

MICE Travel Advisor

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Bordeaux

Europe's gutsy player & a privileged MICE destination!

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Dear readers

The sun of the New Year 2019 has embraced the world - with hope and promise for new engagements and for projects that awaits successful culmination.

Suntec Singapore Convention & Exhibition Centre has been awarded as 'Asia's Leading Meetings & Conference Centre 2018' by World Travel Awards that celebrates excellence across all key sectors of the travel, tourism and hospitality industries. Therefore, we shift the spotlight on Singapore - considered as top convention city in Asia and one of the most innovative global cities; to delve into the facilities that it offers for the MICE planners.

The ninth-largest city of France, Bordeaux, also considered the 'wine capital' of the world, has also become the preferred MICE destination for the world. We explore what makes it the Centre of Attraction.

Our Cover Story maps the trends in technology that will influence attendees' experience in the meetings, conventions and events' industry.

Convention Centres are increasing their green quotient as they power their sustainability by Grätzel cells.

The rising costs and limited capacity of the traditional convention venues, is forcing the Meetings, Incentives, Conferences and Exhibitions (MICE) organisers to look beyond. Grenoble is one of the venues that has become the top MICE destinations in French Alps.

Keep track of the upcoming travel and tourism shows for the month of January.

The New Year is waiting to flip a new chapter in the MICE industry and we are committed to cover it exclusively.

Wishing All A Very Happy New Year

Editor-In-Chief

Mr. Anup Kumar Keshan

Follow us



For the last 10 years, this world-class island city in Southeast Asia has been ranked as top convention city in Asia in numerous events and business award ceremonies. You've guessed it right! We're talking about Singapore — the home to superlative amenities, well-organised infrastructure and empowering business environment. This destination is a highly preferred one among the MICE organisers, particularly Indian and Chinese. It's a city with infinite possibilities and highly-developed economy.

**World's easiest
place to do business!**

Singapore

A quick glance

In 2014, for the 13th consecutive year, International Congress and Convention Association (ICCA) ranked Singapore as top convention city in Asia. In August 2014, Singapore was once again ranked top in the list of 18 most innovative global cities and one of the top cities for doing business.

In the later years, in 2016, the Global Information Technology Report 2016, World Economic Forum voted Singapore as the world's most '*network ready*' country. In the following year, the Economist Intelligence Unit Country Forecasts Report 2017-2021 ranked the city as the one with the '*best business environment in the world*'. The Union of International Associations Global Rankings 2017 voted Singapore as the '*Top International Meeting City for 10 Years*'.

Outstanding Connectivity

Voted world's best airport in 2017 by Skytrax 2016 World Airport Awards, Changi Airport is an impressive airport compared to many of its international counterparts. It accommodates over 300 airlines connecting 400 cities worldwide and it operates 24/7. The airport serves approximately 4 billion people within a 7-hour flight radius, offering excellent connectivity along with seamless convenience for the meeting attendees. Every week, roughly 7000 flights land and depart from Changi Airport that has strong regional air connectivity, starting right from full service to budget carriers.

Why Singapore is one of the top MICE destinations in the world consistently?

Diverse network of local transports

Singapore is popular for its fast and effective public transport and whizz attendees with zero fuss. In train, there are MRT (Mass Rapid Transit) and LRT (Light Rail Transit) options. There are extensive bus networks, covering the entire Singapore. It is one of the most economical ways of exploring the city. Besides, there are taxi services, private cars, trishaws, cable cars and river taxis.

A vibrant talent pool

The proficiency of skilled industry players, experienced talent pool with a track record of awards and appreciations, along with Singapore Exhibition and Convention Bureau or SECB's eagerness of collaboration and other lucrative incentive offerings make event organisers choose Singapore above others to have a comfortable planning process.

At the forefront of innovation

With the recent government investment of US\$19 billion in Singapore's R&D capabilities, enterprise innovation and entrepreneurship via Research, Innovation and Enterprise (RIE) 2020 Plan, the city became an ideal platform for all thought leaders related to media-technology brands and start-ups to network, connect and share their inspiring ideas to the world. At present, 99 percent of the homes and businesses in Singapore has next-generation broadband network with 27.6 Tbps of international and regional connectivity to more than 100 countries. Event organisers with wide ranging Wi-Fi coverage have the competence to collect and study huge amount of data to have an idea about the needs of the attendees and offer customised value propositions.

Unique sustainable venues & events spaces

Singapore has more than 1,000 award-winning green venues with multipurpose amenities and services to promote growth and development of brilliant ideas and foster connectivity. For organising large-scale international exhibitions and meetings, the Suntec Singapore Convention & Exhibition Centre, Marina Bay Sands Expo & Convention Centre and the Singapore EXPO with its MAX Atria wing are ideal as these offer flexible setting with first-rate services. As far as unconventional venues are concerned, there are ample sites which give an exciting meeting experience outside the usual board room facilities like ArtScience Museum, Gardens by the Bay, Marina Bay Cruise Centre Singapore, Night Safari, Royal Albatross, S.E.A. Aquarium, Singapore Flyer and Singapore Sports Hub. In addition, Singapore has host of smart and cost-effective green venues and hotels like Concord Hotel Singapore, Fairmont Singapore & Swissôtel The Stamford, InterContinental® Singapore and many others to provide a livable and more sustainable Singapore to the world.



Exclusive incentive support for the organizers

Organisers and event delegates in Singapore can now benefit from a wide range of exclusive privileges and unique experiences provided through invigorated Singapore MICE Advantage Programme or SMAP, like incentive support from Singapore Exhibition & Convention Bureau, airport privileges from Changi Airport Group, flight privileges from Singapore Airlines Group, ground transportation privileges from Uber and premium arrival and departure services from JetQuay.

Singapore has the irresistible combination of privileges with knowledge-intensive support, rendering quality services to the meeting industry followed by immense technological advancement, making it an ideal choice for hosting any successful event.

Centre of Attraction

Voted 'The best destination of 2017' by the Los Angeles Times, the port city of Bordeaux on the Garonne River in southwestern France affirms its position as a preferred leisure as well as MICE destination par excellence! The ninth-largest city of France, Bordeaux is the 'wine capital' of the world with approximately 200, 000 population. With around \$20 billion revenue being generated from the wine industry per year, this city hosts a large number of conventions, industry dinners, receptions and galas!



Bordeaux

Europe's gutsy player & a privileged MICE destination!

So, what's so special about Bordeaux?

Bordeaux regained its 17th century magnificence and was chosen as the 'Best European Destination' in 2015 after 15 years of makeover. It's the international wine capital of the world. Also, Bordeaux is the economic engine of South West France.

Each year, the French city hosts more than 100 conferences and 400 business events. The inaugural of Cité du Vin, high-speed train connectivity to Paris, Bassins à Flots and expansion and modernisation of exhibition centres have made Bordeaux an influential European City for every event organiser.

Keeping in mind the city's rapid growth, it's expected that by 2020, Bordeaux will have massive state-of-the-art infrastructure, completely dedicated towards the enhancement of business tourism.

Top convention centres & business hotels in Bordeaux



Parc des Expositions de Bordeaux / Bordeaux Exhibition Centre : An ideal venue to organise all kinds of high-profile trade fairs, corporate events, exhibitions and conventions, Bordeaux Convention Center is located across the Bordeaux Lake. Close to Matmut Atlantique Stadium, this convention centre has 84,000 m² of ground floor exhibition space.

It has four main halls facing Palais des Congrès. Built in 1969, Bordeaux Convention Center can accommodate large meetings and seminars with 50,400 m² of covered area. Hall 2 has wide exhibition space along with three conference rooms. Hall 3 has meeting rooms with removable partitions. By the end of this year, Bordeaux Convention Center will have a new modular hall of 16,500 sq.m featuring a 1000 sq.m of reception hall, 12 meeting rooms and 7,400 sq.m of main hall.

Besides, there are ample MICE hotels spread in and around

Bordeaux. Few of the prestigious names are the new Radisson Blu Hotel in the city centre with 125 rooms furnished with first-class facilities, Les Sources de Caudalie with 61 luxurious rooms and suites, Pullman Bordeaux Lac with 19 meeting rooms, the Intercontinental Bordeaux Le Grand Hôtel with 150 rooms, 7 salons and 4 lobbies for conferences, Novotel Bordeaux Center with 137 rooms, 12 meeting rooms and many more.

The ultra fast connectivity : Bordeaux-Mérignac Airport is an international airport in southwest France. It covers metropolitan and leisure destinations in Europe and North Africa and serves as the base for Volotea. One can easily reach Bordeaux from London in just 6 hours by rail. For speedier journey time, new 188 mile high-speed track between Tours and Bordeaux has been launched which reduces the Paris-Bordeaux run time by 70 minutes to just 2 hours. Also, there are urban buses and trams managed by TBM which can be availed by rechargeable contactless tickets. In addition, there are cars, taxis and motorcycles as well for getting around the city.



Delectable gastronomy to suit everyone's appetite: Like any other French city, Bordeaux has wide range of dining establishments with varying specialisation and price tags. Many of the restaurants in Bordeaux like Le Plat dans l'assiette, La Fontaine Aux Fées, Café Borie, Li Jiang, Les Sens Ciel and others have become major attractions for the travellers because of their unique decorations, antique furniture, mouthwatering signature dishes, Celtic music, inexpressible coziness and magnificent flavoured grape beverage.

Hordes of gothic architecture, lip-smacking food & quirky corners to explore after a meeting:

This remarkable city cannot be missed — be it a boat tour with family or a visit to the 'water mirror' or a park; Bordeaux never runs out of thrills! Climb 229 steps of Pey-Berland tower or visit the Opera House or stroll along the scenic riverfront or browse the artworks at Musée des Beaux Arts, Bordeaux is simply outstanding! This wonderful French city is definitely a delight for event organiser. Bordeaux is a true magnet in terms of meetings and incentives market. High-tech meeting facilities, superlative choices regarding business hotels and accommodations coupled with world-acclaimed gastronomic appeal makes this Atlantic southwest region the ultimate city to host a good and successful event of any standard!



A buoyant 2019 for the global meeting and event industry

The global demand for meetings and events is projected to grow in the coming year; attendees will be looking for more personalization in the tech sector while the global hotel rates and flight prices is expected to rise. The strategic meeting management will gain momentum and attendee experience will be delivered and tracked through technology.



Facial Recognition will rule the roost as it will ensure better security and check-in, easy registration and improved social media reach.

Another prevalent trend is linking up people for stronger connection. Features like live **360-degree video** help in connecting with remote audience and give a push to the purchase of online tickets.

Voice searches will take the industry by storm and change the attendee experience; the shift is from asking questions to giving commands.

Clever flooring is the new fad facilitating easy data collection and analysis from critical areas by using smart mats and unobtrusive technologies. Accurate real-time data will help in collecting floor data, correlating and showing it to the sponsor.

Surge in **Chatbots** will fasten the attendee experience, engagement and personalisation by providing more efficiency and accuracy. Attendees can access information through concierge eventbots which is powered by Artificial Intelligence. It helps in easy assimilation of agendas and information for the attendees while the planners can conduct polls through crowd-sourced questions.

Creating VIP Experiences for vendors, sponsors and attendees by correlating data and sorting before sending to build automatic communications to loyal attendees so that they feel valued will be a top priority.

Sustainable meetings will raise the benchmark. These will be high on agenda for meeting planners. There will be more ambitious environmental effort by turning the event into zero-waste by recycling posters and banners. Creating digital handouts and composting discarded materials will be high on agenda.



Delegates are on the lookout for an immersive experience once their events are completed. An after-event sightseeing to museum, art gallery or participation in an activity will create a memorable feel.

Innovative convention centers and hallways giving people the space to move around with designed facilities that maximise interaction should be the main priority. Some of the convention centres like the David L. Lawrence Convention Center (DLCC) in Pittsburgh have created a different environment; they have 50 large exercise balls for delegates to sit and talk instead of gathering around a conference table. Attractive, modern-style décor and lightning is quintessential for modern-day business.



Attractive, modern style décor and lightning is a quintessential for modern day business.

Grätzel cells

Producing Electricity in Convention Centres by Artificial Photosynthesis

Most of the convention centres are upgrading with modern technology. Convention centres are evolving continuously to meet the growing needs and changing demands of the event organizers. They are evolving in every sector like communications, seating arrangements, power supply and security.

In these upgrades, they follow mostly the sustainable way. With frequent upgrades and constant innovations in power supply technology, the exhibition venues are expected to keep pace, so that they are in line with the latest exhibition and convention technology trends.

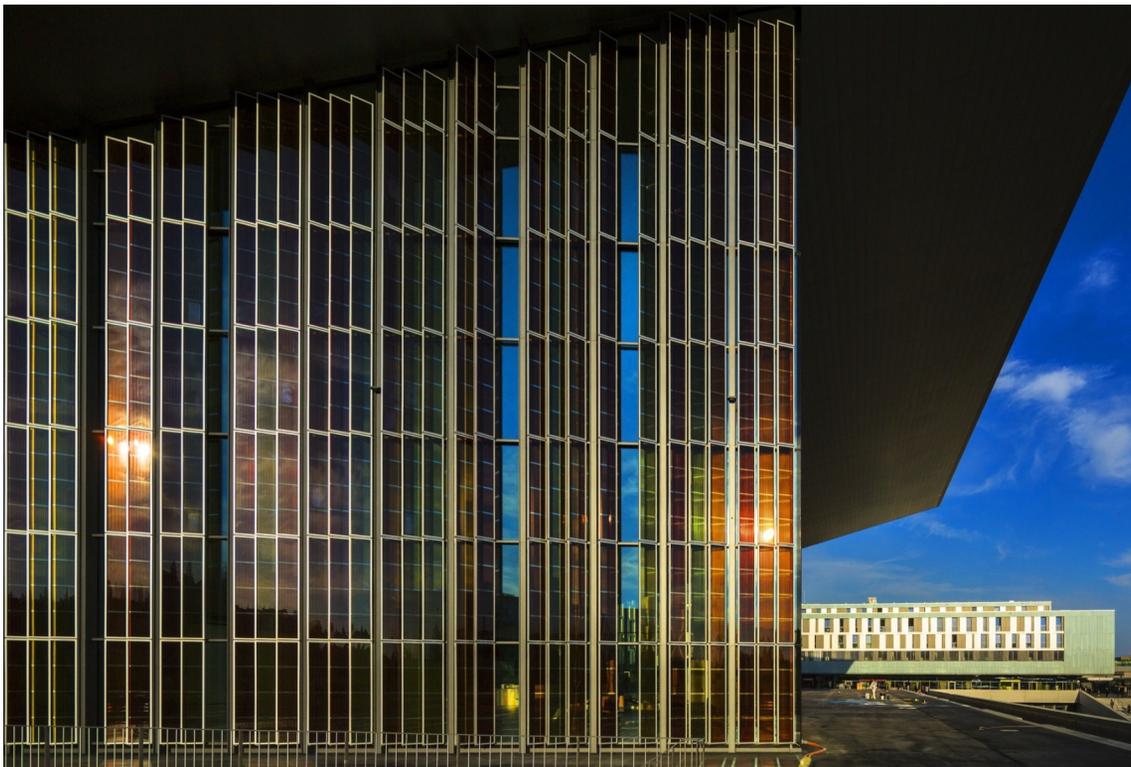
Most of the convention centres develop their power management with Grätzel cells.

Focusing on solar energy

The world relies heavily on non-renewable sources —coal, oil and natural gas. All of these produce the environmentally damaging greenhouse gas, CO₂. Besides, these are finite resources that will eventually run out. In contrast, renewable energy resources, such as solar, wind, wave-tides, biomass, hydrogen and geothermal energy, are constantly replenished. The energy of less than one hour of sunlight is equal to the total yearly human energy consumption. So, if a fraction of the solar energy reaching the Earth could be harnessed, many energy supply and environmental problems associated with reliance on fossil fuels can be solved.

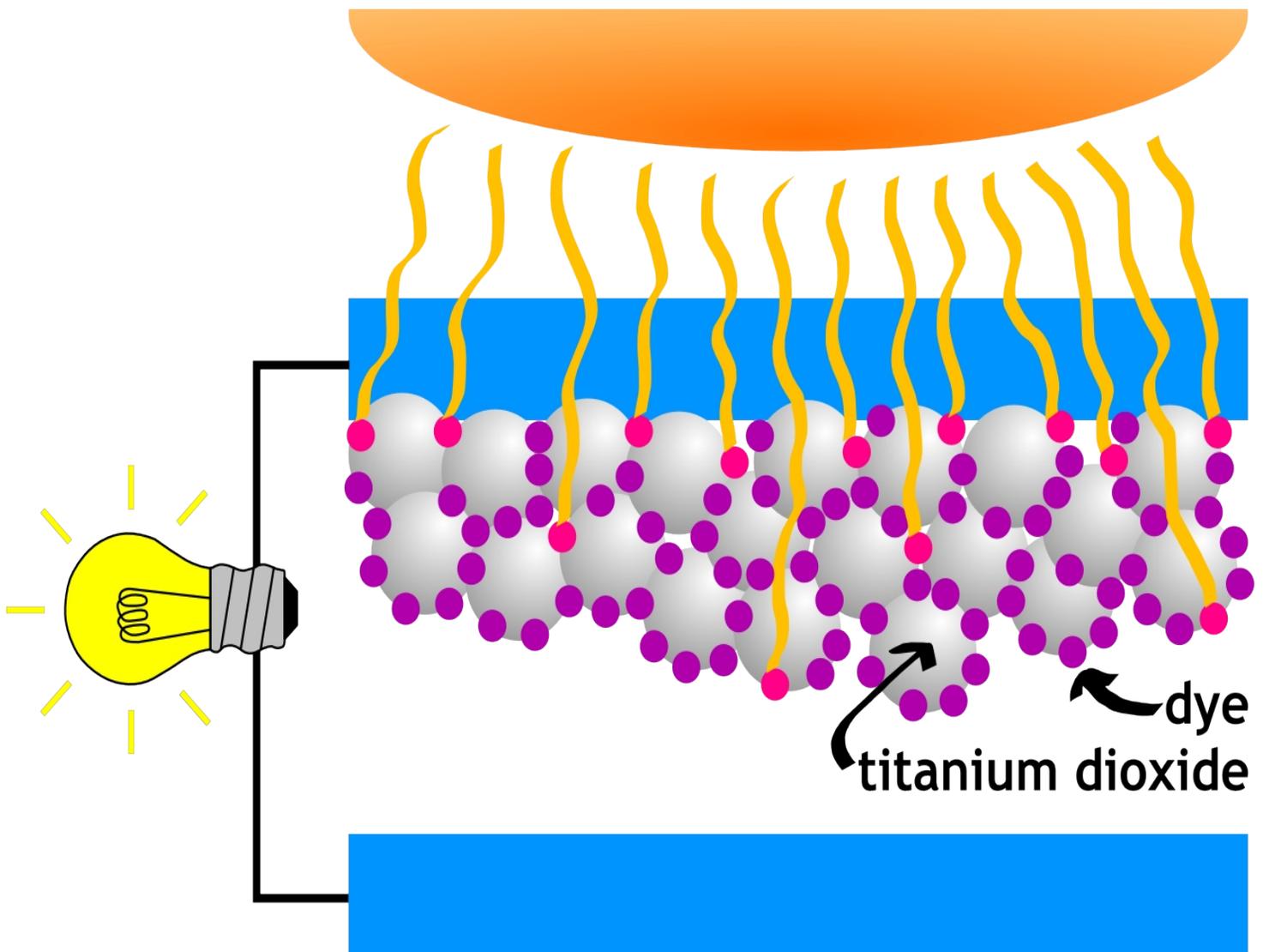
Use of Grätzel cells

Now the solar panels are back-dated. Ecole Polytechnique Federale De Lausanne (EPFL), Europe's most coveted technical university, developed a new dye-sensitized solar cell (DSSC) that can convert electricity similar to chlorophyll photosynthesis in plants. This cell is known as Grätzel cell. These cells can convert sunlight energy into electric current but they do not store energy. They depend on a non-galvanic chemical action in which the active chemicals are constantly regenerated. These cells behave in a way analogous to photosynthesis in which chlorophyll molecules reflect green light but absorb the red and blue parts of the spectrum. The absorbed energy is sufficient to knock an electron from the excited chlorophyll.



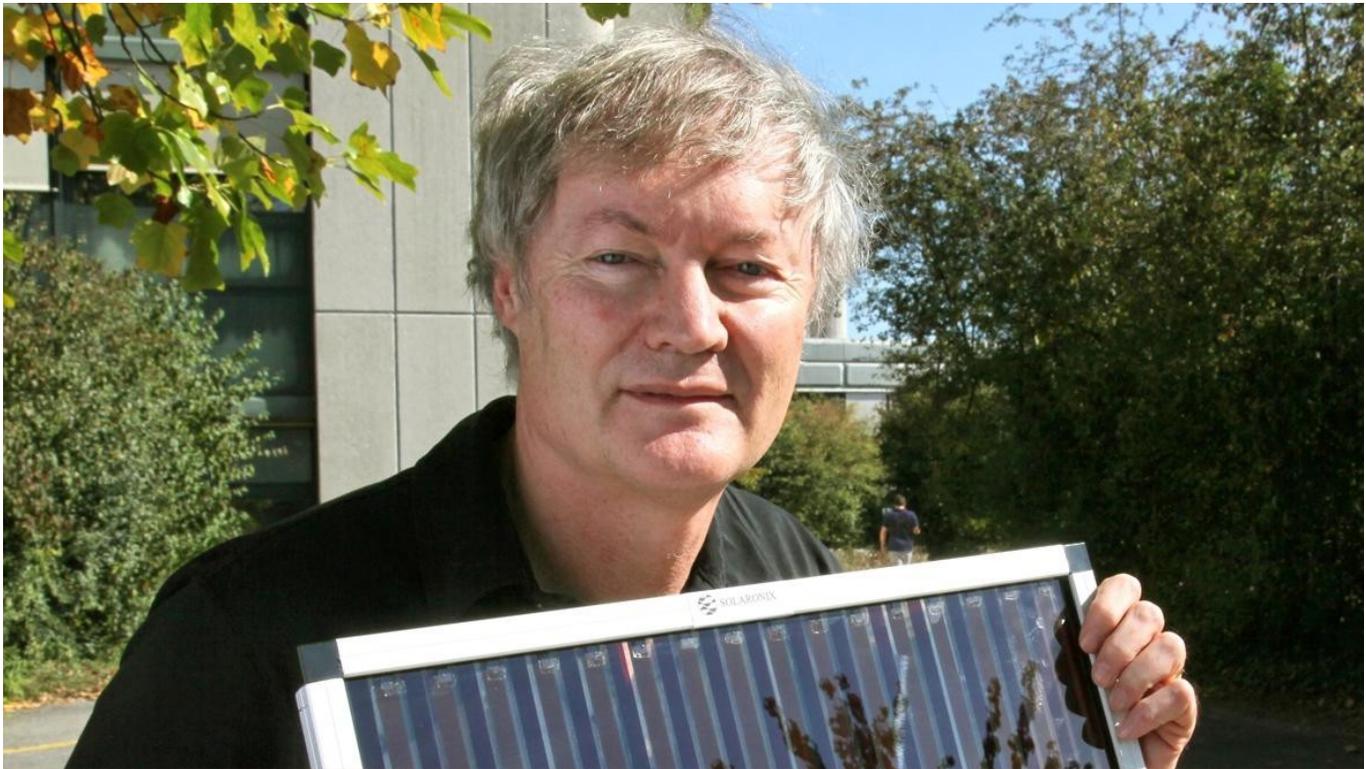
How Grätzel cell generates electricity ?

The Grätzel cell uses a sensitiser dye and nano particles of the semiconductor Titanium dioxide (TiO_2), a cheap and widely available material used as a pigment to generate electricity. The particles of TiO_2 , coated with the dye which absorbs a wide range of wavelengths given off by sunlight, are placed between two electrodes in an electrolyte solution containing Iodine ions. UV and visible photons are absorbed by the TiO_2 / sensitiser combination causing an electron to be injected into the conduction band of the TiO_2 and the particles to diffuse towards one of the electrodes. At the same time, the Iodine ions pick up electrons from the other electrode to regenerate the dye while giving rise to a one way current.



Photovoltaic Solar Cells vs Grätzel solar cells

The photovoltaic solar cells are typically based on monocrystalline silicon wafers. These are efficient but expensive to manufacture, and therefore are not feasible for large-scale commercial and industrial applications. The Grätzel solar cells are potentially cheaper alternative. Invented in 1991 by Michael Grätzel and coworkers at the Swiss Federal Institute of Technology, Lausanne, Grätzel cells comprise nanometre crystals of the semiconductor Titanium dioxide (TiO_2 , anatase) coated with light-sensitive dye molecules such as bipyridyl ruthenium(II) complexes. These coated crystals are immersed in an iodide/triiodide organic liquid electrolyte. Since TiO_2 is abundant, non-toxic and low cost, these cells are highly economical in comparison to the commercial silicon photovoltaic solar cells. Essentially, Grätzel cells mimic natural photosynthesis



The Swiss Tech Convention Center is the first large-scale meeting point to use this energy conversion. This prototype is the first use of this technology on a public building and on large scale. 300 m² of dye-sensitised solar cells are integrated into the west portico of Swiss Tech Convention Center, using an invention by Michael Grätzel, the EPFL professor. Besides producing green electricity, these cells protect the building against direct radiation of heat, decreasing the need for cooling energy.

MICE Bites

Monterey County launches initiatives to ensure sustainable tourism

The Monterey County Convention and Visitors Bureau (MCCVB) has launched two initiatives that will ensure that Monterey County is one of the world's leading sustainable destinations by both setting ambitious goals and measuring long term impacts.

The first is with Positive Impact, a global not-for-profit which exists to provide education and collaboration opportunities to create a sustainable event industry – and a vision to address the role of plastics in this industry. MCCVB is the exclusive destination partner for Positive Impact on this project which has already included collaboration with a number of United Nations bodies and in Spring 2019 will see the launch of materials to help the global industry measure and understand the role of plastics.

Meetings and events are big business in Monterey County, which is a destination known for inspiration and innovation. Tammy Blount-Canavan, President and CEO of MCCVB says that this partnership is completely in line with that legacy. The tourism economy owes everything to ecosystem, and so taking this bold step ensures further protection of our environment and further demonstrates the innovation of our region. Measuring success is also critical to MCCVB's mission. The organisation joined the Global Destination Sustainability Index (GDS-

Index) initiative, an alliance focused on helping destinations, convention bureaus, and businesses promote sustainable practices. The GDS-Index measures and compares sustainability strategies, policies and performance of participating destinations and by sharing best practices from around the world.



Metro Toronto Convention Centre revealed holiday windows that celebrate diversity, fight hunger

Metro Toronto Convention Centre kicked off the festive season with the unveiling of their first-ever holiday windows. The impactful installation will showcase the work of 8 local artists whose pieces will be auctioned off at the end of the season with all proceeds going to Toronto's Daily Bread Food Bank.

The window installation, which is located along the Front Street entrance of the MTCC, showcases each artist's depiction of the holidays and reflects the cultural, ethnic and denominational backgrounds that make up the city of Toronto. The holiday season can be challenging for individuals who simply can't keep up with the rising costs of food and housing. The funds raised will help Daily Bread Food Bank continue to make a difference in the lives of those in the community who face food insecurity. The charitable organization supplies food to nearly 200 food programs across Toronto.



VisitBritain welcomes Eurostar and Virgin Trains to drive international MICE events to UK

VisitBritain welcomes a new Eurostar and Virgin Trains partnership to offer a united travel service for the meetings, incentives, conferences and exhibitions (MICE) market, to drive growth in international business events to the UK. The joint venture, officially launched at IBTM World in Barcelona, gives international event planners the freedom to book multi-stop journeys from mainland Europe to British destinations on the Eurostar and Virgin Trains networks through a 'one-stop-shop' booking experience.

The new booking service provides ease of access and strengthens route connectivity, opening up new MICE destinations including Birmingham, Liverpool and Manchester, enabling groups to discover more venues, attractions, heritage and culture in cities beyond London. The event planners will also be able to book out carriages or trains for their MICE events at discounted travel rates and can change or transfer tickets between delegates.

MICE *Appointments*



Lorenz Hassenstein appointed as President & CEO of Metro Toronto Convention Centre

The Board of Directors of the Metro Toronto Convention Centre Corporation (MTCC) shared the succession plan and appointment of General Manager Lorenz Hassenstein to the position of President & CEO as Barry Smith will resign on February 1, 2019. Mr. Hassenstein joined the convention centre in the position of General Manager one year ago, bringing more than 23 years of experience in general management, trade/consumer event management and strategic business development. He came to Toronto from Philadelphia, where he was General Manager of the Pennsylvania Convention Center. He

has also held various senior leadership positions in the exhibition and event industries, including ten years as Vice-President and General Manager with Reed Exhibitions.

Oliver Newton returns to Farnborough International as Exhibitions Account Manager

Farnborough International Exhibition & Conference Centre has expanded its venue team following a successful opening year with Oliver Newton who returns to the business as Account Manager – Exhibitions. Oliver Newton has more than 14 years of experience in sales, events and customer service. His previous roles include the Client Relationship Manager, EMEA at Jet Support Services, and New Business Manager at Farnborough International, a position he held for six years.



Smart Live appointed Jennifer O'Higgins as Business Development Director

Smart Live has announced the appointment of Jennifer O'Higgins to the newly created role of Business Development Director. The appointment is the result of ambitious growth plans for Smart Live as it looks to extend its proposition through new revenue streams. Jennifer O'Higgins joins Smart Live from Chelsea Football Club where she spent five years, most recently as Senior Business Development Manager.

GRENOBLE



The Peak Of MICE Destinations in France



Grenoble, the capital of the French Alps, is one of the top MICE destinations in France.

On the backdrop of the rising costs and limited capacity, Meetings, Incentives, Conferences and Exhibitions (MICE) organisers are looking beyond the traditional convention venues.

The blend of the different aspects – the mountain vicinity, a cosmopolitan culture and the highest accomplishment in the economy, innovation, industry, and technology – has made Grenoble clinch the coveted position of 11th MICE destination in France (ICCA, 2016). The International Congress and Convention Association is the global knowledge hub for the international association meeting industry.

Its proximity to the Alpine mountain ranges Chartreuse, Vercors, Belledonne and Ecrins gives it an edge over other cities in Europe.

Its 3 convention centres can accommodate about 3,000 people. Additionally, it has 200 meeting spaces and 5,000 hotel rooms. Each year, Grenoble hosts about 90 congresses and fairs – 30 of which are international events. Grenoble-Alps offer space for events of all sizes including seminars, congresses and other professional events.

Grenoble, the world's 5th most inventive city (Forbes, 2013), is also considered as a sustainable city. It is the 2nd French Metropolis to use bikes. All Grenoble congress venues and 90 per cent of hotels are accessible by tram.

Connectivity

The Metropole is easily accessible by tram, bus, bicycle and foot. The taxi service operates 24/7. Grenoble is well connected by road and rail. Car-sharing service Citélib, bike service Métrovélo and tailor-made shuttles add to the convenience of the business delegates.

It is well connected by road and rail. There are three international airports located less than 90 minutes from Grenoble — Lyon Saint-Exupéry, Grenoble Alpes Isère and Geneva. They provide access to 200 direct destinations.



Convention Centres

Alpexpo - Alpes Congrès : Listed as the 'Remarkable Contemporary Architecture', Alpexpo mirrors Grenoble's excellence in innovation. This technological and architectural masterpiece was built in 1968, on the occasion of Grenoble Olympics.

Central location, stunning panoramic view of the mountain and 2,600 free parking spaces make Alpexpo convention centre the most sought one.

Alpes Congrès along with Espace Dauphine, Exhibition Halls and the Espace Pelvoux can welcome 1,000 guests. Alpexpo can host large-scale events including conventions, seminars, congresses and trade shows.

Another popular convention centre is housed in WTC Grenoble. The centre located at the heart of the town is spread over 4,200 sq. m and can accommodate 800 delegates.



Accommodation

Grenoble houses 89 hotels and residences that are easily accessible to the meeting points as well as the cultural and leisure windows of the town. About 2,220 rooms have ratings of 3 and 4 stars. Here is a bird's eye view of two of the most popular hotels.



Okko Hotels Grenoble Jardin Hoche

Located right next to the Hoche Gardens, Okko Hotels offer terrace which looks over the gardens. It features free WiFi access and fitness centre. It is situated at a walking distance to Paul Mistral Park, La Caserne de Bonne shopping mall and Grenoble Train Station.

Novotel Grenoble Centre Hotel

The hotel has 118 air-conditioned rooms laid out in nine floors. It provides free WiFi and wired Internet access in rooms and public areas. It is just a minute's walk from WTC Grenoble and a few minutes' walk from Grenoble-Bastille Cable Car. The hotel features a restaurant, a bar, fitness centre, facilities for the disabled and conference rooms.

Whether it is business or leisure, choice of a destination factors in the destinations' cultural and authentic experiences. Grenoble offers settings which come in various hues — classical, historic or unusual. Each of these read a page from Grenoble's rich cultural and artistic heritage.

Some of the places of interest are the Bastille fort, the Grenoble Museum of Art, the Pôle Sud ice rink, the Stade des Alpes stadium, the Summum concert hall, the Belle Electrique concert hall, the Saint Cecilia Convent, the Sassenage Chateau and more. Grenoble has been labelled as the '*City of Art and History*'.

Grenoble-Bastille Cable Car

Sitting in the round gondola, hooked to the Bastille Cable Car rope, the visitors glide through the mesmerising views of the mountain ranges, valleys and the metropolis till they reach the Bastille fort.

Over 2.5 lakh visitors visit Bastille which features various restaurants, Mountain Troops Museum, Acrobastille ropes course and others.

The Grenoble Museum of Art

Housing a permanent collection of more than 900 paintings and sculptures, the Grenoble Museum of Art displays exhibit across eight uninterrupted centuries of Western Art. Built in 1798, it hosts several art exhibitions. Fifteen stupendous modern sculptures can be found in the François Mitterand Esplanade and the Albert Michallon Park.



Grenoble, the City of Art and History, has carved out a niche position as a MICE venue.

Show Highlight

EMITT - East Mediterranean International Tourism and Travel Exhibition

EMITT - East Mediterranean International Tourism and Travel Exhibition is organized by ITE Turkey, the organizer of international exhibitions held for the industries of Turkey that fuels the economy, will open the doors at TUYAP Fair Convention and Congress Center between January 31 and February 3, 2019.

Emitt, which is expected to see a record-high number of foreign visitors this year, is considered as a tourism exhibition that delivers great value for its participants and paves the way for important business collaborations.

Within the scope of “invited tour operators” program organized every year as part of the exhibition with the collaboration of “Travel Shop Turkey”, around 900 invited tour operators from more than 100 countries including Asia, Europe, Far East, and Latin America will attend the exhibition this year. All issues regarding the future of the tourism industry will be discussed at the leading tourism exhibition Emitt!

With the impact of digitalization and consumer behaviors, the issues we are talking about today are rendered as obsolete tomorrow and decision-making and investments for the future are becoming increasingly difficult for industry professionals. With the event programme which will take place simultaneously with the exhibition for four days, all questions raised with regards to the industry will be addressed with a comprehensive conference program.

The agenda of Emitt Conference program which is a meeting point for tourism industry professionals such as government bodies, associations, tour operators, 27 MICE Travel Advisor

travel agencies, hotels as well as airlines, accommodation facilities, transportation companies, and information technology companies to help you to stay ahead of your competitors, increase brand awareness, and maximize customer satisfaction include:

- Roadmap of Turkey for the tourism industry
- Tourism Economy
- Global trends and changing customer insights
- Digitalization
- Hotel management
- City and destination marketing
- Markets in Focus: An examination with special attention to China
- Alternative tourism trends: Gastronomic Tourism
- Online marketing strategies
- Purchasing strategies
- Content marketing for the tourism industry
- The effectiveness of online communication channels



When :
Jan 31 and Feb 3, 2019
Where :
Tüyap Fair Convention
and Congress Center
Istanbul, Turkey

President of Skal International Istanbul Club, Ata Eremsoy will be the moderator of the session titled as “The New Trend: Being the Trend Itself”. The session will focus on the global trends and insights of tourists. In the “Skålite Awards” which also celebrates its 21st years anniversary, the EMITT Exhibition was granted the Skålite Award with its 23 years of experience as it was selected as one of the 20 privately-selected institutions and organizations that contributed to the tourism industry and promotion of Istanbul in the last 20 years.

Futurist Cem Kınay will be the moderator of the panel titled as “Digital Trend's Impact On Tourism: It Is Stronger Than Ever”.Pangea Digital CEO Ferda Kertmelioglu, Amadeus/Travel Audience Global Sales Director Sandro Cuzzolin, and Journalist and Filmmaker Elif Dağdeviren will be speakers at the panel.

At the session where we will be examining Asia and especially China market, we will be welcoming Dr. Marcus Lee, the chairman of the Association of SME Business Owners (ICIF) as the keynote speaker. Following the presentation in which we will listen to the important characteristics of the China market, an interactive workshop will be held by Destination Tourism Consultant Dr. Edward Drambergeron how to build a relationship with buyers and sales closing in order to be effective in China market.

Çağlar Erol, the CEO of Enuygun.com will be the moderator of the session covering the future strategies of digital agencies where Koray Küçükylmaz, the General Manager of Tatilsepeti, and Orzun Tekin, the member of Otelz.com Board of

Directors, will be among the panel speakers.

The founders of Gezimanya, Murat Özbilgi and Tuğçe Yılmaz, will discuss the importance of content marketing for the tourism industry and give information on ways to carry out creative campaigns using social media influencers in order to stand out in the competition.

Just like a magnet, the issues discussed in detail in Emitt Conference Program will capture the attention of the C-Level executives, sales teams, marketing departments, suppliers, guides, and HoReCa stakeholders working in different areas of the industry.

Be part of this amazing experience offered by Emitt to get inspired, enhance your knowledge, and listen to leader decision-makers, top national and international speakers, academics, press members, and speakers from the field of technology in Emitt, a well-established meeting spot for the industry members!



PATA Adventure Travel and Responsible Tourism Conference and Mart 2019 (ATRTCM)

The PATA Adventure Travel and Responsible Tourism Conference and Mart 2019 (ATRTCM) is an international event that brings together highly qualified buying audiences, insightful content and high-level networking opportunities through a one-day travel mart and one-day conference.

The event is held in a new destination each year, reflecting PATA's commitment to highlighting new and emerging destinations in Asia-Pacific. This year's event, kindly hosted by the Uttarakhand Tourism Development Board, will be held in Rishikesh, Uttarakhand, India from February 13-15.

The three-day event comprises of a one-day travel trade mart and one-day conference, along with other value-added activities that facilitate networking and relationship building. Recent events have been held in Thimphu, Bhutan; Chiang Rai, Thailand; Luoyang, China, and Al Ain, Abu Dhabi, UAE.

The event's choice of host destination reflects the growing importance of dispersing tourists to emerging destinations. ATRTCM 2019 is kindly hosted by the Uttarakhand Tourism Development Board.

Through pre-matched appointments, delegates can meet face-to-face with adventure product buyers and sellers from across the world including state, regional and local tourism agencies from established and emerging markets, unique accommodation providers and tour operators.



The one day conference will explore the nuances, trends and dynamics of one of the fastest-growing tourism sectors. The programme brings together international experts at the forefront of the adventure travel industry from both private and public sectors to discuss the sector's issues and opportunities.

When :
13-15 February, 2019
Where : Rishikesh,
Uttarakhand, India

Digital Travel APAC 2019

Digital Travel APAC 2019 has already over with 80+ speakers and 400+ Heads of eCommerce, Digital Marketing and Customer Experience in travel, hospitality and leisure is heading to Resorts World Sentosa, Singapore this 1-3 April.

Today's travellers are more digitally savvy than ever before and Digital Travel APAC 2019 is the one-stop shop where leaders in APAC's travel industries can discuss the evolution of digital customer engagement, master customer personalization and boost omni-marketing strategies.

2019 Topic Highlights:

Delivering a seamless travel experience – How to meet the needs of the domestic and outbound traveller with AI, big data and intelligent hardware

Mastering Localisation and Personalisation– How to diversify your offerings and create a truly frictionless and tailored customer experience

Social media marketing in an experiential world – How is social media influencing today's 'experiential' travellers and how to adapt and profit from this new global trend to boost conversions

Mobile site optimization - How to effectively adapt your overall e-commerce strategy given the vital importance of mobile in Asia,

When :
1-3 April, 2019

Where :
Resorts World Sentosa,
Singapore

30 MICE Travel Advis



improving speed and efficiency

The future of money and loyalty – How to deliver smooth and innovative engagements with your customers

Advances in ancillary technology – How to offer seamless transition between online and offline activity, whether that's before, during, or after a trip

Here's a snapshot of some of the digital travel innovators and disruptors speaking:

1. Jerome Thil, VP Digital Innovation, Singapore Airlines
2. Candice Iyog, VP of Marketing & Distribution, Cebu Pacific
3. Michael Perera, Head of Loyalty & Product Owner of GO-POINTS, GO-JEK
4. Yuki Huang, Chief Marketing Officer, KKday
5. Rotsen Quispe, Head of International Marketing, Traveloka
6. Spencer Lee, Head of Commercial, AirAsia
7. Anita Ngai, Chief Revenue Officer, Klook
8. Mindy Teo, VP of Brand, Marketing & Digital Innovation, The Ascott
9. Azran Osman-Rani, TEDx Speaker, Ex-CEO, iflix & AirAsia X

FITUR 2019

FITUR 2019 will again transform the halls at Feria de Madrid into a global meeting point for tourism industry professionals.

Organised by IFEMA, this is the leading event for both inbound and outbound Latin American markets, which will this year incorporate important new features geared toward increasing business opportunities.

In this regard, and as part of its commitment to specialisation and boosting key segments in the development of the tourism industry, the trade fair is unveiling a new B2B area focused on MICE tourism (Meetings, Incentives, Conferences and Events). FITUR MITM - MICE & BUSINESS, organised in partnership with GSAR Marketing, the specialist company in MITM Events, will provide a platform for meetings between a select group of industry professionals and FITUR exhibitors.

The format for FITUR MITM - MICE & BUSINESS will involve a schedule of up to 30 pre-arranged appointments between exhibiting companies interested in taking part in the programme (up to a limit of 100 companies, with priority given to the main exhibitors) and 100 top-tier international executives

(from corporate companies, incentive companies, events and conference organisers, and international

When :

28th February – 2nd March, 2018

Where :

Convention Center - Jeddah Hilton, Saudi Arabia

31 MICE Travel Advis



Feria Internacional de Turismo

associations).

Companies can register for

participation through the FITUR website.

In recent years, MICE tourism has seen steady growth, becoming a key option for the industry, as demonstrated by the 12,558 congresses for international associations held across the globe during 2017, according to data from the International Congress and Convention Association, ICCA. The rankings placed Spain in fourth position (564), with the USA (941), Germany (682) and the UK (592) holding the top three positions.

Hosted Buyers Workshop

FITUR is also organising its traditional Hosted Buyers Workshop, another important B2B platform, which has consolidated its position as a mechanism of proven effectiveness and extensive participation. Through these pre-arranged business meetings, FITUR 2019 will again connect supply and demand, in line with the commercial and strategic interests of exhibiting companies and their partners, and international buyers.

10th Anniversary of the INVESTOUR Tourism Investment and Business Forum for Africa

FITUR will also be hosting the 10th anniversary of the INVESTOUR Tourism Investment and Business Forum for Africa, geared toward boosting the development of sustainable

tourism, attracting investment and promoting entrepreneurship in Africa. As usual, the event will feature a round table that will discuss the twin topics of Safe, uninterrupted travel in Africa: promoting resilience and risk management in the tourism industry and Embracing digital transformation, innovation and promotion of niche tourism. Alongside this activity are B2B sessions aimed at supporting leading African companies in their development of sustainable tourism projects by connecting them with international investors.

In this way, FITUR 2019 offers a key platform for focused, high-quality matching of supply and demand in the international tourism sector across all its segments. This is reflected in the figures for the previous trade fair, which brought together 251,000 participants and played host to more than 6,800 business meetings.

Segmentation and specialisation

FITUR 2019 will continue its drive toward specialisation, consolidating some of the recently introduced sections such as FITUR FESTIVALES, which will be joined this year by new platforms with

significant development potential, such as FITUR CINE, geared toward film tourism.

The trade fair will also feature well-established specific sections which already account for a significant volume of business, including FITUR GAY (LGBT) and FITUR SALUD, as well as FITURTECHY and FITUR KNOW HOW, where technology is spotlighted as an essential lever for growth in the sector and for progress toward the concept of intelligent tourism.

One of the main areas of focus at FITUR 2019 will be knowledge and know-how, best represented through its programme of seminars, which covers every section of the trade fair, as well as its many different activities, organised within the framework of the fair by international organisations such as the World Tourism Organization (UNWTO) and the Latin American Conference of Tourism Ministers and Entrepreneurs (CIMET), who will be joined this year by EXCELTUR, with a new programme, and the World Travel and Tourism Council (WTTC).



Routes Americas 2019

Taking place from 12-14 February, Routes Americas 2019 will enable to meet with senior decision makers from the region's airlines, airports and destinations to discuss new market opportunities and the evolution of existing services.

The event will provide an efficient platform for building high-value relationships with some of the most influential aviation professionals from across the region and beyond.

Hosted by Québec City Jean Lesage International Airport (YQB) and Québec City Tourism, the 12th Routes Americas event will take place in Québec City, Canada, an important commercial hub surrounded by breathtaking landscapes. Having undergone exceptional economic development in the past 25 years, Québec City's metropolitan area has demonstrated the most sustained growth rate of any Canadian region.

The city boasts a remarkable mix of architecture, heritage, art, culture and state-of-the-art facilities, making it the perfect destination for the event.

With leading carriers such as American Airlines,



Lufthansa, Delta Air Lines and British Airways already confirmed to attend,



Routes Americas 2019 will offer a unique opportunity to present your business case to your key targets. Attendees will be able to request meetings with some of the largest carriers from the Americas and the world to discuss new and existing air services.

In addition to an unrivalled meeting platform, Routes Americas 2019 will feature a conference programme offering exclusive insight into the most critical factors facing the industry. Leading aviation professionals, such as Javier Suarez, the CEO of Canada Jet lines, Steven Greenway, President of Swoop, and other aviation experts, will discuss the state of the industry and the future of aviation in the Americas.

The event will also include a series of networking functions held at some of Québec City's most enchanting locations, offering the optimum setting for developing business relationships with your industry peers and cultivating contacts.

When : 12-14 February, 2019

Where : Québec City, Canada

Conventa 2019

The 11th Conventa will gather the key meetings industry professionals from all over New Europe. From 23 to 24 January 2019, Slovenia and Ljubljana will host the 11th Conventa, New Europe exhibition for meetings, events and incentives.

Conventa is known for highlighting a boutique business experience with a personal touch. This year 120 exhibitors, 100 regional and 150 international meetings planners will gather at GR – Ljubljana Exhibition and Convention Centre.

Conventa has been connecting the meetings industry of New Europe for a decade. Since its outset, the show has hosted 2,576 hosted buyers (of which for 90% will be the first time on Conventa) from 48 countries and attracted 1,319 exhibitors.

Conventa every year commences a new business year and presents destinations from New Europe on one place. The destinations have four major characteristics in common: extreme wish for hosting events, sincere hospitality, the ratio in the price and the offer and the fact that many of the destinations are emerging and have not yet become well known among the event planners.

In 2019 Conventa is making its first steps in a new decade. With a new branding, though it remains focused on quality not quantity, on implementing sustainable practices, and sharing knowledge with national and international speakers with expertise in MICE and travel marketing, and most importantly on saving time and money with pre-scheduled meetings.



CONVENTA

Explore. Meet. Create.

This year the fair trade is setting a new record in the number of organised fam trips – the hosted buyers will be able to decide between eleven destinations in Slovenia and the neighbouring countries Austria, Croatia, and Serbia.

In cooperation with Conventa's partners MPI and IMEX the key event for career development in the meetings and events industry – Future Leaders Forum will be held on the 22nd of January.

11th Conventa will be connecting the destinations of New Europe with a new integrated visual based on the symbol of apples – the fruit of the gods and the symbol of life. Once you get the taste of it, you can never go back.

When : 23-24 Feb 2019

Where : Ljubljana
Exhibition and
Convention Centre,
Ljubljana, Slovenia

CALENDAR OF EVENTS

Adventure Travel Show India

New Delhi, India

<http://adventureshowindia.com/>



4 - 6 Jan

Travel Congress 2019

Supernova, Jaarbeurs, Neatherlands

<https://travelcongress.nl/>



8 Jan

IITT

Mumbai, India

www.tourismfair.asia/



10 - 12 Jan

SATTE Delhi

Noida, Delhi, India

www.satte.in/



16 - 18 Jan

BLTM Delhi

New Delhi, India

<http://bltm.co.in/>



18 - 19 Jan

Adventure Travel Show

Olympia, London

www.adventureshow.com/



19 - 20 Jan

Conventa

Ljubljana, Slovenia

www.conventa.si/



23 - 24 Jan

FITUR

Madrid, Spain

www.ifema.es/fitur_06/



23 - 27 Jan

OTM

Mumbai, India

<https://www.otm.co.in/>



23 - 25 Jan

EMITT

Istanbul, Turkey

<http://emittistanbul.com/>

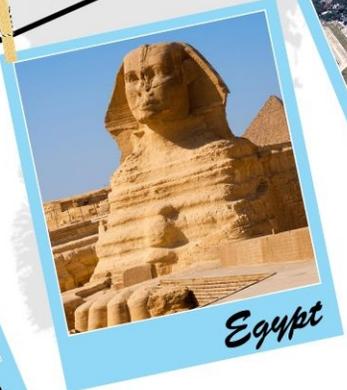


31 Jan - 3 Feb

Travel AND Tour™ WORLD



Paris



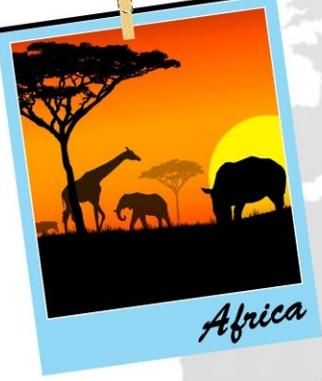
Egypt



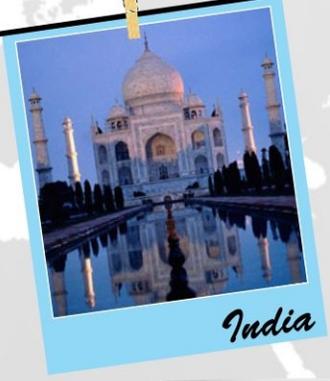
Brazil



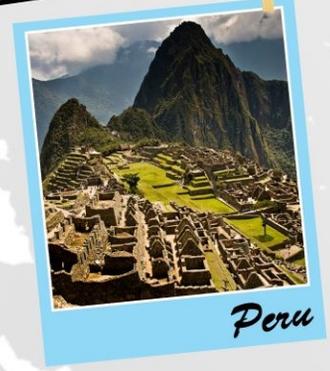
Italy



Africa



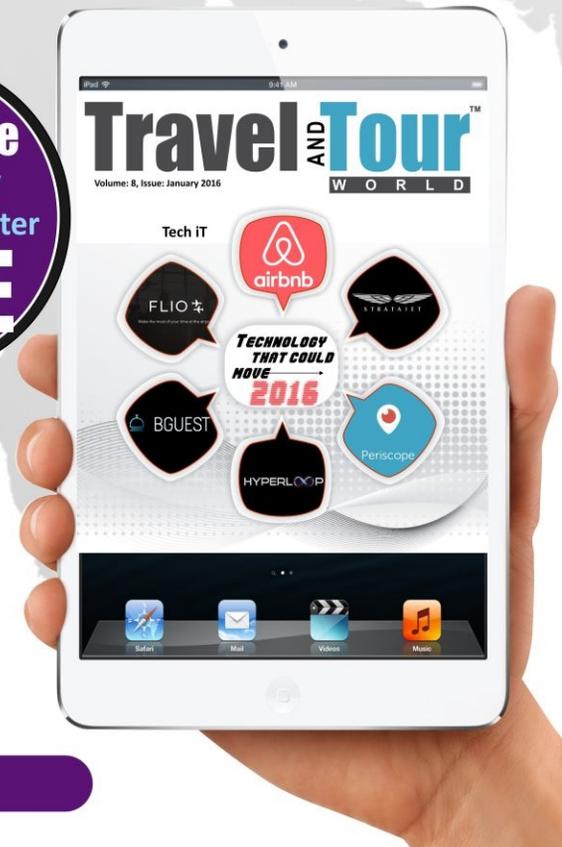
India



Peru



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W O R L D

2019

HAPPY NEW YEAR

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