

# MICE Travel Advisor

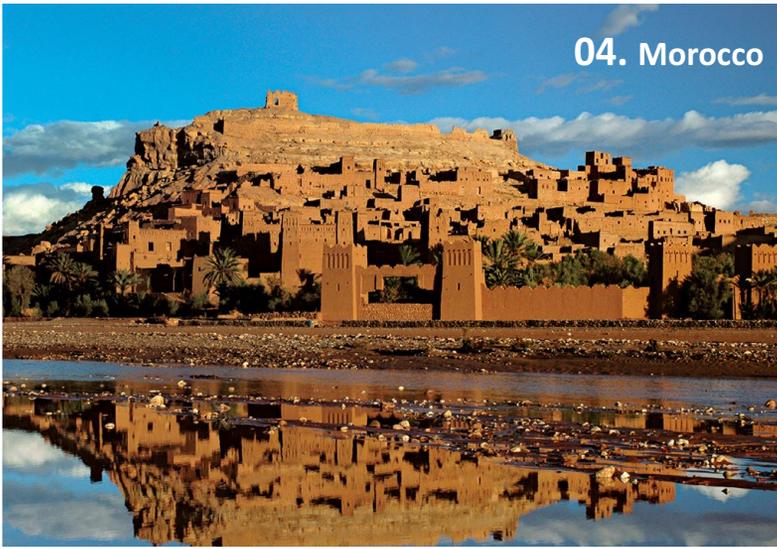
Volume:7, Issue: October 2018

A comprehensive congress destination

# FRANKFURT



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# From the Editor's desk

Dear Readers,

September was an eventful month, PATA Travel Mart, considered as the biggest travel trade platform in Asia Pacific was hosted in Langkawi, Malaysia. The forum highlighted key trends in tourism sector, emerging technologies, customized travel options and value added services helping in growth of the industry.

UAE's Ministry of Economy (MoE) organized road shows in three Scandinavian cities focusing on Emirates' sustainable tourism practices. Apart of these the Indian travel traders could educate themselves in a series of road shows in New Delhi and Mumbai organised by the national tourist board of Portugal.

There were new appointments in key hospitality and tourism sector, which I am sure, would spur a positive change.

This edition of MICE Travel Advisor will make readers aware of changing choices in accommodation for millennial corporate travellers through our Cover Story.

Know more about Morocco's growing business sector in Venue Check. Buenos Aires, one of the largest cities in North America is also a leading financial and culture that is highlighted in our chapter Spotlight On.

Centre of Attraction on Frankfurt shows how the city is ever evolving and attracting businesses. Cyber security is always a concern, be it any industry, read Tech-Talk to know how to be more protective with your data.

Grab your copy now for in depth information from the world of travel!

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**Mr. Anup Kumar Keshan**

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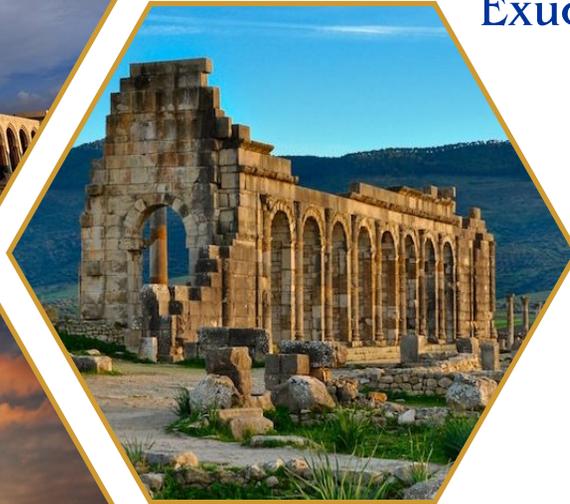
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# Mesmerising Morocco

Exuding business elasticity!

Prepare for a timeless journey in the fascinating and tranquil country, Morocco steeped in age-old customs. There are colourful towns clinging to hillsides with their outposts, fairy-tale adobe forts. Morocco is the perfect merging of the African and the Arab world which never fails to enchant visitors. Rabat, the capital, is the political and administrative centre and Casablanca is economic nerve.



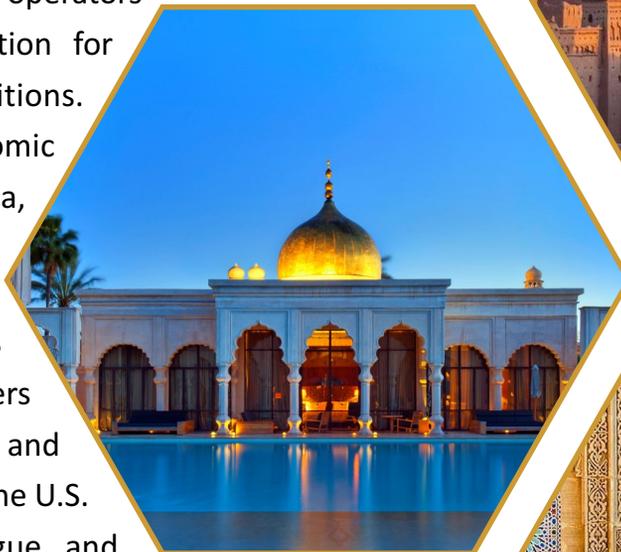
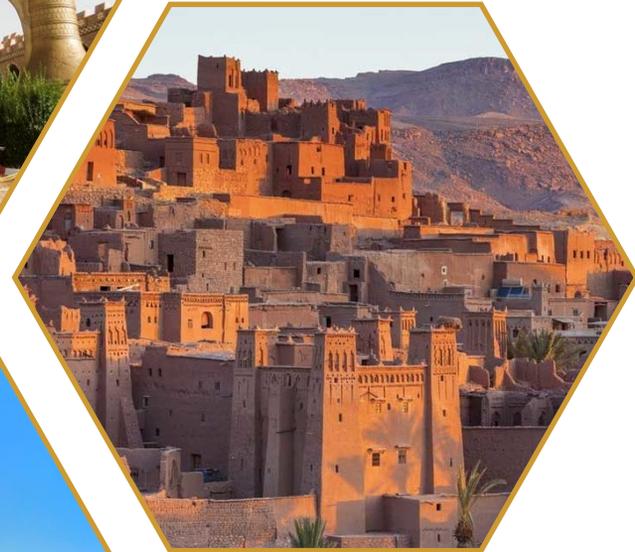
# An ideal MICE destination

Enterprises with international projects should consider Morocco as it has flourishing economy, political stability, openness to foreign investment and a thriving business environment. It has the repute of being a country with the Best Cost reputation facilitated by its competitive costs, world-class infrastructure and dynamic labour force.

Highly-qualified personnel can be a part of the leading-edge specialised training programme and the nation maintains excellent business relations with leaders. For sustained growth, the government took a trade liberalisation plan by easing procedures for private operators and introducing new legislation for improving investment conditions.

Major industrial and economic activity occurs in Casablanca, Rabat and Tangier. Morocco offers a steady source of opportunities. It has access to 1.3 billion customers because of bustling free-trade and association agreements with the U.S. European Union, Arab League and Turkey among others.

**Connectivity:** It has Tanger-Med — Africa's largest port, 16 international airports and modern bus service. The country is about to launch a high-speed train link between Tangier and Casablanca.





## Marrakech Palais Des Congress

Thousands of cultural, social and business events are held at **Marrakech Palais Des Congress**, located in the city centre of Marakech which is five minutes from the airport. There are skilled professionals supporting event organisers. Its Ministers Auditorium is spread across 1,700 sq m and has 5 translation booths, a control room and state-of-the-art visual equipment.

The Ambassadors auditorium features 432 seats, 3 translation booths and an integrated control room in 500 sq m of area. There is also a provision for flexible staging.

The Royal Ballroom can host up to 2,000 people and has a 1,754 sq m of flexible space. This is ideal for hosting gala dinner, product launch events and conferences.

Its meeting rooms – Fes rooms 1& 2 – can be split into three distinct areas and can hold a maximum of 280 people in an area of 250 sq m. Karam Space has 5 rooms providing an integrated stage and control room. Located at the lower level it can host a maximum of 100 people and is ideal for conference or breakout.





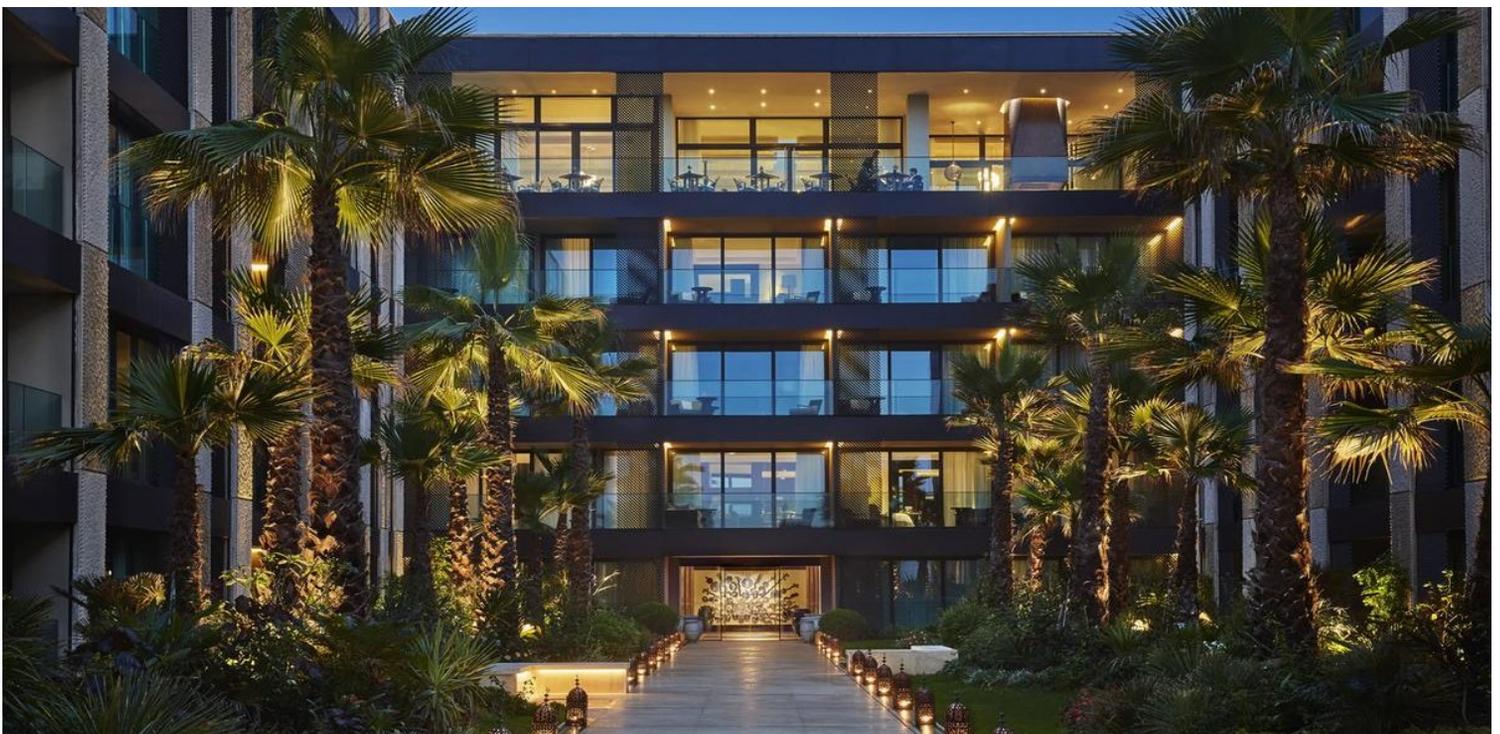
# Prime hotels in Morocco for business travellers

## Hotel Hyatt Regency Casablanca

Located in the heart of Casablanca, its guestrooms and suites provide complete view of the Atlantic Ocean, the Art Deco district and the Hassan II Mosque. The outdoor pool remains open from May to September and relish refreshments from the pool restaurant Les Bourgainvillées. Its full-service Spa & Hammam soothes the tired muscles. It has 255 rooms and suites with all ultra modern facilities.

## Four Seasons Hotel Casablanca

Escape to this sleek resort located just 10 minutes from the city centre and business district. Get the best of the alluring port city from the hotel rich in architectural marvels, art scenes and world-class restaurants. Its three indoor-outdoor restaurants and lounges serve Mediterranean, Moroccan and international cuisines. Indulge in opulent luxury at Le Spa. There are 10 spacious treatment rooms here.



# KEY ATTRACTIONS

## Chefchaouen

The blue city or blue pearl of Morocco is located in the northern region; all the buildings here are painted blue. The beguiling narrow blue alleyways smell of spice, incense, flowers and fresh oranges. This place serves as main hiking and trekking destination and the starting point and organisation centre for Rif Mountains walks. Chefchaouen is every photographer's dream!



## Hassan II Mosque

It took 10,000 artisans to complete Casablanca's lavish symbol which has intricately carved marble pieces, vibrant mosaics and zellige tile. The mosque pays tribute to traditional Islamic architecture and Moroccan craftsmanship.



## Marrakesh Medina

Enter from Djemma el-fna Sqaure to get a feel of the stall vendors, traditional musicians, snake charmers and random acrobats. The maze-like alleyways and colourful lanes can't be missed.



## Bab al-Mansour

This relic is known for stunning decoration and reminds one of the glorious era of Meknes'. The mammoth gateway guarding the Meknes' Imperial City is the grandest and best preserved.



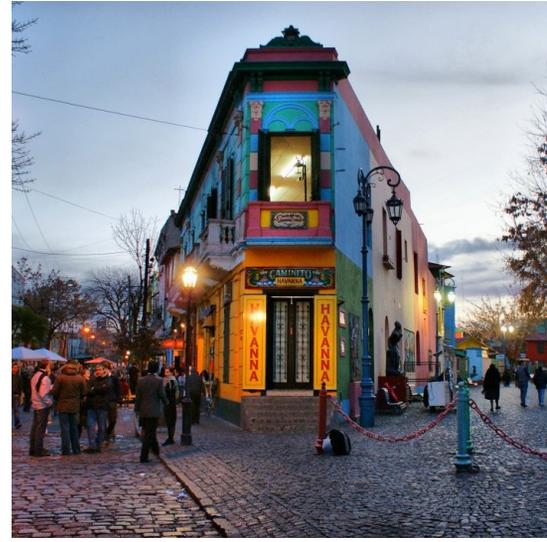
## Spotlight On

In Latin America, Buenos Aires is the number one event destination for its amazing infrastructure, gastronomy, culture and architecture. Also, one of the smartest cities in South America, this huge Argentine capital city is in the top for its digital innovation, open government, sustainability and immense technological progress positions. One of the key commercial, political and financial centres, Buenos Aires is a significant meeting point for events and businesses worldwide.



**'Paris of the South'  
offers a true cosmopolitan ambience!**

# BUENOS AIRES



**A closer look...**  
Capital of Argentina, this vibrant metropolis is home to around 44 million inhabitants. The International Congress & Conventions Association (ICCA) has ranked the city as number one meeting destination in the Americas. It has superlative ICT infrastructure, venues and hotels with unbeatable amenities to organise meetings, conventions and variety of extracurricular activities.



# A prime choice of event organizers

The city has over 73,400 hotel beds in three-to five-star hotels. More than 10.7 million visitors come to the city every year. It has over 150,000 sq metre of exhibition space. International visitors have VAT exemptions. Buenos Aires has over 1000 annual congresses and base for 2000 professional associations with total accommodation capacity of 5300 delegates in convention centres. It has brilliant international and national air connectivity

with few newly approved and resumed international routes like daily non-stop air service of United Airlines from Buenos Aires to New York. With more than 7000 bars and restaurants, many events organisers with international repute favour Buenos Aires for meetings and seminars. Besides, there are numerous attractions, theatres, museums, historic architectural heritage, sporting events and lot more.



## Exemplary venues

The city has unique and iconic venues to host events of any size. Buenos Aires Exhibition and Convention Center (CEC) was opened last year on September 28<sup>th</sup>. One of the important public developments of recent times, this convention centre is known for its innovative architecture with 18,000 m<sup>2</sup> of exhibition space and 5000 people accommodation capacity. Here one can see versatile column-free exhibition space with a new rooftop park.

Teatro Colon with 2,654 auditorium capacity and white hall capacity of 40 is yet another special venue

for meetings and conferences in Buenos Aires

Set up in 1886, La Rural is another convention centre with glorious past. With 177 events in 2016, this popular convention center attracted 500,000 visitors in last June while hosting the massive Argentina Motor Show.

Metropolitan Design Center or CMD is the largest centre of design in South America. Developed in 2001 by the city government, this centre has capacity to accommodate 200 people in its auditorium space with foyer 500 sq m and 10 parallel rooms.

# Emblematic business hotels in Buenos Aires

Hilton Buenos Aires with its newly revamped 417 rooms offers spectacular meeting space with 32 meeting rooms, 72,290 square feet of meeting space with 22,000 square feet of exhibit space accommodating 2,700 people.

Alvear Icon Hotel & Residences provide 159 guestrooms and suites with bars and restaurants, offering 360 degree views. This recent deluxe property has 6 dining venues, 8 small meeting rooms, heated pool with retractable roof, making it perfect for the ones who crave for exceptional experiences in their business travel!

Golden Center is Argentina's most important venue, offering 6 flexible rooms encircled by lakes and gardens, making it a perfect mix of nature, comfort and sustainability.

As per STR, a hotel research firm, Argentina experienced strong inflow in business and leisure travel with 10 percent up in hotel occupancy rate from the third quarter of 2016 to 2017. The event calendar in September, October and November of 2017 were full in Buenos Aires, hosting many big and medium corporate and association events. To boost tourism, Argentinean government has exempted 21 percent accommodation tax on all international tourists.



To conclude, with stable government, Argentina experiences higher exports and a variety of business-friendly reforms in the pipeline. This year, the economy of the country should continue to rise with a rise in domestic and international travel. Securing 80 percent of the country's business, the nation is all set to fight off competition from recent LCCs. New direct non-stop air routes from other Argentine metros to Buenos Aires are providing international and domestic travellers faster access with convenient service than ever before. At IT & CM China 2018, Emora Franco, Coordinate of Tourism MICE of INPROTUR stated that Buenos Aires is an ideal MICE destination with over 500 venues, offering unique advantages to the travellers with convenient visa policy and flight options.



## Melbourne Convention and Exhibition Centre welcomes Darren Waite as Director of Sales



Melbourne Convention and Exhibition Centre (MCEC) has announced the appointment of Darren Waite as Director of Sales. He joins MCEC from AccorHotels

where he was Regional Director of Sales and Marketing for Victoria, Tasmania and South Australia. Prior to joining AccorHotels, Darren was Director Asia Pacific for CWT Solutions Group. He has held a number of senior positions with well-known global brands including IHG and Accenture Procurement Solutions.

## Cvent welcomes Jamie Vaughan as head of European Sales



Cvent Inc. has announced the hiring of Jamie Vaughan as Head of European Sales for Cvent's Event Cloud platform. It offers the solutions organisations need to automate and simplify the entire event planning process and maximise the impact of their meetings programme. Vaughan

has nearly 20 years of experience in the European event technology and software-as-a-service (SaaS) spaces and will be based at Cvent's European HQ in London.

## Remote Solutions appoints Ashley Smith as Director of Projects



Remote Solutions has announced the appointment of Ashley Smith as Director of Projects to its executive team. Ashley brings with him 8 years of corporate event experience having previously co-founded Euphonica, a multi award-winning entertainment agency based in London.

Ashley's background in events lies within some of London's most prestigious cultural venues having worked with Tate, The V&A, Chiswick House and Somerset House amongst others.

# AIRBNB

*Contemporary incentive tours seem to be incomplete without its brand new companion – the super-convenient home-sharing platform of 'Airbnb'! Be it traveller satisfaction or annual travel spend, more corporate backpackers have been relying on its services like never before.*



# Corporate Travel's Avant-Garde Companion

### The Airbnb Connect..



A modern data that was sponsored by the Association of Corporate Travel Executives (ACTE) and the American Express Global Business Travel tracked a 40 percent rise in the utilisation of shared accommodation providers like Airbnb among the 254 corporate travel managers and buyers from primarily larger brands.

As many as 700,000 companies have signed up and booked rooms via this smart business portal, almost triple the number since last year as per the latest statistics.

Airbnb has mentioned that 15 percent of its travel nights have been reserved for business tourists.

# Why Airbnb for Work?

Millennials represent a brand new breed of business travellers as

## *Best choice for millennial corporate travellers*

Millennials are the primary force fuelling the growth of Airbnb's popularity in the sphere of international corporate travel. A research conducted by Goldman Sachs indicates that nearly 67 percent of younger millennials and 75 percent of older millennials utilised an alternative accommodation provider like Airbnb last year.

Most travel managers are paying close attention to millennial travel patterns and preferences as they will comprise about half of the workforce by 2020 and are already the most frequent business traveller cohort in many companies.



compared to the previous generations. Here is a look at the leading five motivators for meeting

planners to leverage Airbnb:



## ***Increased scope for greater inventory options***

Airbnb provides more room inventory than traditional accommodations. Since its launch in 2008, Airbnb currently exceeds 4 million listings in 65,000 cities in 191 countries, with more and more listings being added on daily basis.

Some examples of property types for business travel include homes, apartments, bed-and-breakfasts, bungalows, villas, guesthouses, lofts and in-law units.

Airbnb's inventory offers travellers a broad range of choices to match their personal style and location preferences. It also gives travel managers many more options to accommodate travellers on different types of business trips, including short-term stays for conferences or events, extended stays, relocations, team travel, executive travel, offsite meetings, corporate retreats, special events and incentive/reward trips.

## ***Realizing significant savings***

Cost saving is the second most crucial factor in the niche of business travel.

No wonder several travel managers have started adding Airbnb for Work to their travel program. A significant saving can be accomplished thanks to Airbnb, that varies by geographical market and other factors.



## *Happy and more productive travellers*

Happy travellers display optimum productivity! The ability to personalise travel experience differs at various levels along with rising interest in immersive travel experiences for leisure as well as business tours. Travellers enjoy the same feeling checking into an Airbnb for a work trip as they do for their weekend trip to the mountains. The most satisfying aspect of using Airbnb for work trips is the ability to travel and interact in one's professional life the same way as one would do in one's personal life.





The roots of sharing economy have been deep throughout history. So, next time you are ready to book a business trip, make sure you sign up for Airbnb for a memorable bleisure escapade!

## ***Streamlining workflow with simplified travel management technology***



Airbnb for Work includes access to a company's dashboard that features comprehensive analytics tools that you can use to track and report traveller activity and spend.

The company dashboard's average daily rate box is particularly useful.

Data from the dashboard can be integrated with other corporate travel platforms, including Concur, an expense management and online booking firm, and travel management companies like American Express Global Business Travel, BCD Travel and Carlson Wagonlit Travel. The dashboard is also integrated with leading duty of care providers including iJet, iSOS, UnitedHealthcare Group and Anvil.



The successive records in tourism in Turkey have carried over in to the MICE sector as international companies have once again turned to Turkey for meeting events. The tourism professionals expect the actual leap in 2019 as revival and mobility have started in the sector this year. There are major companies in the U.K., Italy, Spain, France, Germany, Japan, Russia and India have turned to Turkey for dealer meetings and in-house organizations. The tourism sector players said the process starting with the company meetings will trigger congress tourism as well. The fact that tourists arriving for the event tourism are in the upper-income group will also increase tourism revenues.

Turkey earns about 20 percent of its tourism revenue from the MICE industry. The groups coming to Turkey for event tourism stand out with their high expenditures. An average tourist spends 100 euros a day in Turkey, while tourists who travel for event tourism spend more than twice as much.

The average daily expenditure of a tourist arriving in Antalya for a meeting event is 120 euros, even reaching 200 euros in Istanbul. Expected to boost further with the end of the tourism season, this potential also brings income to other sectors such as accommodation, entertainment, music and gastronomy.

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## UAE demonstrates tourist hotspots in Scandinavian roadshow

As part of its National Tourism Programme, the UAE's Ministry of Economy (MoE) has recently organised a road show to demonstrate the Emirates' sustainable tourism practices in three Scandinavian cities. The roadshow, held in cooperation with various tourism bodies, local government entities, private sector representatives from Emirates airline and other partners from hotels and travel and tourism offices, was aimed at promoting the UAE as a diverse tourism destination. The event commenced on September 17 from Sweden's capital, Stockholm, and then moved to the Oslo capital of Norway before concluding the trip on September 21 in Copenhagen, the capital of Denmark. Abdullah Khalfan Al-Rumaithi, ambassador extraordinary plenipotentiary of the UAE to the kingdom of Norway, attended the activities being held in Oslo as part of the roadshow.

Mohammad K. Al Mheiri, UAE minister's advisor for Tourism Affairs, said that the roadshow is part of the UAE's strategy to promote the country as a sustainable tourism destination, in line with the economic diversification agenda of the government and the country's efforts to transition to a post-oil economy. He added that the Scandinavian travel and tourism market was a key destination for the UAE government in its national tourism agenda.

## PORTUGAL AIMS TO ATTRACT INDIAN MICE MARKET

Portugal's strong initiative was launched by Turismo de Portugal (TdP), the national tourist board of Portugal, to educate the Indian travel trade about its leisure and MICE offerings with a series of road shows in New Delhi and Mumbai to increase the knowledge about Portugal as a destination, spearheaded by Filipe Silva, and four inbound travel companies from the destination. Portugal welcomed 34,606 Indian travellers in 2017, an increase of 12 per cent over 2016 with an estimated increase in spend of 50 per cent. TdP has set a target of 50,000 Indian arrivals by the end of this year. Silva added that healthy relations between two countries facilitate commercial relations which can eventually open doors to a lot of other avenues such as an improvement in air connectivity between two countries.





# DATA SECURITY

## AN INDISPENSABLE STEP FOR A SUCCESSFUL EVENT

Modern technology is helping event organisers to produce meetings of any kind. Meetings and events bring people together to share their ideas, exchange data and discuss with each other. The technology should be user-friendly and focus on attendee experiences. The safety and security of millions of data that are exchanged is highly critical. Security should be high on the planning agenda of any event.



# How to secure your data?

Event professionals must have a strategic role to protect the data of participants. With advanced data encryption, you can protect data across applications, transactions and

storage. There are some data management platforms which simplify the protection of sensitive data. Here are some methods of securing data.



## CLOUD STORAGE SYSTEM

This is a unique protection platform for cybersecurity. It allows moving data to a cloud

system with protection applications.

Data-centric and tokenisation security solutions protect data across the enterprise, cloud, mobile and big data environments. This tokenisation policy protects sensitive information by

## ENCRYPTION OF DATA

replacing it with a surrogate value that preserves the length and format of the data. It is used in virtual, public cloud and hybrid environments.



## HARDWARE SECURITY MODULE

The hardware security module is more important than software. It guards the event organiser's financial data and meets industry security and compliance requirements.

## KEY MANAGEMENT

To protect data, key management is necessary. It protects data and enables industry regulation compliance.

## ENTERPRISE DATA PROTECTION

It provides an end-to-end data-centric approach to enterprise data protection for both parties.

## PAYMENTS GATEWAY SOLUTION

The payment solution provides complete point-to-point encryption and tokenisation for retail payment transactions, enabling PCI scope reduction.



## BIG DATA, HADOOP AND IOFT DATA PROTECTION

This protects sensitive data in the Data Sea. This includes Hadoop, Teradata, Micro Focus Vertica and other Big Data platforms.

## MOBILE APP SECURITY

The mobile app security helps in protecting sensitive data in native mobile apps while safeguarding the data end-to-end. As there is a trend of digital check-in system at any event, this security system is crucial.

Cybersecurity is an increasing concern at any corporate event. We need to balance the highly secured event zone with an easy-going approach. Cybersecurity measures close monitoring, highly updated physical security and corporate security. Data breaching, malware infestation and hacking can tarnish a brand and its promotion. We see a continuous growth and investment in meeting or event industry. Data security drives the growth of the business, sales and services, learning and training as well as customer protection.

## Centre of Attraction

*Frankfurt is a prime destination for business travellers, a leading hub for holding meetings, the country is renowned for huge expositions, festivals and trade fairs. It hosts the largest book fair in October called the Frankfurt Book Fair which sees 7,300 exhibitors from more than 100 countries. Dippemess is one of the most popular festivals in the main metropolis held at the Ratsweg Fairground. The Congress Centre Darmstadtium is a sustainable venue which was recently selected among the 9th coolest congress centres worldwide by an American integrated media for meetings, corporate event planning, travel and the hospitality industry. Located in the science city of Darmstadt which is brimming with appealing sights, cultural activities it doubles as an economic and cultural centre of the southern Rhine-Main region. The city is the doorway to Odenwald and the picturesque Bergstraße region.*

**A comprehensive congress destination**



# FRANKFURT





## Sustainable meetings

Millennial suppliers and companies are conscious of the environment. Climate friendly meetings are held here considering protection of resources and intelligent energy use, minimizing as much waste.

## Versatility



The Darmstadt congress centre has a usable area of 18,000 square metres. Scalability is its prime focus and there are several ways of combining and configuring the varied spaces for hosting events. Depending on the need and functionality of the event the congress hall "spectrum" can be divided up into two or three halls. There are 21 conference suites that can be combined flexibly with each other and the size of the stage in the conference hall can also be adjusted. For conferences and concerts the elevated seating platforms in the halls can be shifted into a raised auditorium. For a gala or exhibition it can be converted into an exclusively horizontal parquet surface.

There is a lifting door that allows conference hall to be opened wide into the entrance foyer. Also, the foyers can be used for varied purpose.

## Welcome Hotel Darmstadt, Frankfurt

It will be an ideal place for the conference visitors to stay, it has 208 double rooms in various categories. The hotel has an underground access, in fact one could reach the Darmstadtdium and the Welcome Hotel through an underground car park.

## Expo City Hotel, Frankfurt

Opened in 2013, the hotel is located at the middle of the Frankfurt city centre and offers state-of-the-art room ideal for business trips.

All popular sights are easily accessible within walking distance and 'Konstablerwache', the central hub of Frankfurt's public transport system is within vicinity.



## Jumeriah Frankfurt

Located next to the stock exchange, the stunning hotel is an add on to the glittering skyline. It has 168 guestrooms and 49 suites a fine blend of elegance and luxury along with modern-day comforts.

*Its event space offers ultimate privacy and security, with a dedicated event management team and updated technical equipment.*





Hotel Management Indonesia Summit (HMI), a neutral one-stop strategy platform, will

return to Jakarta on 14 November to directly address all key management, operational, commercial and financial challenges that impact corporate and property P&L.

Hotel Management Indonesia Summit will explore the latest consumer trends, technological advancements and cross-industry best practices to help inspire hotel leaders in their quests to boost financial performances.

It has been a few exciting yet challenging years for hoteliers

in Indonesia. On one hand, the tremendous growth in the industry has provided vast opportunities for career advancements.

On the other hand, the supply growth has out-paced demand growth and human resources readiness, resulting in margin compression and talent shortage. In this highly competitive but fragmented market, new openings,

rebranding and de-flagging are unpredictable constants.

While the Government is working relentlessly to boost visitor arrivals, the industry needs to strategize on revenue generation, technology adoption, productivity enhancement, talent development and brand differentiation. These are the only ways forward until tourism demand closes with the supply surge.



**When: November 14, 2018**

**Where: DoubleTree by Hilton Jakarta - Diponegoro, Indonesia**

## 2<sup>nd</sup> Beijing International Travel Mart 2018



**When: 5 – 7 September 2018**  
**Where: China International  
 Exhibition Center (CIEC), Beijing, China**

The 2nd Beijing International Travel Mart (BITM) 2018 was successfully concluded with some 3,120 business matching sessions between its exhibitors and hosted buyers.

Over the three days from 5-7 Sept, the event hosted 130 exhibitors from 20 countries and welcomed some 250 buyers and some 1,800 trade visitors at the China International Exhibition Center (CIEC) Halls.

The highlight this year was the staging of the Second African Dialogue, setting the tone for 'China-Africa Tourism Development Opportunities'. Amongst the key industry speakers were Professor of International Tourism, China Tourism Academy, Professor Yang Jinsong; General Manager of the China Youth Travel Service (CYTS) Middle East-Africa department, Mdm Huang Yan; Head of China Desk, Sudan Ministry of Tourism, Antiquities & Wildlife, Mr. Mohamed Mudathir Abass; and Chief Representative of Moroccan National Tourist Office in China, Mr Khalid Fathi.

The panel discussion was moderated by Mr Kwakye Donkor, Chief Executive Officer of African Tourism Partners, who described how the African travel agencies could tap into the huge potential of the Chinese tourism and travel market.

Dr Ali Elnour Idris, general manager of Amal Travel and Tourism Agency, from Sudan said that BITM this year has satisfied all its requirements.

As a prelude to the event, the exhibitors of the Singapore pavilion, GTMC Travel, Far East Hospitality Management (S) and Mega Adventure Park had the privilege to meet with bellwethers of the Chinese outbound travel industry, such as Beijing China International Travel Service; FTXTrip; China Travel Service Head Office; and Comfort International M.I.C.E. Service.

BITM 2019 will be held at China International Exhibition Center (CIEC), Beijing, China in September 2019.

## Travel Industry Exhibition 2018



**When: August 21-22, 2018**  
**Where: Darling Harbour, Sydney, Australia**

The Travel Industry Exhibition 2018 delivered a new model offering exhibitors a clean, professional, easy lay out. The success of the new model was evident through both the quantity and quality of exhibitors from around the world.

House hold names such as Scenic Luxury Cruises & Tours, Conventions and Incentives New Zealand and AYANA Resort & Spa exhibited for the first time whilst emerging destinations such as Timor- Leste and Shandong Tourism were able to showcase and promote their unique offerings.

The combination of both established and emerging exhibitors was undoubtedly one of the draw cards for attendees who showed their enthusiasm in numbers.

An unrivalled lineup of industry leading speakers was assembled to inform, inspire and share their expertise. This was a unique opportunity for the trade to discuss key industry challenges, uncover trends and have their say in the future direction of the industry.

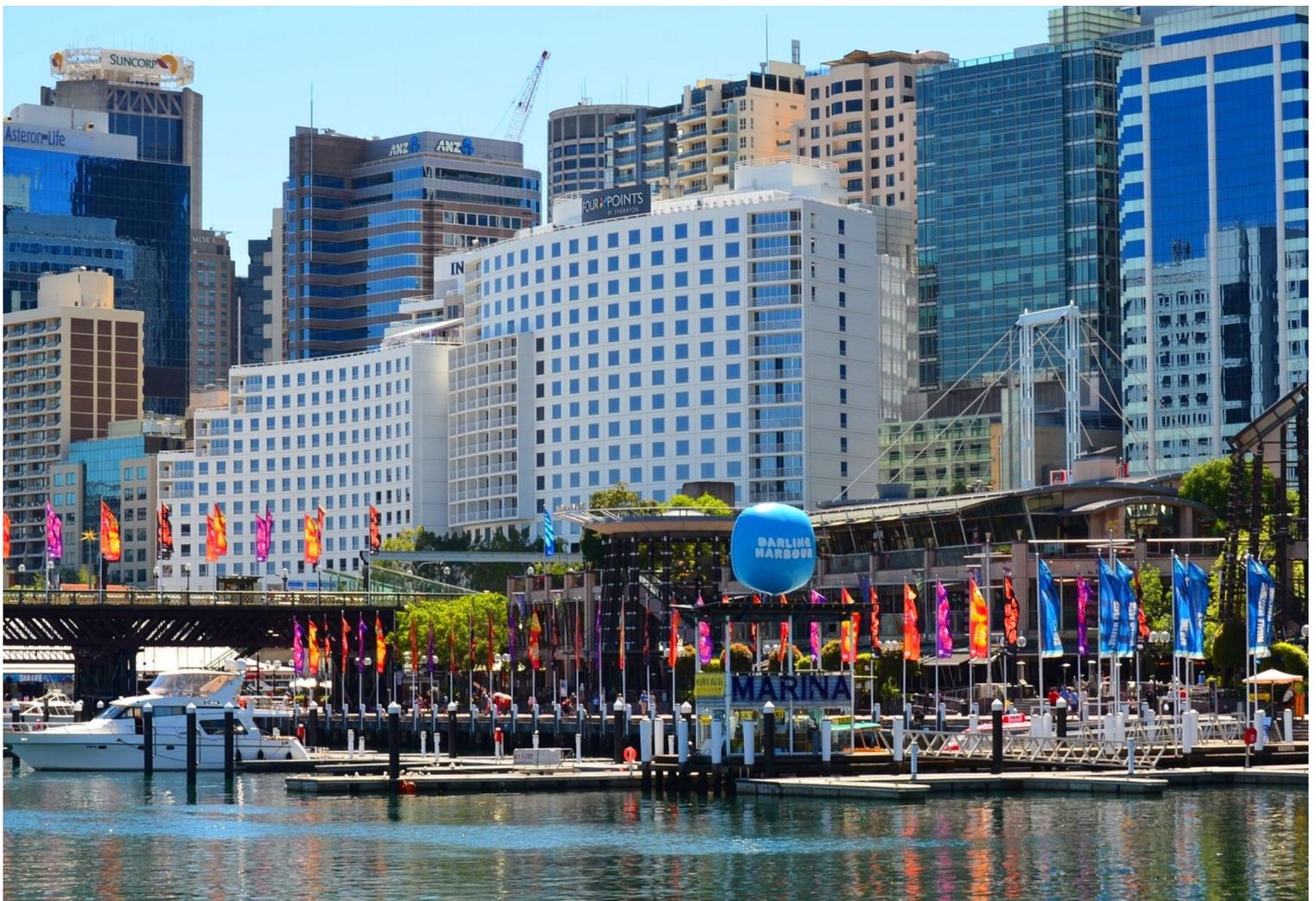
The high quality seminars over the two days aimed towards the mobile, luxury and MICE industries were a big highlight for the event. Crowds were at capacity for all speakers with the likes of Bond Leung – Head of Business Travel for Airbnb, Rian Smith – Hootsuite, Neil Rodgers – MD for Adventure World, Simone Clarke – World Animal Protection and many others.

This year saw Sri Lanka Tourism Promotion Bureau represent in numbers as the official Destination Partner for the two day event. Starting off with a traditional Sri Lankan breakfast and dancers, the media was able to attend an invite only press conference announcing the latest developments within the Sri Lankan Tourism Industry. This was followed by traditional performances and the official lighting of the oil lamp on the show floor surrounded by thrilled attendees, Sri Lanka Tourism and many VIPs including ministers and consulate personnel.

Both days were capped off by two networking functions allowing everyone to interact in a relaxed environment with drinks and canapés flowing. The first night's networking drinks were complimented with eight lucky and very happy winners walking away with some fantastic prizes donated by some

very generous exhibitors.

The team at The Travel Industry Exhibition 2018 would like to thank everyone who participated in making the two days a success and looks forward to working with everyone again.



# TBEX North America 2018



**When: September 11-13, 2018**

**Where: Finger Lakes Wine Country, Corning, New York**

TBEX Events recently presented their 21st travel bloggers conference at the Corning Museum of Glass in Corning, New York.

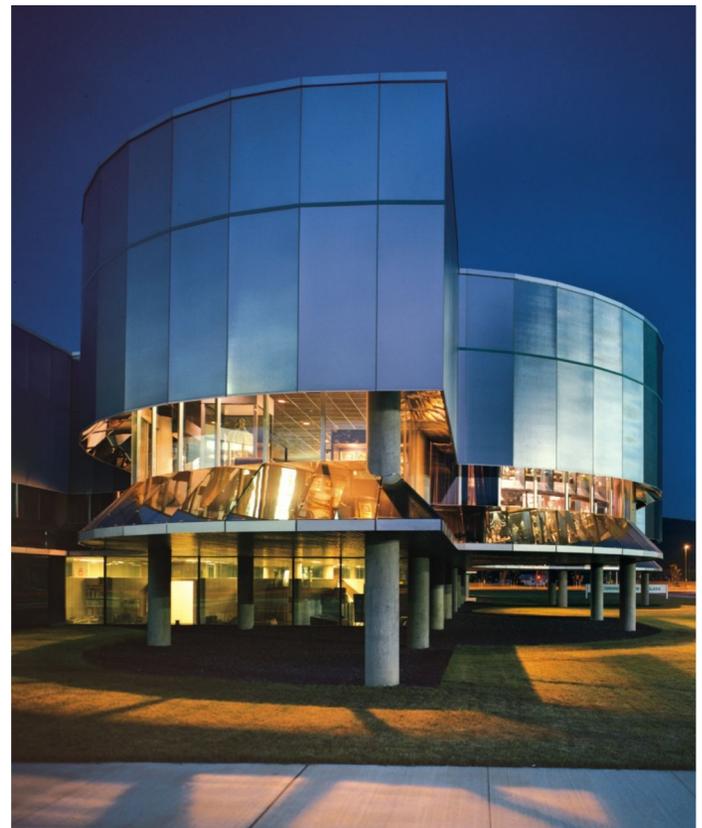
Held on September 11– 13, TBEX North America 2018 was co-hosted by the Corning Museum of Glass and Finger Lakes Wine Country. This event attracted nearly 650 travel media including bloggers, content creators, influencers, photographers, videographers, and travel brands from around the globe.

Patti Hosking, Vice President of Business Development for TBEX said that the Corning-Finger Lakes region of New York was selected as host destination for TBEX North America 2018 because of the diversity of stories and experiences that travel bloggers would find there.

Finger Lakes Wine Country was recently named 2018's Best Wine Region in the United States by USA Today 10 Best.

From this multi award-winning wine region to quintessential Americana found in Corning's Gaffer District to extraordinary outdoor adventure

opportunities, TBEX North America 2018 delegates found a myriad of reasons to explore, enjoy, and share their experiences with their audience. They quickly discovered that the opportunities for storytelling here are boundless.



Event co-hosts also organized several Pre-BEX tours for attendees, and a series of post-conference FAM trips for select bloggers and influencers. These tours and trips were specifically designed so that those who participate can share engaging stories of their experiences in Finger Lakes, New York with the world through their social feeds and travel blog/website.

The official event hashtag, #myFLXtbex, continues to saturate Facebook, Twitter and Instagram bringing Finger Lakes, New York to millions of travel

searchers across the globe. In a two-week period between September 6th and September 20th, 4,614 tweets referencing #myFLXtbex hashtag were delivered to nearly 67 million Twitter timelines and reached over 8 million consumers. In that same period, 1,435 Instagram posts including the hashtag logged 4.6 million impressions and reached 1.3 million Instagram users. TBEX North America 2018 has demonstrated the sheer power of digital influence in the travel space, and is tourism marketing at its very best.



# PATA Travel Mart 2018



**When: September 12-14, 2018**  
**Where: Langkawi International Convention Center,  
Langkawi, Malaysia**

PATA Travel Mart 2018 (PTM 2018), hosted by Malaysia, attracted over 1,400 delegates from 70 global destinations.

The delegate numbers embraced 389 sellers from 208 organisations and 33 destinations with local sellers comprising 32% of the total, along with 252 buyers from 241 organisations and 53 source markets.

The Pacific Asia Travel Association (PATA) was also pleased to welcome 210 local and international young tourism professionals including PATA Student Chapter members from Bangladesh Dhaka University, Canada Vancouver Capilano University, Malaysia Taylor's University, Nepal, Philippines LPU-Manila, and Singapore Temasek Polytechnic. The students were part of the PATA Youth Symposium held on Wednesday, September 12, hosted by the Langkawi Development Authority (LADA) and the Alumni Association of UiTM Students' Representative Council (PIMPIN) in collaboration with the PATA Malaysia Chapter, Tourism Malaysia and Langkawi UNESCO Global Geopark.

PTM 2018 officially opened in Langkawi, Malaysia on Wednesday, September 12 with the PTM 2018 Welcome Reception, presided by the Right Honourable Dato Seri Dr. Wan Azizah Dr. Wan Ismail, Deputy Prime Minister of Malaysia, taking place at the Langkawi International Convention Center (LICC).

During the Welcome Reception, the Minister of Tourism, Arts and Culture, Malaysia, YB Tuan Mohamaddin Ketap noted that for many, PTM is considered the biggest tourism trade platform in Asia Pacific. As the host country of PTM, it is an opportunity for us to promote Malaysia as the ideal leisure and business destination. With an overwhelming 67 Malaysian sellers on board this year, they are really leveraging hard on this opportunity to meet international buyers.



Early in the day, delegates had the chance to gain insights into product development, machine learning, data analytics and artificial intelligence at the Travolution Asia Forum 2018, organised in partnership with Travel Weekly Group.

Furthermore, for the first time at PTM, the world's 15 most innovative travel and tourism start-ups and pitched their business models to a jury panel at the World Tourism Forum Lucerne (WTFL) Start-Up

Innovation Camp 2018.

Addressing a media briefing on Thursday, September 13 at the Mahsuri International Exhibition Centre (MIEC), the official venue of the event, Dr. Hardy said that for over 40 years, the event's continued success has been due to its ability to strike the right balance between quality and quantity when it comes to buyers and sellers.

2-4<sup>th</sup> October

**Africa Hotel Investment Forum**  
Nairobi, Kenya  
[www.africa-conference.com](http://www.africa-conference.com)



4-6<sup>th</sup> October

**Bangladesh Tourism Fair**  
Dhaka, Bangladesh  
[www.bitf.com.bd](http://www.bitf.com.bd)



6-8<sup>th</sup> October

**Global Wellness Summit**  
Cesena, Italy  
[www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)



4-7<sup>th</sup> October

**51st INTERNATIONAL FAIR "LORIST"**  
Novi Sad, Serbia  
[www.sajam.net](http://www.sajam.net)



10-12<sup>th</sup> October

**TTG Incontri**  
Rimini, Italy  
[www.ttgincontri.it](http://www.ttgincontri.it)



11-13<sup>th</sup> October

**INWETEX**  
St. Petersburg, Russia  
<http://travelexhibition.ru>



16-18<sup>th</sup> October

**Imex America**

Sands Expo, Las Vegas, USA  
[www.imexamerica.com](http://www.imexamerica.com)



18-19<sup>th</sup> October

**EyeforTravel North America  
2018**

Mandalay Bay, Las Vegas  
[www.eyefortravel.com/](http://www.eyefortravel.com/)



17-19<sup>th</sup> October

**Fifth Annual Hotelier Summit  
Africa –North**

Shikirat, Morocco  
[www.events.ide-global.com](http://www.events.ide-global.com)



17-19<sup>th</sup> October

**ITB Asia, 2018**

Marina Bay Sands, Singapore  
[www.itb-asia.com/](http://www.itb-asia.com/)



19-21<sup>th</sup> October

**World Travel Show 2018**

Mazowieckie, Poland  
<https://warsawexpo.eu>



21-23<sup>rd</sup> October

**MCE South Europe**

Thessaloniki, Greece  
[www.europecongress.com](http://www.europecongress.com)



25-27<sup>th</sup> October

**World MICE Day**  
Qingdao, China  
[www.worldmiceday.com](http://www.worldmiceday.com)



29-31<sup>st</sup> October

**2nd Annual Px Show**  
Sheraton Lake Como Hotel, Italy  
[www.plannersxtraordinaire.com](http://www.plannersxtraordinaire.com)



23-25<sup>th</sup> October

**Seatrade Cruise Asia Pacific 2018**  
Shanghai, China  
[www.seatradecruiseevents.com](http://www.seatradecruiseevents.com)



31<sup>st</sup> Oct-2<sup>nd</sup> Nov

**ILTM China 2018**  
Shanghai, China  
[www.iltm.com/china](http://www.iltm.com/china)



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