

One of the key features of SATTE 2018 was the conference programme on all three days of the expo that held industry discussions and shared new insights pertaining to the sector and industry best practices. SATTE hosted six panel discussions that brought together stakeholders of the industry on a single platform, allowing exchange of ideas that will add value to Indian tourism at large. The three day conference also saw destination presentations by tourism boards such as -- Czech Tourism, Egypt, Dubai, Ho Chi Minh City, West Bengal, a product presentation by Tragly and a Workshop and a panel discussion on Skill Development in the Hospitality Sector.



CALENDAR OF EVENTS

7th - 11th March

ITB Berlin

Berlin, Germany

www.itb-berlin.de/en/



12th - 14th March



Global Restaurant Investment Forum

Palazzo Versace, Dubai

www.restaurant-invest.com

16th - 17th March

Moscow International MICE Forum

Moscow, Russia

www.miceforum.ru



15th - 18th March



Connections Meetings

Algarve, Portugal

weareconnections.com

13th - 15th March

25th Moscow International Travel & Tourism Exhibition

Expocentre, Moscow

www.mitt.ru/en-GB



18th - 20th March

Routes Asia

Brisbane, Australia

www.routesonline.com

[/events/191/routes-asia-2018](http://www.routesonline.com/events/191/routes-asia-2018)



21st - 22nd March

The British Travel And Tourism Show 2018

NEC, Birmingham

www.tourismshow.co.uk



22nd - 24th March

Hotel Fair

Seoul, Korea

hotelfair.co.kr/eng/

HOTEL FAIR

26th - 29th March



Hotelex Shanghai

Shanghai, China

en.hotelex.cn

BMT - Mediterranean Tourism Exchange - BMT Napoli

Naples, Italy

www.bmtnapoli.com

23rd - 25th March

BMT

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