

MICE Travel Advisor

Volume: 7, Issue: May 2018



A welcoming MICE city! _____

_____ **HONG KONG**

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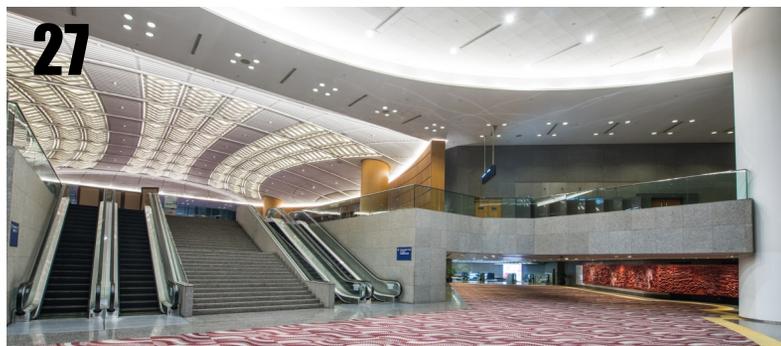
04- Venue Check: The Baltic Historical City with Incredible Convention Centres. **Riga**, Latvia's capital city is a nerve-centre for business in the Baltic world, interspersed with important convention centres.

11- Cover Story: Refining Corporate Travel through **Virtual Reality** (VR), the brand new smart tech tool of the millennium is turning corporate travel into an enriching and suave experience.

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From the Editor's Desk

Dear readers,

MICE Travel Advisor is an ideal informative source for readers about the global corporate travel sector. And, as was forecast through a report published by the IBTM World Trends Watch in 2017, last year was a spectacle to a smart growth curve in this industry. Luckily for the MICE professionals, the growth trend is likely to continue thanks to some brand new trends like engaging incentive programs, unique destinations, etc., expected to embrace the market this year, as per Pacific World.

Pacific World is a leading global destination and event management.

A new report published by Allied Market Research entitled 'MICE Industry by Event Type: Global Opportunity Analysis and Industry Forecast 2017-2023' has stated that international MICE sector is estimated to touch \$1,245 billion in 2013, observing CAGR of 7.5% from 2017 to 2023.

Speaking of global MICE sector, Latvia's capital, Riga is a must-visit for corporate planners and professionals. 'Venue Check' presents the details.

Be it business or leisure trips, technology dominates travels, including the fresh concept of Virtual Reality (VR) as is discussed in our 'Cover Story'.

'Tech Talk' continues with tech-savvy corporate travel, particularly highlighting the significance of audio guides for tourists. Based in South West England, Bristol marks an engaging meetings destination in Europe. Read 'Center of Attraction' for a detailed viewpoint.

Last but not the least, 'Spotlight On' informs about the immense potential of Hong Kong as a welcoming MICE locale, as it is quite favorable among corporate meetings professionals all across the world.

The other chapters include MICE Appointment, MICE Bites, Show Highlight, Show Review and Calendar of Events. MICE Travel Advisor enlightens you about contemporary updates catering to international corporate travel.

Happy Reading!

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The Largest and capital city of Latvia, Riga is the focal point for its business in Baltic world. Welcoming over 1.4 million tourists every year, Riga was once a historical place flourished by Vikings. Named as the European Capital of Culture in 2014, Riga has the blend of Nordic and Russian culture.

*The Baltic Historical City
with Incredible
Convention Centres*

Riga



What to see in Riga

Latvia Freedom Monument

Locally known as “Milda”, Freedom Monument stands above the city between old and central Riga. Designed by Kārlis Zāle in 1935, this cenotaph honours soldiers killed during the Latvian War of Independence.

Alberta iela

Walk around Alberta iela in Central Riga and explore the Russian architecture here. Named after the creator of Latvian capital city, Bishop Albert von Buxthoeven, the avenue was the architect's gift to the people of Rīga on its 700th anniversary.

Riga Motor Museum

Riga Motor Museum is the collection house of most diverse vintage automobiles in the Baltics. Preserving more than 100 unique vehicles, this museum also offers interactive shows displaying the history of Latvia and the evolution of cars in Baltic nations.

Jurmala Open-Air Museum

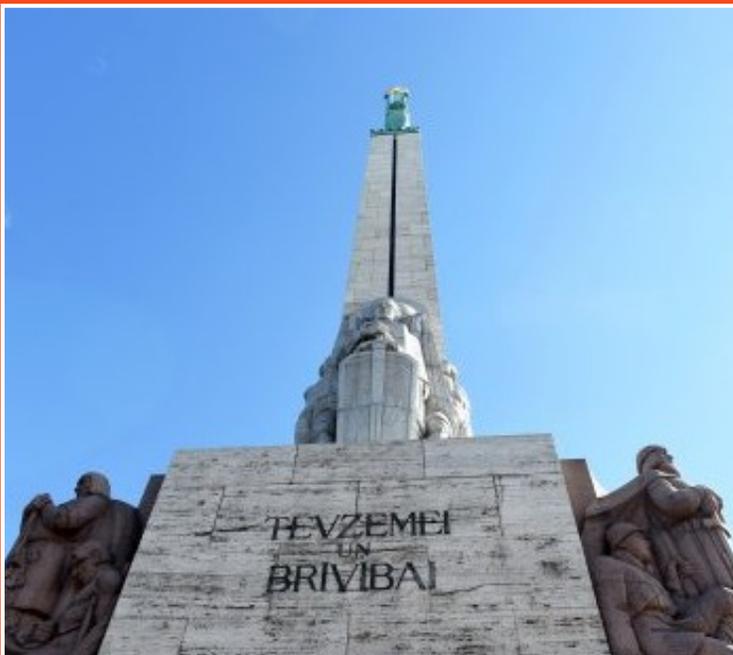
Located just 38 km from Riga, Jurmala Open-Air Museum attracts visitors by showing the daily life of Jurmala fishermen in late 19th and early 20th centuries. You can also taste the authentic Latvian seafood and learn the preparation of traditional smoked fish dishes here.

Art Museum Rīga Bourse

Art Museum Rīga Bourse is a cultural exchange place featuring the global artworks. The unique architecture was restricted only to elite financial leaders, but now the museum opened its doors to public with extensive permanent exhibitions of artworks from Japan, China, Germany and Russia.

Splendid Palace

Splendid Palace is a paradise for film lovers. Architecturally beautiful with neo-baroque facade and neo-Rococo style interior, this event point entertains its visitors with film shows, international film festivals and opera.



Riga's Best Convention Centres

Riga Congress Centre

Largest conference centre in Riga, Riga Congress Centre is a great place of cultural and business meets in Latvia. Established in 1982, it is embellished with 3 multi-functional and highly technical advanced halls, auditoriums, lobby and well-furnished cafeteria. Riga Congress Centre can accommodate more than 1145 guests during any event. The architecture of this recreation centre in the capital city gives you luxury with the mixture of granite, marble and oak-trees.



Riga Latvian Society House

Riga Latvian Society House offers royal conference and dining space with neoclassical style. This five-storey building is all decked up with top-floor theatre and concert hall. It can accommodate 450 guests in the stalls and 210 guests in the balcony. The second floor of the centre has a hall for entertainment events and rooms for meetings, offices and public activities.

Tallink Isabelle

Tallink Isabelle is a unique conference centre on the sea. Tallink Conferences and Events Centre offers wide range of snacks for coffee breaks, along with richly decorated table with a vast array of international dishes for lunch and dinner. Tallink Isabelle also offers sea trip and special atmosphere for successful meetings and events. Spend your time on the sea with your colleagues and partners and rest on a ship.



Ķīpsala International Exposition Centre

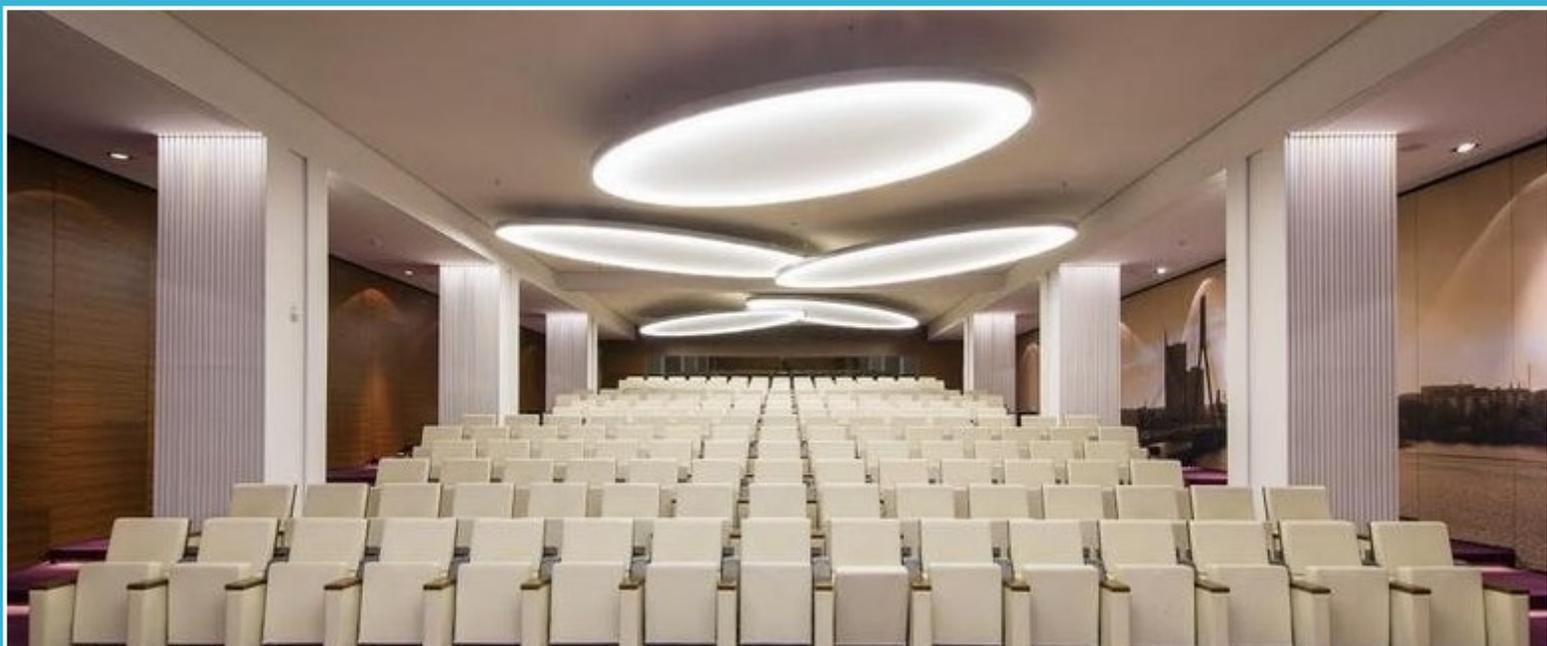
Latvia's one of the premier multi-purpose exhibition centres, Ķīpsala International Exposition Centre has flexible space for world-class exhibitions and conferences. Having 14900sq.m hall area with movable podiums, this exhibition space has updated its wireless communication system.

Citadele Conference Hall

Citadele Conference Hall is designed with modern and elegant architecture, offering best flexible rooms for meetings, exhibitions and seminars. Seating up to 250 people in theatre style, Citadele Conference Hall makes any event successful with modern technology and sustainable management. Also enjoy a panoramic view of the Daugava River, when you are in the cafeteria of Citadele for coffee break during event.

Astor Riga Hotel & Conference

Located in the heart of Riga city, Astor is the one-stop solution for a perfect business trip with a leisurely touch. Astor Riga Hotel's signature conference room "ACADEMY" overlooks beautiful urban park of Riga. Having a capacity to hold more than 150 guests, "ACADEMY" is well equipped with high standard technical equipments.



Popular Hotels in Riga

Radisson Blu Latvia Conference & Spa Hotel

Famous for lively atmosphere, Radisson Blu Latvia is one of the prominent luxury hotels in Riga. No doubt, it is the perfect choice for both business and leisure travellers. Radisson Blu offers 571 guest rooms, including 482 Standard, 47 Superior, 38 Business Class rooms, 3 Suites and 1 Presidential Suite. The modern and stylish Skyline Bar here allures you with the fantastic night view of the old part of the city. Simply relax and enjoy with the spa and a variety of international culinary products.

Dome Hotel & Spa

Opened in 2009, Dome Hotel & Spa offers coziness and comfort. Located just a few walk from the business centre of Riga, Dome Hotel & Spa has 15 rooms offering the views of Old City.

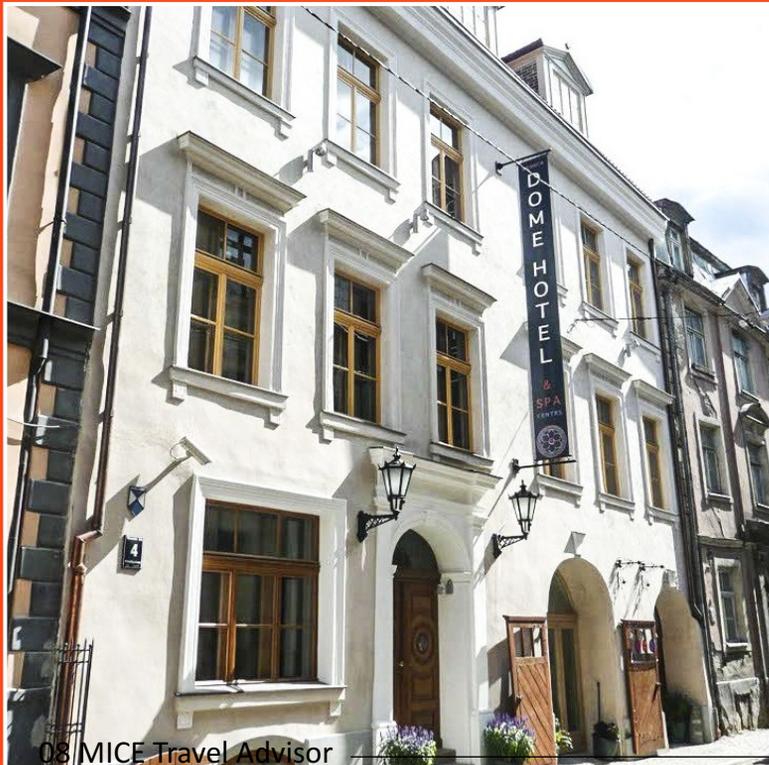


Grand Palace Hotel

It is a boutique 5-star superior hotel, built in 1877 and renovated in 2014. Located in exclusive part of the Old Town of Riga, Grand Palace Hotel is a few minutes' walk from the popular tourist attractions of the city.

Hotel Gutenbergs

Hotel Gutenbergs offers modern conference and luxurious banquet facilities along with 38 hotel rooms. It is a boutique-style hotel located in the heart of the Old Town famous for royal interiors, romantic styled furnished rooms and cozy ambience.



Avalon Hotel & Conferences

Rated as a 4-star hotel, Avalon Hotel & Conferences is the best choice to stay here when you come for a business meeting. This place is suitable for meetings, conferences and gala dinner which can accommodate 200 people.

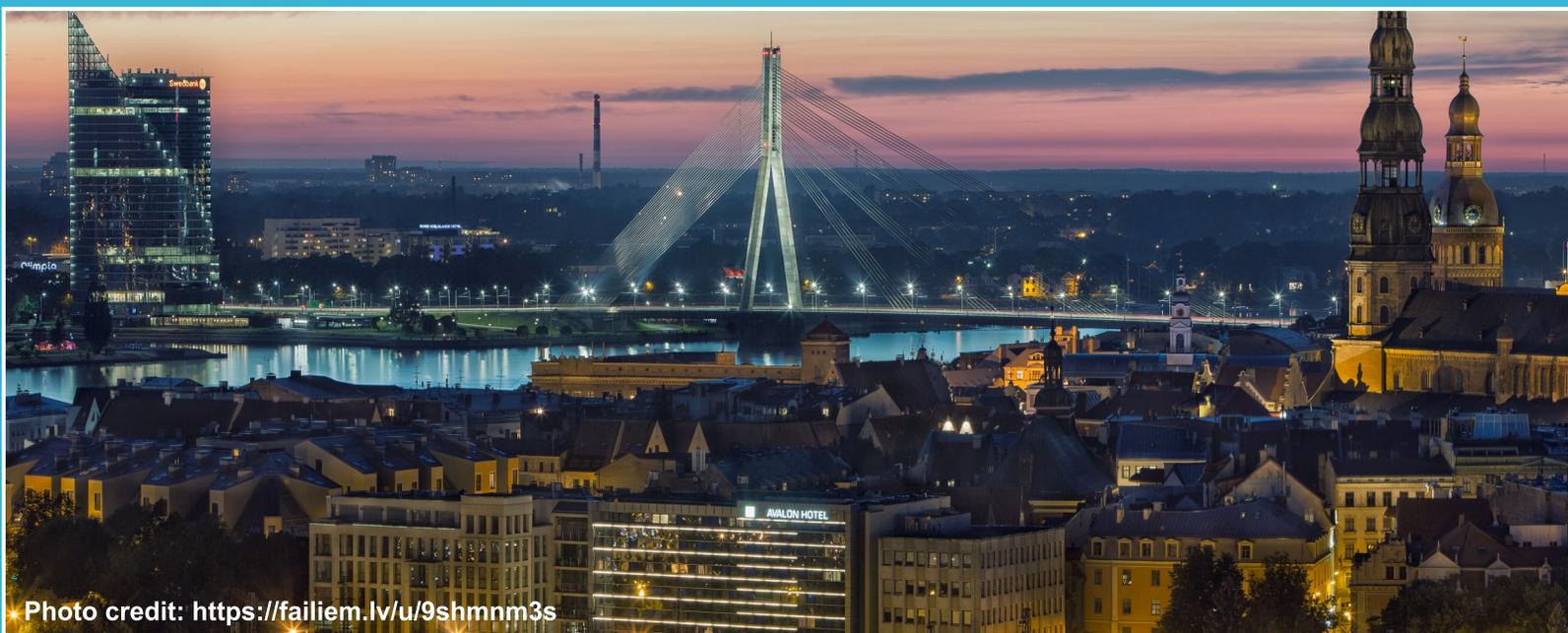
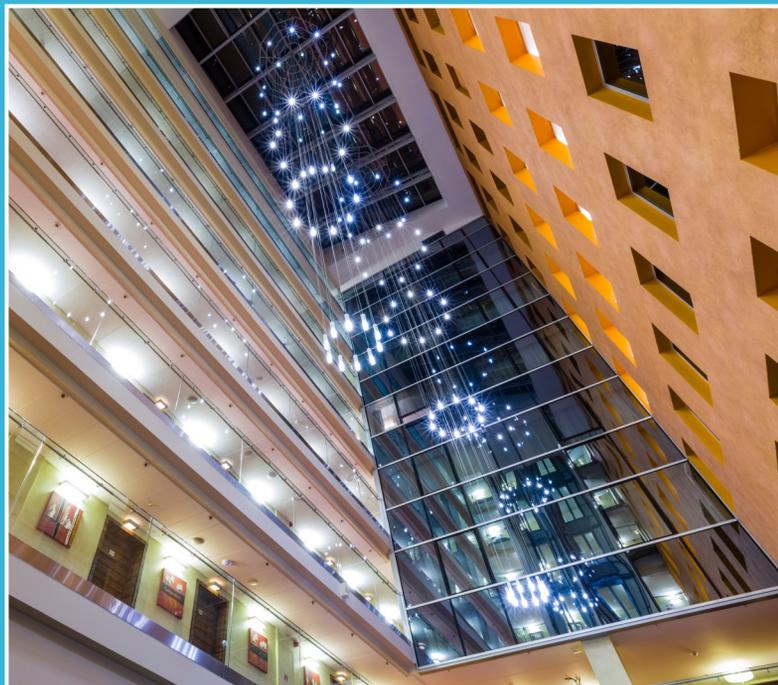


Photo credit: <https://failiem.lv/u/9shmmn3s>

Latvia as a MICE nation

Latvia is the newest Baltic destination for MICE. Enjoy innovative meetings and events at the state-of-art conference centres at Riga with countless fun along with sophisticated local wine tasting. On the other hand, refresh your mind at the best spas offering amber massage, herbal scrub and beer soak. Walk around the capital city to see the old architectural splendours and unusual incredible museums.



Refining Corporate Travel via



VIRTUAL REALITY

How about being part of a unique digital universe in which you can play, learn, explore as well as interact seamlessly?

A smart gift of the millennium, 'virtual reality' (VR) is steadily emerging as the next layer of the internet.

In fact, it is likely to turn into a threat to international corporate travel sector in the following decade! Soon, travelling for business and indulging oneself in technology might become interchangeable.

VR and Business Travel

As business tourist, the reasons for booking trips mark a contrast to the one that motivates a conventional backpacker. The usual traveller yearns for an experience that is a sort of monotony-breaker to a large extent while corporate tourists navigate between various cities or countries for different reasons.

For instance, pitching new clients, interacting with investors and coordinating with distributed teams are the three most popular factors influencing travel. They tend to cost small businesses nearly 20% more as compared to the larger brands. Virtual reality diminishes these costs. Furthermore, they also maximize efficiency. One of the most essential and exclusive VR tools is 'interactivity'. And if done effectually, it has the potential to do away with the requirement for a huge amount of current travel.

VR Conference Rooms

Travel dominates a lion's share of a majority of small and medium-sized (SMBs) budgets. Therefore, of VR can replace travel it would be capable of freeing up a large portion of this cash for companies to invest in their core business! Collaborative VR spaces are already existent. For instance, AltspaceVR has what it terms as 'Social VR' wherein users inhabit a virtual space with colleagues or friends.

VR for Sales

Closing sales deals is among the crucial factors for business travel.

Majority of brands are still reliant of face to face meetings and human interactions rather than artificial intelligence. But then, if VR technology can improve itself substantially, it can replace a major amount of business travel. Even in the niche of traditional sales, this modern technology is powerful enough to make marketing tactics even more curated than ever before. Say goodbye to travelling to a trade show or pitching for sales, all you need to do is: upload your experiences into VR apps and share them with VR headset owners in any part of the globe!

Planning Business Trips

Conventional travel agents did all the work for globetrotters back in the years when internet technology was a distant dream. They displayed brochures to potential customers, pitched interesting tours and suggested them about favorable getaways.

However, the winds of change started blowing in thanks to 'video on the internet'. Today, we can browse Google for any and every kind of travel itinerary and are then spoilt for choice.

Now, with tools like 'Try Before you Buy' as introduced by a notable European travel agency Thomas Cook, individuals can enjoy a 360 degree view of a place or event prior to their visit – enabling them travel real time to check out any museum or walk the streets in a foreign land!

Concur Labs has explored VR for Corporate Tours

Concur Labs, innovation arm of SAP's travel and expense management tech brand has been exploring VR's scope in the field of business travel quite extensively since 2017.

The labs have introduced a prototype that can assist travel managers deal with a traveller security incident.

It has a special demo that places travel managers in real-life situation like earthquake. It utilized VR to help them find and communicate with employees impacted by the incident. It also offers them an instant view of where their travellers are and assists them in seeking contact details for relevant

travellers. Finally, it helps managers get in touch with travellers offering them updates and helping them acquire immediate assistance.

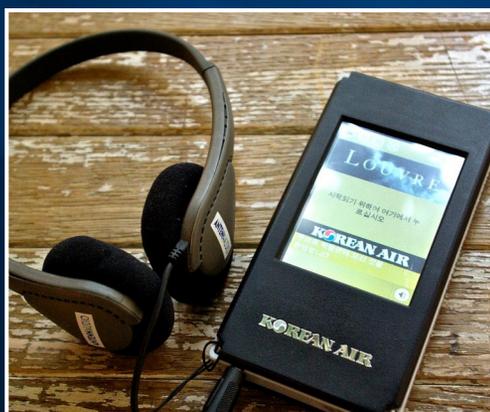
Virtual reality, as can be observed is quite an intriguing game-changer for tourism industry and businesses, particularly the corporate travel sector.

But then, it needs to compete well with a mighty challenger – the real world! The subtleties of nonverbal communication, such as a simple frown or a slight nod in a business conference is probably more engaging than trying to accomplish feedback generation through VR. But, even if virtual reality might not be completely accurate, it is definitely practical. And has a long way to go!



AUDIO GUIDES

Delivering engaging stories
full of emotion,
excitement & character!



Audio guide, alternatively known as audio tour, offers pre-recorded spoken commentary with the help of a handheld device. Majorly used in museums and famous landmarks, these audio guides are also found in various self-guided excursions or expeditions in the outdoors. Found in nine major foreign languages, this service has successfully attracted thousands of international travellers to the world famous and heritage museums and important attractions time to time.



How it works

Audio guides not only help independent or solo travellers but are also a key device for various organised tours. It offers background content along with detailed information on the display items. Available in multilingual versions with different voice alternatives, these audio guides also provide original background music followed by interviews in various elaborate tours. Also, these smart handheld devices offer age- group specific content to provide maximum visitor satisfaction.

Each device has a push button. These are operated by the visitors. They need to enter the code given to the tool which transmits related content to the user. The location aware system of the audio guides senses the surroundings with the help of modern technological



nuances and offers the right content. If sensing fails to narrow down on various objects, the user has to select content of his/her choice. These smart guides are indispensable for disabled people. The line of sight aware system of electromagnetic radiation operates in an audio guide automatically. They sense a particular location along with target object to offer relevant content to the user. This high tech software computes the aim of the visitors and provides comprehensive information.

In terms of statistics and surveys, these electronic guides offer useful data to all museum managements. This product efficiently combines digital and non-digital experience within the physical space of the museum/attraction.



Is it all hunky-dory?

Back in 2014, a team of consultants conducted a comprehensive evaluation of audio guides at the Metropolitan Museum of Art, New York. This evaluation was carried on for seven days, both at the main building and at the cloisters of the museum. This quantitative review randomly surveyed around 492 visitors, followed by qualitative interview with twenty prerecruited visitors along with guided usability testing.

The research found that primarily two sets of audiences are using audio guide at Met. The first one is the primary audience group comprising domestic and overseas tourists, creating 81 percent of the audio guide users. This group has 40 percent of non-English speakers. Majority of them are first time visitors to the state and its local attractions. The second one was New York City and tristate-area residents.

The research found that audio guides have a negative

impact on this sub group as only 73 percent said 'good' to the experience because of the non availability of these guides in translated versions. In 2015, the Met office made three hundred audio stops in nine different languages. When asked whether it was easy to use and understand, visitors expressed their level of complexity in making informed choices in terms of their experiences while using an audio guide and thereby failed to understand its true scope.

So, what's the outcome?

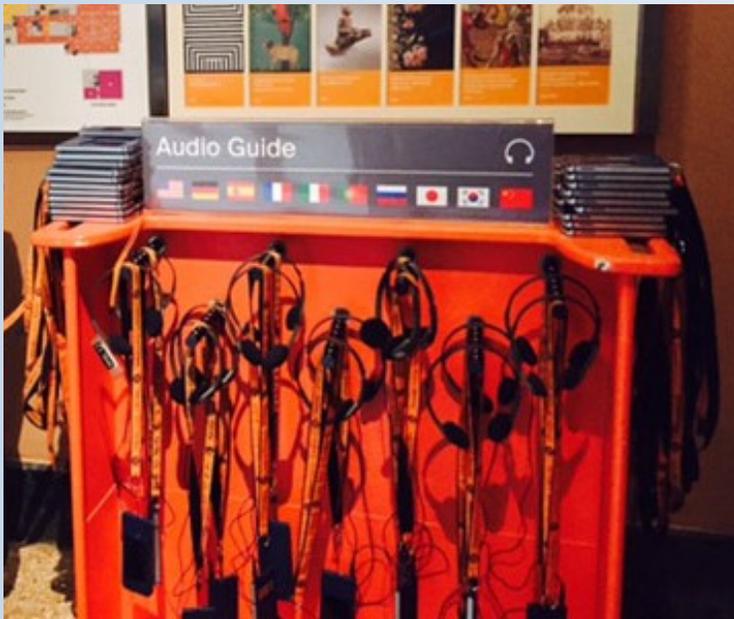
At the Metropolitan Museum of Art, this gap was bridged by reducing the number of options in audio guides to reflect the need of the visitors in the right way. Besides, the numbering system was simplified and visual clutter was reduced. Signage, logos and other additional materials was updated, compressed and restructured to provide appropriate information that visitors find useful.

Do they add value?

As per current scenario, yes! Visitors at Met find audio guide as an effective learning experience in the current context. They get to learn about new inventions and information about artworks and provide a deeper and more meaningful content into the object they are looking at the museum.

Therefore, it can be said that with time, audio guides

have become a far-reaching device for popular landmarks across the globe. Visitors using audio guides have said that these multimedia electronic guides provide a deeper understanding of an artwork that otherwise would have been trivial. This ideal conduit helps in creating intimate connection between the museum/landmark and the visitor, turning out to be an exclusive voice for the attraction!



MICE APPOINTMENTS

Twickenham Stadium appointed Johanna Byrane as Head of Business Development



Johanna Byrane is appointed as the Head of Business Development of Twickenham Stadium. Johanna Byrane rejoins the Twickenham Stadium, following a move into the city of Twickenham which included ten-year tenure at Searcys. Twickenham brings a host of experience as it prepares for the launch of its iconic East Stand later this year. Twickenham Stadium earns a very good name in conference and events business throughout 2017 and into 2018.

Andrew Wilkie is the new Global Creative & Engagement Director of Touch Associate



Andrew Wilkie joined with Touch Associates as Global Creative & Engagement Director.

Touch Associates welcomed Andrew Wilkie at a time when the creative agency is primed to grow in new, modern and innovative ways.

His mutual and cutting-edge approach to idea generation, coupled with his boundary-pushing creative vision will shape exciting, provocative and revolutionary experiences for Touch clients.

Mike Ford, Board Director of Touch Associate said that Creativity is the heart and soul of Touch and the vitality of Andrew and his experimental mindset will help Touch to achieve its next chapter of growth. They are establishing full service creative excellence and, in doing so, the company will broaden the offering and maximise its impact and revenue generation with clients by getting closer to their story and the heart of their brand. This in turn will strengthen the position of Touch with the core and future clients.

Millennium Point appointed all female executive team



Millennium Point, Birmingham Eastside's event and office destination has appointed all female executive team members for the first time.

Millennium Point is 46, 451sqm anchor building, which overlooks Eastside Park has appointed Abigail Vlahakis as finance director and Rebecca Delmore as commercial director. They join chief executive Judith Armstrong and head of people, learning and development, Vanessa Currie.

Vlahakis was earlier the senior tax manager at KPMG in Birmingham, while Delmore was previously Director of Group Sales for 5Ways Hospitality, which included the opening of Park Regis Birmingham.



Irish trading companies are pushing to project Ireland as MICE destination

Ireland projects as the best MICE destination in Fáilte Ireland at M&I Europe in Portugal.

The Irish trade companies are promoting Ireland as a destination for best corporate meetings and incentives. The 18 MICE (Meeting, Incentive, Conference and Corporate Events) trade partners, alongside Fáilte Ireland's Meet in Ireland and Dublin Convention Bureau teams, have met over 200 incentive buyers from across Europe at the event in the Algarve. These business companies taking part from Ireland include the Camden Court Hotel, Dunboyne Castle, Mount Juliet Estate, and the Westin Dublin.



Palm Beach County Convention Center expects its expansion to boost Florida's MICE tourism

Florida's Palm Beach County Convention Center expects an expansion to accommodate more meetings and conventions.

The local tourism leaders are weighing an expansion of the 365,000-square-foot building which will promote MICE industry in Florida. The Tourist Development Council of Florida voted this month to spend up to \$50,000 to study expanding the convention center off Okeechobee Boulevard in downtown West Palm Beach. The tourism leaders say the expansion of Palm Beach County Convention Center would allow the sales team to compete for larger events, while also spurring new hotel development downtown. Ultimately, industry experts say the growth would bring more tourists, creating additional jobs and increasing spending among out-of-town visitors. It has seen bookings skyrocket in the two years since the 400-room Hilton hotel opened next door.



More business events are happening in Asia-Pacific for incentive reward travel programmes

The international reputation for attracting and delivering incentive reward programs for the Asia-Pacific market was strengthened with the arrival of Hong Kong incentive group, AIA Hong Kong, into Melbourne and regional Victoria.

A major coup for the state, approximately 2,400 international delegates landed in Melbourne from Hong Kong to take part in a touring program across Victoria from 10th – 13th April. In Melbourne the group visited Queen Victoria Market, South Melbourne Market, the Tramcar Restaurant, Brighton Beach and Royal Botanic Gardens Melbourne. On the regional leg of their experience they had the option to visit the Mornington Peninsula, Yarra Valley, Ballarat and Phillip Island.

AIA Hong Kong is the largest publicly listed pan-Asian life insurance group. Incentive travel programs such as this are designed to motivate and recognise employees for outstanding business performance, and Melbourne Convention Bureau (MCB), is tasked with securing these lucrative travel programs for Victoria.



ACC Liverpool got a total of £15 million of international conferences

ACC Liverpool has secured global conferences over next 2 years which will generate a total of £15 million in economic impact. ACC Liverpool recently hosted 1,500 attendees at the European Week of Astronomy and Space Science while forthcoming international meetings include Uni Global Union World Congress in June and Health Systems Research in October.

MICE BITES

A city and county in the southwest of England, Bristol is a city with huge diversity and lots to offer! Starting right from bridges to boats, Bristol has something for every traveller. Last year, London occupied the first place in Cvent's Destination Index 2017. Among all other UK regional cities, Bristol made noticeable improvement with regard to ranking as business destination and occupied the 39th spot.

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Centre of Attraction

BRISTOL

**An emerging
world-class
business
destination!**

Why event organizers prefer Bristol for conference?

Bristol is the closest major city to London.

Located 172 km away from the capital city, Bristol has excellent connectivity to London.

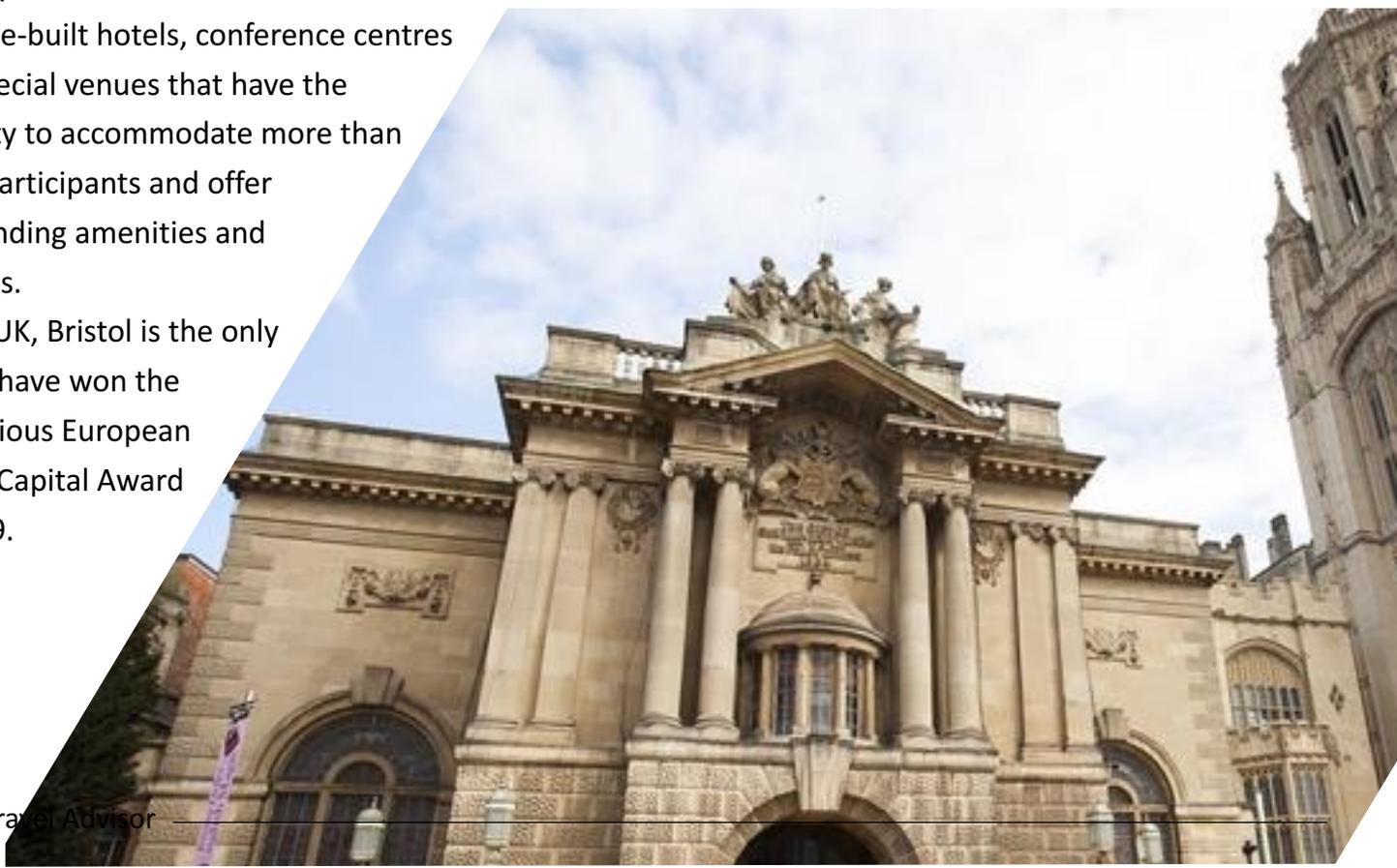
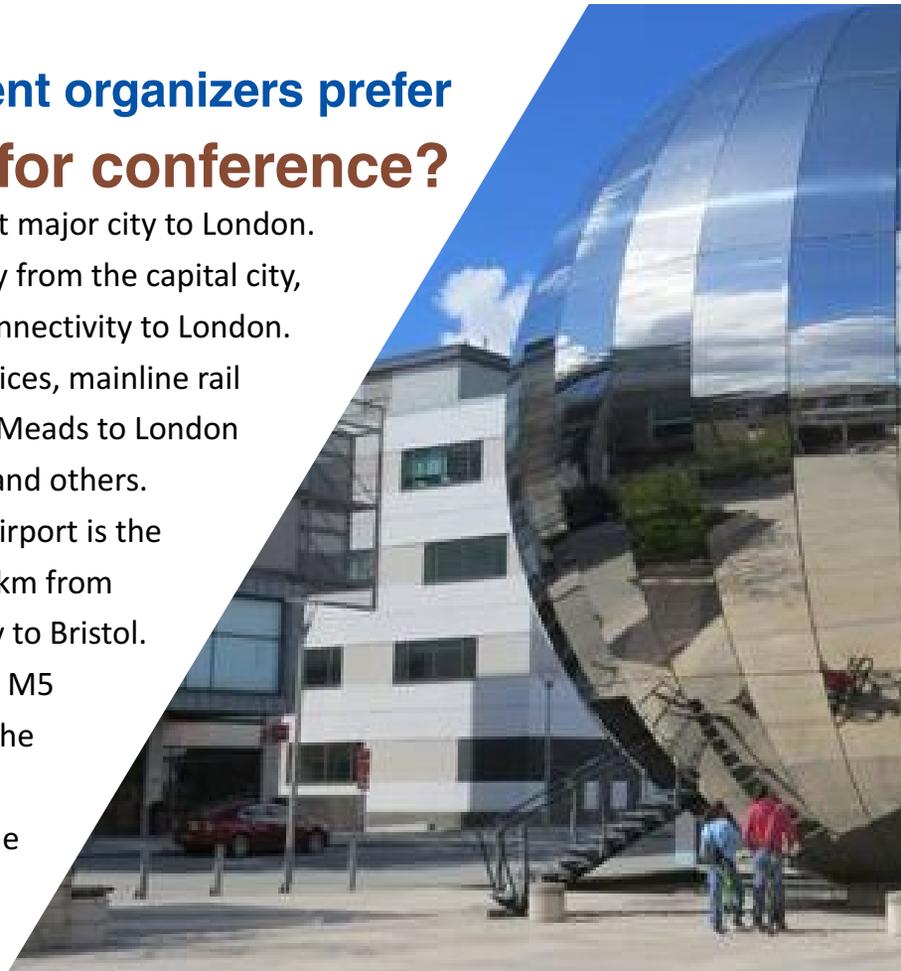
There are ample bus services, mainline rail stations like Bristol Temple Meads to London Paddington, London Victoria and others.

Besides Bristol airport, Cardiff Airport is the closest major airport, situated 44 km from Bristol. It has regular air connectivity to Bristol.

The city has close proximity to M4 and M5 motorways, creating hassle-free travel. The popular ferry boat system of Bristol offers amazing local tour from harbour side to all the important landmarks, shopping malls, conference centres, restaurants etc.

The city offers wide choices in terms of purpose-built hotels, conference centres and special venues that have the capacity to accommodate more than 2000 participants and offer outstanding amenities and services.

In the UK, Bristol is the only city to have won the prestigious European Green Capital Award in 2009.





Top Convention Centers to flaunt

Radisson Blu Hotel Bristol

This contemporary hotel offers fantastic location and dedicated conference floor for the delegates. It has 4 conference rooms with theatre- style seating and can accommodate 120 delegates at a time. The rooms have individual climate control, free Wi-Fi and other high- tech equipment. Excellent food, connectivity and breakout room can make small meetings a major hit!



UWE Bristol Exhibition and Conference Centre (ECC)

One of the largest in South West, ECC brags of having a flexible meeting space of around 4000 sq m. The centre has an easy accessibility and can accommodate large events, gala dinners, exhibitions, product launches, fairs and conferences with élan. It has a capacity to house 1,500 delegates with comfortable meeting rooms with seating arrangements for 250 delegates and free parking spaces.

Double Tree by Hilton Bristol City Center Hotel

Located in a convenient location, this modern hotel has all amenities to make any seminar or show a success! Known for its friendly hospitality, the hotel has ballroom, breakout rooms, 15 meeting rooms with 300 capacities along with features like LCD/Data projector, state-of-the-art sound equipment, video cameras, 150 onsite car parking spaces, etc.

Efforts to promote the city as a world-class meetings venue

In 2017, agents from the top travel and event management companies in the UK visited Bristol to experience the venues and the weekend activities. The tour was arranged by Destination Bristol, the Destination Management Organization or the DMO, along with the venue network of Bristol to endorse the city as a first-rate business destination.

The trip kick started with networking gala evening at Double Tree by Hilton Bristol City Centre. More than 25 superior quality hotels and suppliers in Bristol gathered in the event and promoted their services to the agents. Other features included private tours, lunch, educational 3D planetarium show, guided boat tour and docking at the historic Brunel's SS Great Britain, exploring in and around Bristol with the first stop at Ashton Gate Stadium and many more interesting sneak preview of the city.

In November 2017, Bristol was showcased as one of the most popular destinations in terms of meetings and conferences in the UK in the annual British Meetings and Events Industry Survey. The city jumped up to the 5th place from 11th in the survey rankings. At the 2018 M&IT Awards, Bristol was also the finalist in the Best UK Convention Bureau category.



Therefore, it can be rightly said that Bristol with around 433,100 populations has all facilities to attract event planners worldwide. Bristol is an excellent choice for any trade show and exhibition/conference organiser and prospective businesses as it has the right infrastructure to host an event and provide visibility and international character at the same time!

Hong Kong is a global trendsetter in business and leisure with a robust economy, world-class infrastructure and facilities. It has an international mindset, vibrant culture and is globally recognised as Asia's top destination for MICE events with its open market policies leveraging its local business coupled with a global appeal.

Hong Kong has a truly global approach to business, a perfect amalgamation of enterprising Chinese roots with an international influence – the perfect definition of 'East meets West'. It has been ranked as the 'World's Freest Economy' by the Heritage Foundation for more than two decades. Since 2016, it

has been awarded the same accolade by The Fraser Institute. It offers free market with zero customer tariffs on imported and exported goods, minimal licensing and also allows the event participants to make the most of its low tax rate. It has sound legal and judicial system and protective intellectual property legislation.

It is considered to be one of the safest cities in the world and has an efficient police force. Being a special administrative region of China, it has an independent judiciary and stable government. Citizens from 170 countries can stay between 7 - 180 days without worrying for visa.

A welcoming MICE city! _____

HONG KONG

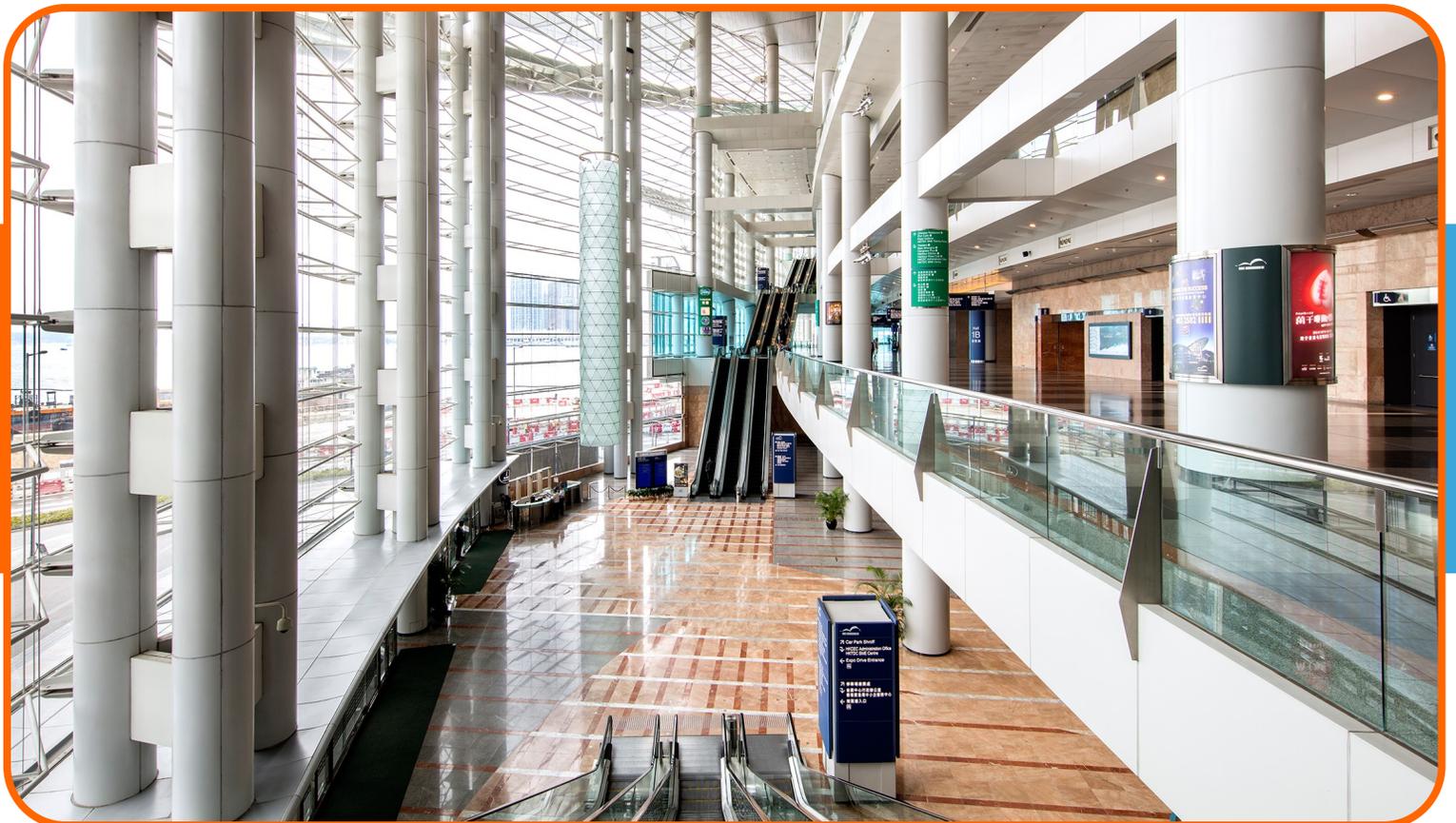
Hong Kong Convention and Exhibition Centre (HKCEC)

Located on a prime waterfront site, the Victoria Harbour, in the heart of Hong Kong, the Hong Kong Convention and Exhibition Centre (HKCEC) is owned by the Hong Kong Trade Development Council (TDC) and the Hong Kong Special Administrative Region Government. The industry professionals have awarded HKCEC as the '**Best Convention and Exhibition Centre in Asia**'.

HKCEC is managed by the Hong Kong Convention and Exhibition Centre (Management) Limited (HML), a professional private management and operating company. It looks after the administration, marketing, business development, booking, scheduling, event co-ordination along with

business maintenance and security. HML is known for providing users, visitors and guests with world-class services and also manages the food and beverage operations of the HKCEC.

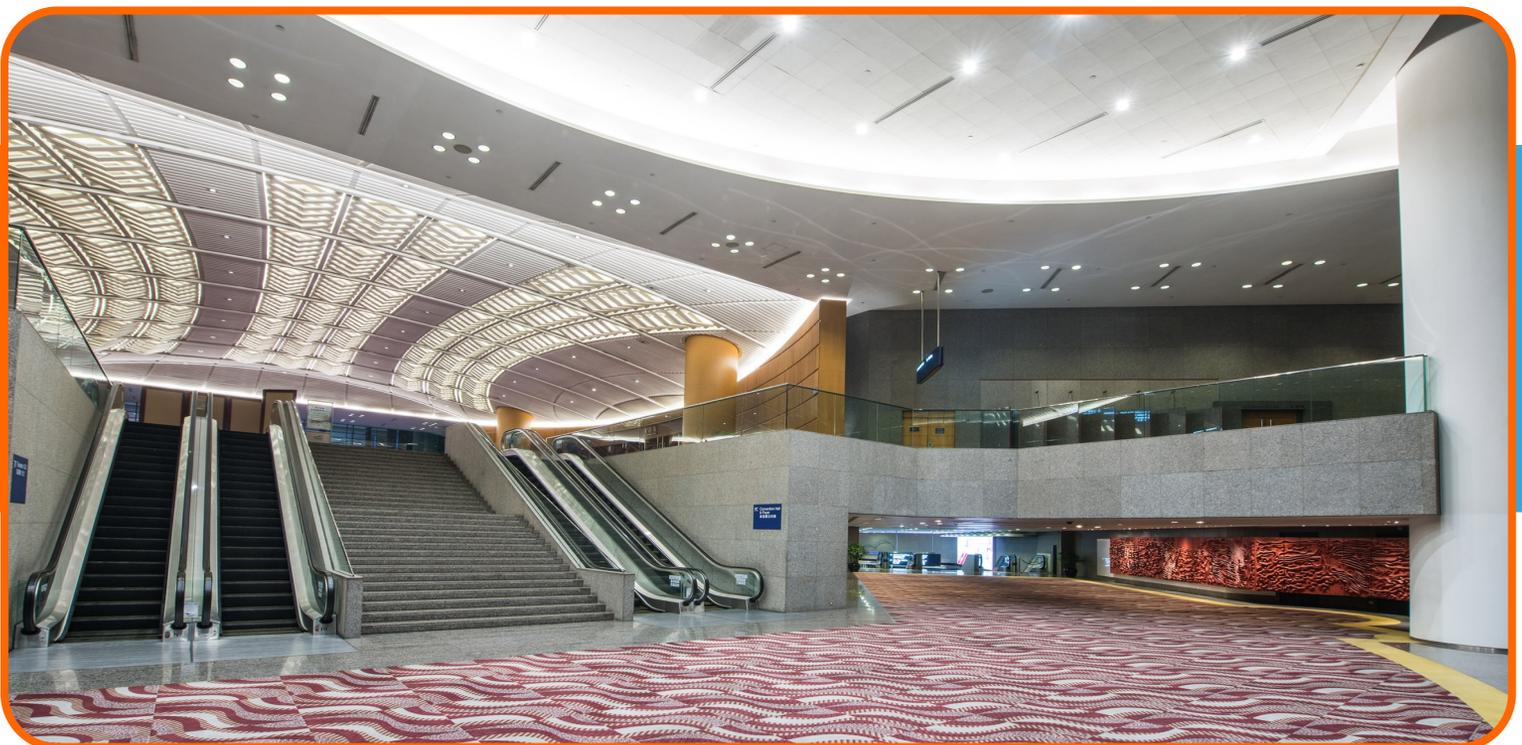
HKCEC was opened in 1988 and offers 91,500 sq.m of rental space with a strong team of 950 staff. It is globally reputed for professional service excellence in holding exhibitions, meetings, corporate functions, entertainment and hospitality events, along with uniquely convenient, world-class services. Last year, more than 1,000 events were held which contributed to the country's economy. The Hong Kong's Central business district and two world-class hotels are located adjacent to the HKCEC.





- It has 306,000 sq. m meeting and exhibition venue in total.
- Since its inauguration, more than 46,460 events have been hosted here.
- It has welcomed more than 103 million visitors so far.
- In a year, 2.3 million guests cherish food at the HKCEC.

Know more





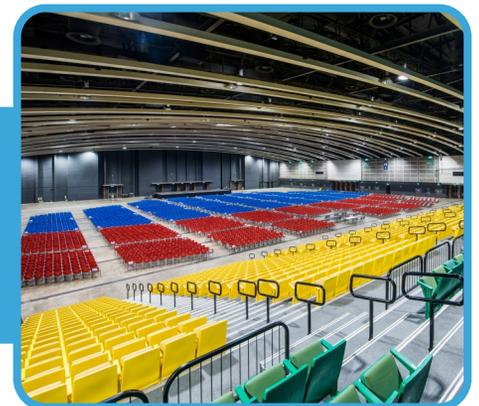
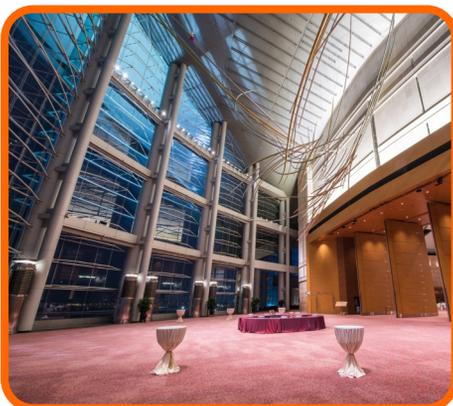
Sustainability and Green committment

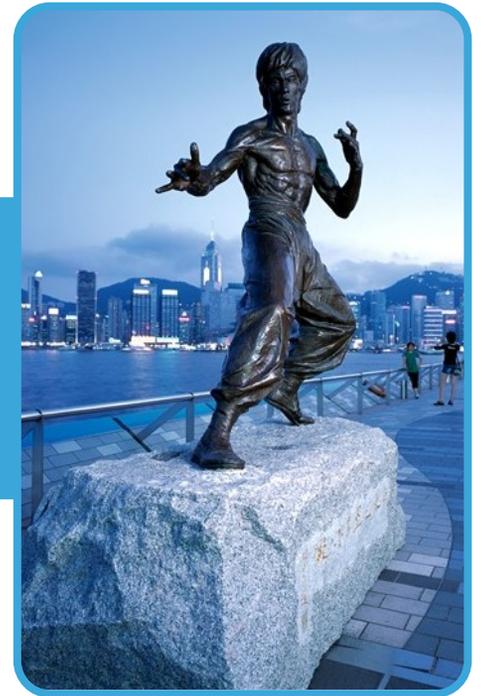
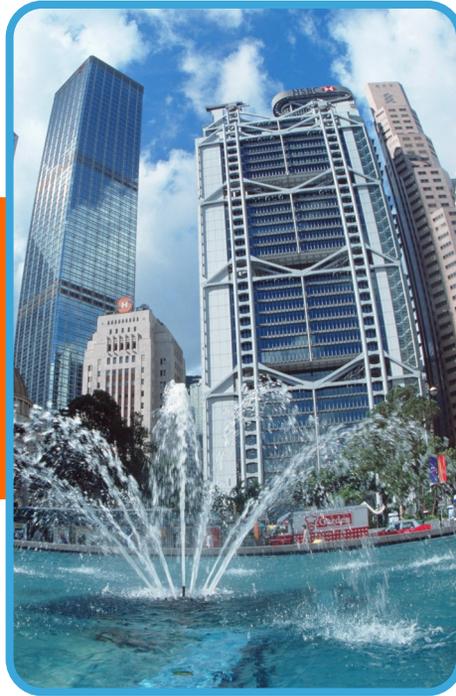
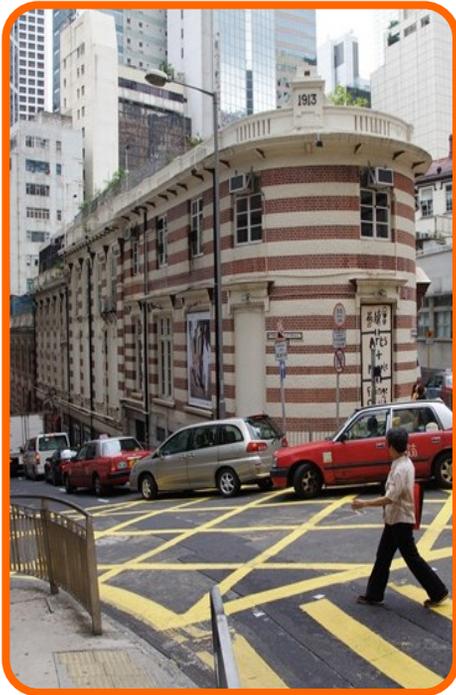
Asia's premier MICE destination is committed to inspire leaders in event sustainability management and it instills in them the responsibility to protect the environment. It aims at sustainable development to protect environment by implementing Green Initiatives to minimise the environmental impact. It supports community sustainability initiatives, maintains full compliance, promotes best industry practice; offers excellent services for event organisers and safe, secure, accessible and environment friendly facilities. It constantly communicates with stakeholders on event sustainability performance and remains updated with the up keeping technology advancement to maintain a high tech sustainability performance.

In 2015, HKCEC became the first organisation to receive the ISO 20121 Event Sustainability Management System certificate for protecting the environment.

Hong Kong Convention and Exhibition Centre also implements a series of green initiatives with the business associated to reduce, reuse and recycle products.

Be it an organiser, exhibitor, contractor everyone involved in the event plays a vital role in the reduction of material and energy used by choosing the **LoveGreen Meeting Package** for the incorporation of sustainability elements.

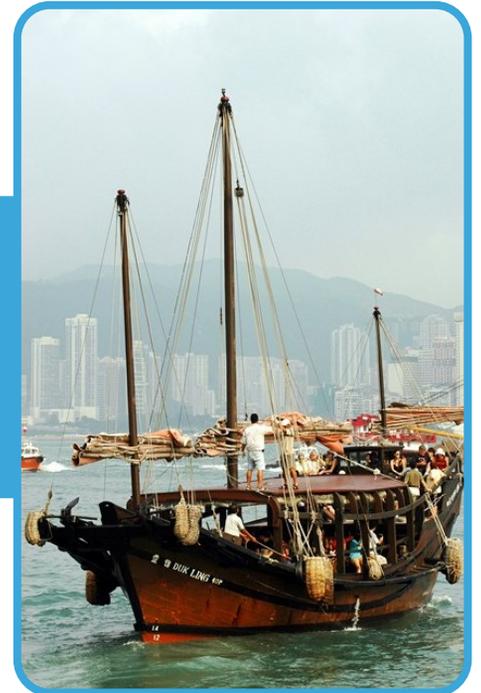




Contributing to the society

Since 2011, the Hong Kong Convention and Exhibition Centre (Management) Limited has been supporting Food Angel's – **Food Rescue Programme**. It invites the banquet organiser to donate

unconsumed food from the event to the Food Angel. Further the food is prepared with high nutrients and redistributed among the underprivileged community in Hong Kong.





The Asia Pacific Hotel Investment Conference 2018

When: June 4th – 6th 2018

Where: JW Marriott, Bangkok

The hotel investment landscape in Asia Pacific has experienced tremendous changes in 2015 – 17. With geo-political challenges, government policy changes and security concerns looming in the background, investors are increasingly diversifying their portfolios. Industry consolidations, brand proliferation and changes in distribution landscape have prompted the hotel owners to rethink their relationships with hotel brands and operators.

While the appetite for cross-border investment has continued to increase, available opportunities at reasonable prices are progressively scarce. The lack of available assets in certain key markets have driven hotel owners and real estate developers to focus on greenfield developments, while high land prices in other markets have encouraged them to innovate with redevelopments and conversions.

In this challenging pursuit of ROI, the best-connected and the best-funded investors with the best strategies will prevail.

In this environment, The Asia Pacific Hotel Investment Conference (APHIC), an IHIF Summit, returns to Bangkok, the Southeast Asia's tourism gateway. Together with our key partners, APHIC will serve as the ideal opportunity to gain access to new hospitality

projects in the region and to establish contacts with over 200 hotel owners/investors, operators, developers, policy makers, design/architect, master planners in Asia Pacific.

Whether you are an Asian investor looking to diversify, or a global investor looking for high yield growth opportunities, APHIC will provide you with the perfect platform to seek your next deal.

Five reasons why you should attend this year's event:

- Investigating the keys to making money in mature markets with high land prices and valuations
- Exploring viable options for project funding and best practices in financing and refinancing
- Boost ROI of assets through conversions and redevelopments
- Rethinking owner-operator relationships and brand value amidst industry consolidation and brand proliferation
- Navigating changing banking rules for the ideal company structure

3rd Leisure Partners Mexico Hotel & Resort Expansion Forum

When: June 7th-8th 2018

Where: Hilton Mexico city Santa Fe Hotel, Mexico City, Mexico.

Emdonds, Founder Edmonds

International, Francisco Gonzalez,

Director General Bancomext, Federico

Moreno - Nickerson, Vice President Developmen,

Apple Leisure Group and many more.

Along with the eminent speakers, the highlighted topics would be:

- Updated 2018 Outlook And Market Trends
- Understanding plans for stimulating the growth in Mexico
- Exploring and investing in Mexico
- Luxury, Mid-Market And Budget Segment Outlook
- Boutique, Lifestyle, Luxury Serviced Hotel Apartments
- Hotel Properties Within Mixed-Use Developments
- Finance Availability And Return On Investment
- Facility Management
- Customer Experience & Loyalty
- Architectural Innovations And Design Company Showcases
- Energy and operational efficiency in hotels
- Trends in hospitality technology

The 3rd Leisure Partners Mexico Hotel & Resort Expansion Forum scheduled from June 7th-8th, 2018 at Hilton Mexico city Santa Fe Hotel, in Mexico City, Mexico.

With steady foreign investment, improvements in infrastructure through the National Infrastructure Plan, growth in industries and a continued push to promote tourism, Mexico continues to be a major focus for hotel and resort development efforts for both local and international hotel operators. In fact, the " Hotel Destinations Mexico" report from JLL shows that the country has enjoyed record-breaking visitation levels for the past four years.

Mykar's 3rd Mexico Hotel & Resort Expansion Forum gathers C-level executives from Government Developers, Investors, Regulators, Construction Companies, Architects, Solution Providers, Financial Institutes and Associations in a focused two-day program. Panel discussions and presentations will elaborate investment strategies, operations efficiency and updated technologies required for guaranteeing customer satisfaction and success.

Some of the series of speakers at the event are : Gustavo Ripol , Founding partner and CEO Leisure

Partners, Gerardo Fernandez Miranda, Director of the Tourism and Services platform Artha Capital, Michael

Hotel Management Thailand Summit 2018

When : June 7th 2018

Where : Bangkok, Thailand

2017 was another banner year for tourism in Thailand. One of the world's most visited countries, Thailand welcomed a record breaking thirty-five million visitors. With no disruptive events anticipated for 2018, hoteliers in Thailand are expecting a relatively smoother year.

Yet, fierce competition from the additional supply, ever-changing distribution landscape, and challenging talent recruitments continue to plague the industry. The growth in relative room rates is expected to be constrained by the incoming new supply.

Competition amongst various distribution channels has also intensified; requiring increased efforts for hoteliers to maintain rate parity. On the F&B front, the first Michelin Guide in Thailand has been published, making its mark on the fiercely competitive restaurant and bar scene.

Together with the increasing distribution costs and labor costs, hoteliers will have to innovate in revenue creation and improve operational efficiency in order to drive profitability.

Hotel Management Thailand Summit (HMT), a neutral one-stop strategy platform, will return to Bangkok on 7 June this year to directly address all key management, operational, commercial and financial

challenges that impact corporate and property P&L.

Five reasons why you should attend HMT 2018:

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



ITE Hong Kong 2018

When: June 14th – 17th 2018

Where : Hong Kong Convention and Exhibition Centre

The 32nd ITE (leisure) & The 13th ITE MICE survey reveal corporations' preferences in Theme Travels for MICE On which travel theme whose in corporation will enhance MICE trips, 64% of the respondents to a corporate survey chose Green Tourism, the highest, while 52% selected Food & Wine, to be followed by Cruise at 38%, Volunteerism at 32% and Sport Tourism at 27%

When holding a corporate event in a cruise, to respondents of a survey on MICE held in February this year, the top three factors affecting « site » selection are Routing or Destination (71%), Facilities for Event (60%), and Entertainment Options (50%) followed closely by Dining Experience (48%)

The survey, which received effective replies from 88 companies / organizations, was conducted on MICE and Corporate visitors of ITE Hong Kong, the city's only travel fair which has been promoting theme travels. In fact, last surveys on trade and public visitors found significant differences in interests on various themes details of which available on the event website.

Respectively 44% and 52% respondents reported their corporations held last year Incentive Trips and Overseas Events, and correspondingly 46% and 49% will do so in the coming two years. On why visiting ITE, 74% respondents for Gathering Destination Information, 56% looking for Event Venue, 36% in meeting Travel Agents and 43% interest in Special Offer.

Further, 37% respondents indicated their corporation will 35 MICE Travel Advisor

spend more on travel in the coming year, outnumbering those cutting back (13%) by almost three to one, while half see no change in spending.

In short, Hong Kong companies are not cutting back on travel spending but instead more discerning on how the money are being spent. For examples, enhancing corporation's social responsibility as reflected in the high interest on Green Tourism, or on quality by incorporating theme travels into trips.

Held annually, ITE Hong Kong last drew in two trade days 12312 regional buyers and visitors, of which 2265 from MICE and corporations and 6611 from travel agents or operators, in two public / FIT days, great for direct promotions or sale, 89750 visitors with 87% prefer traveling in FIT / Private Tour and 56% had three or more holidays in past year.

In the last ITE were 645 exhibitors (85% from abroad) from 56 countries and regions (around half outside Asia). A bigger and more interesting ITE this year is expected with around 10 new official stands and pavilions and significant expansion by several repeating pavilions. In addition, there will be Business Matching and some 20 trade and MICE seminars, and around 100 public travel seminars.

Organized by TKS Exhibition Services Ltd., the next ITE Hong Kong, comprising of the 32nd ITE (leisure) and the 13th ITE MICE, will be held from June 14 to 17, 2018 at Halls 1A to 1E of the Hong Kong Convention & Exhibition Center.

Shanghai World Travel Fair 2018

When: May 24th – 27th 2018

Where: Shanghai Exhibition Centre

As a comprehensive platform for professional networking and consumers marketing, the 15th Shanghai World Travel Fair will be held from May 24th to 27th, 2018 at the Shanghai Exhibition Center. For all tourism industry professionals around the world, it is a unique opportunity to understand the market and find local partners, as well as the best way to offer potential customers a first glimpse at offers they would not otherwise consider.

Till now, more than 200 exhibitors and 350 host buyers have been invited to attend this professional tourism event, which is far beyond Shanghai World Travel Fair 2018. This year, a number of high quality concurrent events which including Travel Trends Study, the SWTF Workshop and Thermal Spring Discussion will be hold during the event.

For Travel Trends Study, there will be four keynote speeches and two panel discussions. Customization, Chinese culture, Theme tourism, Tourism technology will be analyzed and discussed as themes for Travel Trends Study. SWTF Workshop will be hosted in the form of seminars. The maximum number of people who participate in each seminar is 20.

By participating in the seminar, each member can propose their ideas and discuss the theme they interested in.

According to the research of China National Tourism Administration, China Hot Spring Association predicts that 1 billion people will purchase thermal spring products in the future, which will create about 3.16 million job positions. Hot Spring will become the tendency of China Tourism Industry.

In this year's Shanghai World Travel Fair 2018, Thermal Spring Discussion which includes the following which will be hosted by Shanghai World Travel Fair and China Hot Spring Association:

- a) The Development of Hot Spring Industry
- b) The application of All in Hot Spring Industry
- c) The Application of Clean Resources in Hot Spring Industry





China Hotel Marketing Conference 2018

When: June 27th – 28th 2018

Where: Hangzhou, China

Different business models are shaking up the accommodation industry. The range of accommodation is constantly extending, from simple star-rating hotels to budget and midscale hotel chains, plus diversified accommodation options including homestay, vacation rental, long-stay rental, and integrated co-working and retail space, not to mention emerging themed hotels. Meanwhile, consumer demand for accommodation has also evolved to become more personalized, diversified and intelligent.

After a series of mergers and acquisitions, China's three major hotel groups – Jin Jiang Hotels, BTG Homeinns Hotels and China Lodging Group – have entered the Global Top 10 Hotel list. In their ongoing efforts to optimize the synergy of M&A, the giants have also refined their offerings, tapped into alternative sectors and built their own IT platforms with in-house technologies and channels. The year 2017 has witnessed the integration of China's hotel industry, updates in accommodation products, capital movements in the alternative sectors, as well as the growing power of hotel platforms. In 2018, are there still opportunities for breakthroughs in different segments?

Over 650 middle- and high-level executives from the traditional and emerging hospitality sectors will attend the 2018 China Hotel Marketing Conference themed "Redefine

Accommodation", which will take place on June 27-28 in Hangzhou.

How should the accommodation industry be redefined in this context? And how will consumer demand lead a revolution in the sector?

- Hear from senior executives from China's leading hotel companies:
- David Sun, General Manager, BTG Homeinns Hotels Group
- Jenny Zhang, CEO, China Lodging Group (HUAZHU Hotels Group)
- Justin Luo, Co-founder & CEO, Tujia & Sweetome Group
- Leo Liu, President, Greater China, Wyndham Hotel Group
- Lynn Meng, President, WeHotel
- Sarah Chen, Senior Vice President, Sales & Marketing, Diaoyutai MGM Hospitality
- Shenghong Gan, CEO, SSAW Boutique Hotel

As the most influential conference in China on accommodation distribution and marketing, the 2018 China Hotel Conference will attract over 700 senior executives from the accommodation, travel distribution, OTAs, hotel technology and other related sectors. About 70% of the participants are from mainland China and 30% from overseas.

CALENDAR OF EVENTS

May

6th – 9th

Connections Well Being

Crete, Greece

www.weareconnections.com

connections
LEADERS DO BUSINESS

May

8th – 11th

ILTM South America

Sao Paulo, Brazil

www.iltmlatinamerica.com



May

15th – 17th

Imex Frankfurt

Frankfurt, Germany

www.imex-frankfurt.com

imex
Frankfurt
15-17 May 2018

May

15th – 17th

Global Travel MarketPlace

Las Vegas, Nevada

www.gtmwest.com

gtm
GLOBAL TRAVEL
MARKETPLACE

May

16th – 17th

Russia Hotel Upgrading & Development Forum

Moscow, Russia

hotel.mykar-events.com

Russia Hotel Upgrading & Development Forum

May

16th – 18th

ITB China

Shanghai, China
www.itb-china.com



May

17th – 20th

PATA Annual Summit

Gangneung, Korea
www.pata.org/pas



May

21st – 22nd

Boutique + Lifestyle Hotel Summit

London, United Kingdom
www.boutiquehotelsummit.com



May

24th – 27th

Shanghai World Travel Fair

Shanghai Exhibition Center, China
www.worldtravelfair.com.cn



May

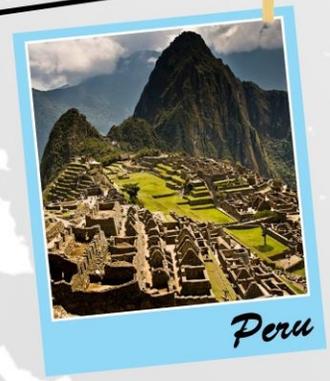
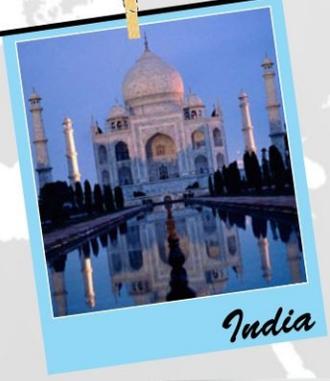
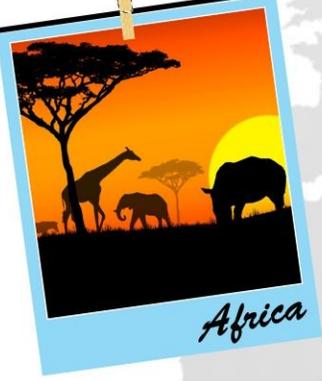
24th – 25th

Hotel Technology Innovation Summit

Dubai, UAE
www.brainlinx.com/HTIS2018



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