

# MICE Travel Advisor

Volume:8, Issue:August 2019



# LONDON MUSEUMS

**04. VENUE CHECK:** Bulgaria's capital city **Sofia** is a most preferred place for business events, as it is cheaper than any other European cities.

**09. COVER STORY:** **London** is a hub of international art and culture. Here many of the city's museums are world-class art galleries and exhibits. Not only they are the carriers of art & culture, they serve for any events and exhibitions. Read here about the best museums in London which have flexible meeting spaces.

## 16. INTERVIEW ZONE

**18. TECH TALK:** Pittsburgh International Airport's new mobile application **NavCog** works like Bluetooth beacons for the specially-abled people. Works almost like indoor GPS, this navigation app also provides turn-by-turn audio instructions to users on how to get to their destination. Read here to know more about its functions.

## 20. MICE BITES

## 23. MICE APPOINTMENTS

**26. CENTRE OF ATTRACTION:** One of the largest and most versatile conference, exhibition and entertainment space in New Zealand, **New Zealand International Convention Centre** offers 2,700m<sup>2</sup> of configurable meeting and breakout spaces. Read here to know more on NZICC.

**30. SPOTLIGHT ON:** **Seattle** is a top-notch business city in U.S. This city has a plethora of options when it comes to hotels and convention centres that set a world class atmosphere for your successful conference & accommodation.

## 36. SHOW REVIEW

## 38. CALENDAR OF EVENTS

02 MICE Travel Advisor

### Venue Check



### Centre of Attraction



### Spotlight On



## Editorial Team

President &  
Editor-In-Chief  
Mr. Anup Kumar Keshan



Editor  
Mr. Apratim Ghoshal



Executive Editor  
Mrs. Puja Keshan



Associate Editor  
Mr. Devansh Keshan



Content Writers  
Ms. Hena Ahmed  
Mr. Tuhin Sarkar  
Ms. Meeta Agarwal



Design Team  
Mr. Mufaddal Chithiwala  
Ms. Sonali Khan



Mr. Rajat Singh ( Web)  
Mr. Kaushik Das(Web)



Asst. Communication Exe.  
Mr. Rana Singh



Marketing Executive  
Mr. Vijay Kumar  
Ms. Sutrishna Barua



Circulation  
Mr. A.K. Sharma  
Mr. Kajal Mandal

**Dear readers,**

The growth of global MICE industry is driven by the rapid surge in the travel & tourism sector. Whether it is U.K or U.S., the MICE industry is evolving with rapid technological advancements and infrastructural investments, which would provide a profitable opportunity for emerging MICE leaders in the near future.

According to a report published by Allied Market Research, European cities occupied more than two-fifths of the total market share. It is anticipated to maintain this trend during the forecast period. This is attributed to the low inflation rate, rise in domestic demand for meetings and incentives, lower oil prices, the rapid development of labour market, and steady economic growth. In this issue, we are highlighting some of the best-known cities and convention centers in Europe and America. We are focusing on Seattle, London, New Zealand, and Sofia as top cities for meetings and exhibitions. You can read here the MICE opportunities in these cities for a successful event- whether it is a cultural or business event. You can also check here some of the beautiful museums in London which are not only the carriers of country's rich history, but also these places provide ample space to host any meeting or event.

Next is our MICE technology section, where you can get to know about NavCog. This is a simple and easy to use mobile application designed for only specially-abled people launched by Pittsburgh International Airport. This app is also helpful for people, who are not familiar with inside buildings and complex places.

**Editor-In-Chief**

Mr. Anup Kumar Keshan

Follow us



**E**ast Europe's Silicon Valley is Bulgaria's capital city, Sofia. This city is most lucrative city for any business. Sofia is comparatively inexpensive than Budapest and Warsaw.

Sofia remains a good bargain among the entire European capital city, with a very pleasant city centre. Nearly everything is cheap here, except for inbound flights from other major cities in Eastern and Western Europe. Anyone planning for a quick tour to Europe within a limited budget should

include Sofia in the itinerary. Don't expect any major checklist attractions, but you can expect a surprisingly lovely urban experience at shockingly reasonable price.

Sofia emerged as a major business hub in Europe with the setting up of the largest global IT companies, such as HP or IBM. MICE market in Sofia has been demonstrating a stable growth in the number of arrival of business tourists and the revenues from organising events.



# Sofia

# Best Convention Centers

## Inter Expo and Congress Center

Inter Expo and Congress Center is a symbol of modern and successful business meeting. It hosts many exhibitions and events dedicated to different fields of economics. Inter Expo and Congress Center offers its business partners many opportunities to communicate and develop their innovative ideas as well as present their projects in the best possible way. With a capacity of 42,000 sqm exhibition halls and outdoor exhibition area along with 8 congress and seminar halls .

## National Palace of Culture

National Palace of Culture is the largest multifunctional conference and exhibition centre that opened in 1981 on the occasion of Bulgaria's 1300<sup>th</sup> anniversary. This conference centre is equipped to host diverse events, including concerts, multilingual conferences, exhibitions and

shows. It has an area of 123,000 sqm spread across eight floors and three underground levels. It has 13 most technically upgraded halls and 15,000 sqm of exhibition area, a trade centre and a car park. The main hall can seat over 3,000 people.

## Sofia Event Center

Sofia Event Center is referred as the paradise centre for conferences and events. The centre has a large hall that is well decorated with a corridor and a lawn. Close to Sofia Event Center, some famous hotels, restaurants, shopping malls, cinemas, spa and fitness centres are located. The centre provides a huge parking space together with CCTVs at every corner. The place provides flexible spaces for conferences, seminars and meetings. It has the latest and superior quality technological equipment in its conference room. It also has breakout rooms.



# Most Preferred Hotels



**Novotel Sofia :** Novotel Sofia offers an excellent choice for rest and rejuvenation after long tiring meetings. Well-known for its charming environment and proximity to the convention centres, Novotel Sofia makes it easy to enjoy the best of Sofia.

**Vitosha Park Hotel :** Vitosha Park Hotel is a suite- and condo-style hotel located just 7 km from downtown Sofia. It is 10-15 minute drive from Vitosha Nature Park and Vitosha Mountain, two most popular tourist attractions in the area. Vrazhdebna, Konstantin Veliki and Skopje

International Airport are the nearby airports.

## **Metropolitan Hotel Sofia**

Metropolitan Hotel Sofia is an independent 4-star business hotel in Bulgaria. All of its 201 rooms and suites are equipped with comfortable beds, spacious working desk, flat screen TV, individually controlled air conditioning and laptop-sized safe. In Metropolitan Hotel Sofia, the guests can find comfort, flawless friendly service and special compliments – top of the line Wi-Fi connection, soft mini-bar, more than 100 parking lots and convenient airport transportation.

## Sveti Sedmochislenitsi Church

St. Sedmochislenitsi Church was created in 1902 on base of an abandoned Ottoman mosque. Before the mosque at the same place there did exist a nunnery of the Rila Monastery and an Early Christian temple from the 4<sup>th</sup>-5<sup>th</sup> century, the ruins of which were excavated in 1901. The 25 m long mosque had a square shape and a large lead-covered dome. The mosque was initially known as the Koca Mehmed Pasha Mosque. The mosque received its more popular name, the Black Mosque, after the dark granite from which its minaret was made.

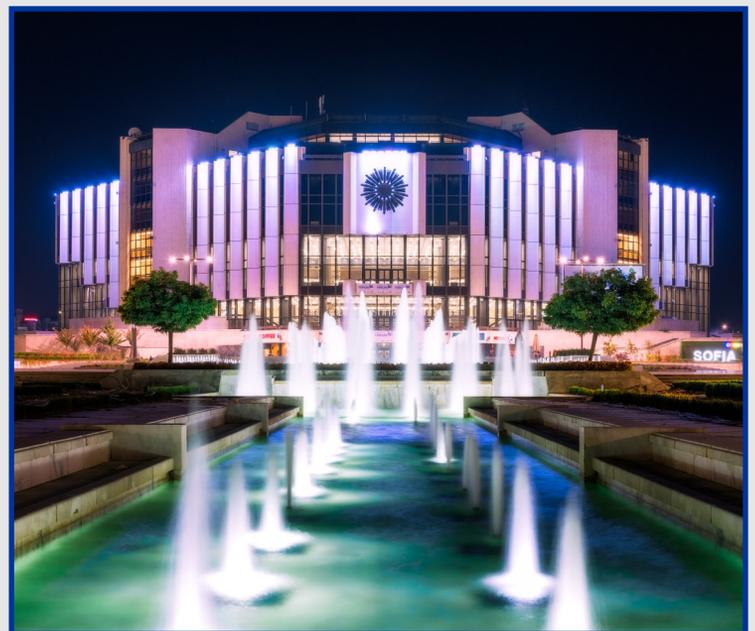
## National Museum of Military History

National Museum of Military History (NMMH) is a state museum, which is a structure of the Ministry of Defense (respectively the Ministry of War and the Ministry of National Defense). The museum has existed under various names and subordinate to various institutions since 1st August 1914 (in practice since 4 July 1916). It investigates, preserves, processes scientifically and popularises cultural valuables connected with the national and European military history.

## Vitosha Mountain National Park

Vitosha Mountain National Park is the oldest nature park on the Balkan Peninsula. Its gorgeous silhouette is visible from almost all positions in the city and is inseparable part of Sofia' image. In 1934 with the active involvement of the Bulgarian nature-conservation society, part of the mountain

of 6,600 ha was declared a park. Its boundaries have been changed many times and today encompass the entire mountain of 27,079 ha area. On the park's territory 61 types of habitats were identified; among them of greatest interest as far as nature conservation goes are the natural spruce forests, the peat areas, the moraines and the caves.



## Ariana Lake

Ariana Lake is a medium-sized artificial lake in Borisova gradina in Sofia. The lake is “B”-shaped, 175 m long and 75 m wide, with a small island at its narrowest point. It is located at the westernmost corner of the park, between the Eagles' Bridge and the national stadium.

## Ivan Vazov National Theater

Ivan Vazov National Theatre is Bulgaria's biggest theatre as well as the oldest and most imposing theatre in the country. This theatre is one of the major landmarks in Sofia due to its prime location and grandiose architecture. Ivan Vazov National Theatre is located in the centre of Sofia and its edifice faces the City Garden.



MICE tourism plays an increasingly important role in coming years. The establishment of the **Bulgarian Convention Bureau**, the renewal of the National Palace of Culture — the biggest

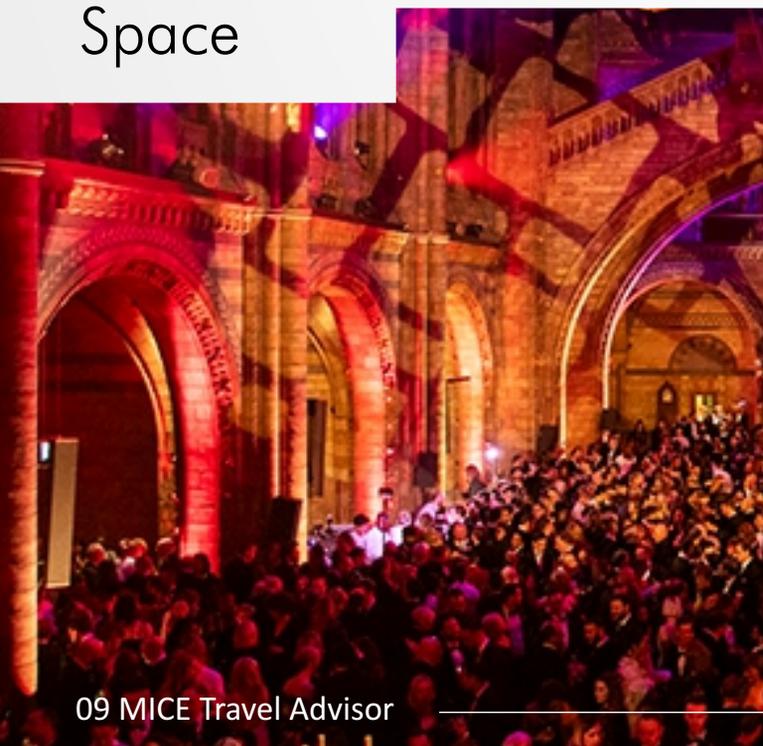
congress centre in Sofia and the expected entry of hotel brands in the tourism market in Sofia are among the factors facilitating the development of the MICE tourism in the city.

**M**useums are collections of artefacts pertaining to science, art, ancient times and others. Being an assemblage of what has transpired, museums hold time in suspension. However, their space can be utilised for building the future. With the growing clamour amongst the event attendees for unconventional meetings spaces, holding conferences in museums can offer a unique experience. Here are five museums in London where meetings, conferences and other events can be organised.

# LONDON

# MUSEUMS

Matchless  
Meetings  
Space

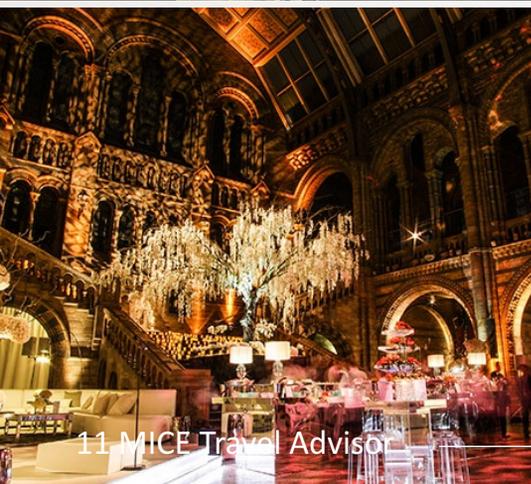


# Natural History Museum



**T**he Natural History Museum has a collection of 80 million life and earth science items. The architecture and collection of the legendary museum create a magical backdrop for corporate events, parties and celebrations. The Flett Events Theatre (200 attendees), next to the Earth Hall, along with the foyer (120 guests) offers advanced equipment for a range of events such as award ceremonies, trainings, conferences and others. Meetings can be complemented with dining and reception at Darwin Centre (150-350 guests), Fossil way (200-400 guests), Earth Hall (200-800 guests) and North Hall (250-400 guests).





Guests can dine amidst the **Earth's Treasury** that includes precious stones and rocks on display; or savours unique cuisine surrounded by watercolours and modern images in the **Nature gallery**. It is exhilarating to attend a reception among the exhibits and stimulation of **Volcanoes and Earthquakes Gallery** (200 guests). **Hintze Hall** needs special mention as its dramatic lighting can transform any private event into an exemplary artefact.

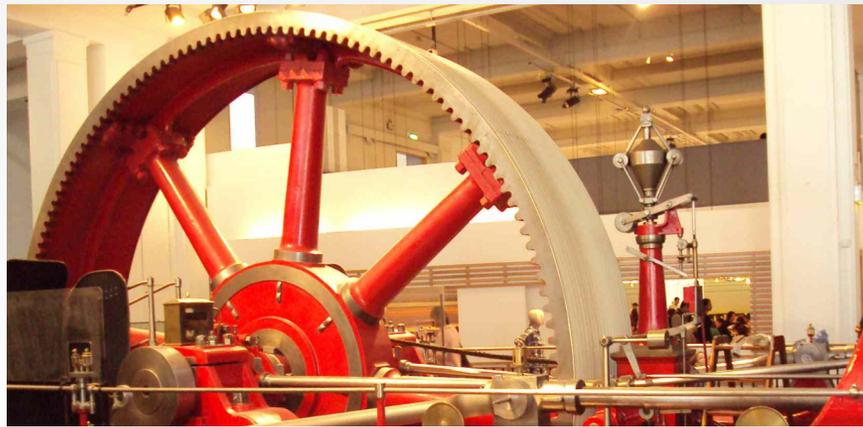
# London Transport Museum

London Transport Museum is the world's foremost museum of urban transport with more than 450,000 items on display. This museum offers three modern and versatile spaces for a wide range of events. The 121-seat Cubic Theatre auditorium along with the adjoining Foyer area is ideal for daytime business functions. It features advanced AV, Wi-Fi and true 4k resolution with DCI / DCP playback for perfect presentations. Beneath a stunning glass ceiling, on the original Victorian Flower Market, the galleries can host a range of events including product launches, dining, receptions and more. In the backdrop of London icons, the galleries can accommodate 200 guests in theatre-style seating. Located just 10-15 minute walk away from the museum is the nearest step-free station - Tottenham Court Road.



# Science Museum

The Science Museum houses a collection of over 300,000 items related to the world of science, medicine, biosciences and health. Located in the Exhibition Road in South Kensington, London, the Science Museum offers multitudinous meetings spaces — Smith Centre (200 guests), Illuminate (450 guests), Flight (400 guests), IMAX Theatre (414 attendees) and Engineer Your Future (220 attendees). These multi-functional MICE spaces include a fully integrated AV system and catering partners for the successful execution of annual general meeting, awards ceremonies, receptions and dinners.



# Royal Museums Greenwich



**R**oyal Museums Greenwich offers an array of unique spaces for daytime corporate meetings. Training sessions, boardroom meetings and conferences can be organised at the National Maritime Museum (120 guests), the Royal Observatory (12 attendees) and the Queen's House (25 guests).

Located at the top of the late-Victorian Astronomy Centre, the Endeavour Room at the Royal Observatory features a large domed ceiling and ample natural light for an insightful brainstorming. With a huge vaulted ceiling and a 400-year-old black and white marble floor, the Great Hall of the Queen's House is ideal for meetings and luncheon in the ambience of centuries-old royalty. All meeting spaces have an extensive range of AV facilities. The Lecture Theatre at the National Maritime Museum has video laser disc and speech reinforcement system.



# Imperial War Museum



Imperial War Museum (IWM) chronicles the civil and military war effort and sacrifice of the British Empire during the First World War. It offers MICE capacities for both daytime and evening events. It has three boardrooms. The conference room and foyer can seat 80 guests in theatre style. The atrium of IWM can host 150 guests in theatre style.

All museums offer modern audio-visual technology and professional hospitality services to make the events a roaring success. The awe-inspiring views of the museums amidst the imposing veil of history create an exclusive space for meetings, trainings, product launches, ceremonies, dining and more.



# Interview Zone

MICE Travel Advisor in an exclusive interview with **Gernot Marx, Managing Director, Salzburg Convention Bureau** speaks about the latest trend of 'mindful' meetings and what makes Salzburg the most sought after MICE destination in Austria.

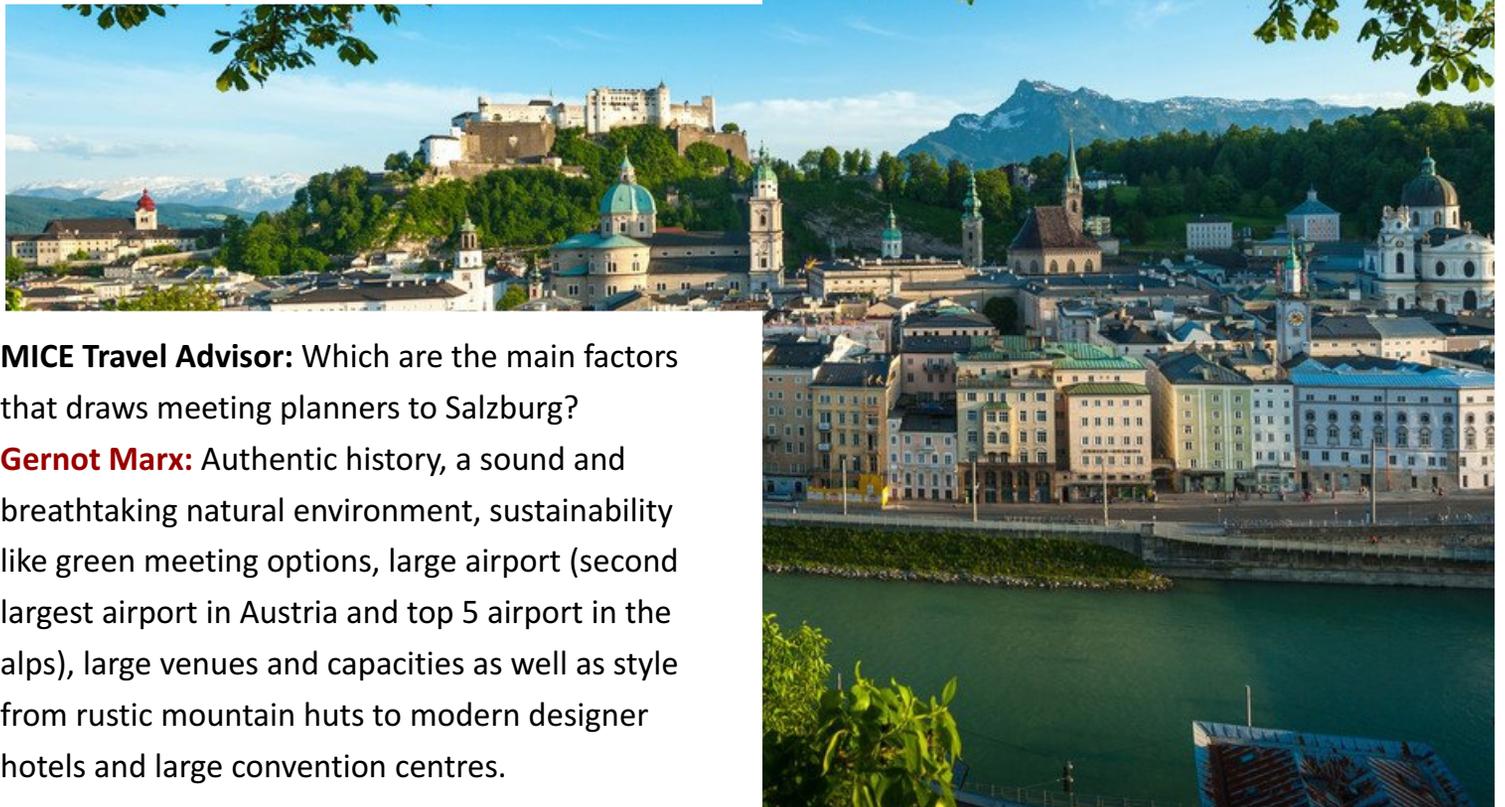


**MICE Travel Advisor:** How is Salzburg positioned in the meetings industry and what is its market share?

**Gernot Marx:** We are the regional Convention Bureau for the city and state of Salzburg. The state includes not only the city, but also many famous alpine event resorts like Zell am See-Kaprun, Saalfelden-Leogang and others. Not only we look after the city of Salzburg, but also the largest ski and event resort of Europe. As a state and city we have by far the highest market share at nearly 20%, which makes us the largest MICE-destination in Austria after the capital city Vienna. However, also the number of international participants at congresses, corporate events and incentives is very high in Salzburg. This shows the international repute for international events in Salzburg.

**MICE Travel Advisor:** There has been a surge in 'mindful events' these days, so which are the ideal event location in Salzburg for conducting that?

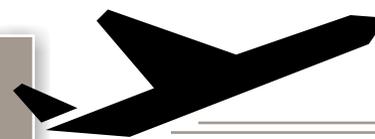
**Gernot Marx:** A number of conference and seminar venues in Salzburg and the surrounding area have joined forces under the motto 'Heilsame Orte' (healing places) to offer contact points for people yearning for peace and contemplation. Many of them can also be booked for company events, leadership seminars, or professional development events. There is St. Virgil and other top locations in Salzburg and in the Salzburger Land countryside to conduct mindful events.



**MICE Travel Advisor:** Which are the main factors that draw meeting planners to Salzburg?

**Gernot Marx:** Authentic history, a sound and breathtaking natural environment, sustainability like green meeting options, large airport (second largest airport in Austria and top 5 airport in the alps), large venues and capacities as well as style from rustic mountain huts to modern designer hotels and large convention centres.

# Take off with NavCog



## Giving wings to the specially-abled

Promoting inclusivity and integrating specially-abled in the main stream, providing them with universal access and equal opportunities for development is more than a social responsibility initiative now.

Pittsburgh International Airport recently launched a navigation app called the NavCog, which functions like an indoor GPS. It was first introduced at the Carnegie Mellon campus.

It provides turn-by-turn audio instructions so that people with visual impairments can reach the required destinations easily (which might include departure gate, restroom or a restaurant). The app is also helpful for people not familiar with inside buildings and complex places.

Chieko Asakawa, a computer scientist at IBM and a Professor, along with other researchers at Carnegie Mellon launched the app. As she is visually impaired, she had her own struggles in navigating at airports. This motivated her to find a solution to aid people with similar disabilities.

Although escorts are provided for visually impaired but they are not available until the passengers check in, so reaching to the counter on their own is a task. But with NavCog it is a smooth process now. It works

through hundreds of Bluetooth beacons which are installed inside the airport that wirelessly communicate a user's location.

Audio instructions are provided by the app that gives the users a projection of surroundings. Its functioning is based on the map of the terminal that is marked with locations of restrooms, gates, entrances, ticketing counters etc.

The researchers also tested ten blind people with the app in iPhone 8.

The modern technologies are set to enhance the travellers' experiences and airport operations. In the NavCog system, basically there is an interaction

between three key components—the Map Server, Beacon Localization and the NavCog App.

The Map Server has all the information which describes the environment and the models required to correctly localise the user in those environments. A web interface creates a map and the NavCog enabled mobile device contacts the server once to download the map.

There are periodic broadcast by the Bluetooth beacon installed in the target environment that identifies the nearby NavCog-enabled smartphones.



The downloaded map in the NavCog iOS application helps in building internal graph structure for navigation. It embeds information about the Point of Interests (POI) and visualise the installed locations of the beacons.

For navigation assistance, the position of the user obtained through Bluetooth beacons is required. The beacon location is used for management of beacons considered for localisation in future.

NavCog has two screens—the planning interface and the navigation interface—which have a small number of key elements positioned on the borders of the touch screen so that a person with visual impairment can easily find and activate it.

Aira is another service offered in airports which connects users with an “agent” either by using glasses equipped with a camera or through a smartphone app which has access to the user's camera. Users are directed by the agents after looking at the footage helping the users to navigate. One can avail a subscription while using it at home or at work; however participating airports pay the fees for users on site.



## Inclusivity in convention centre

It was recently announced that the Greater Columbus Convention Center (GCCC) is Certified Sensory Inclusive.

This is the first convention to earn this certification and will be helping individuals with sensory challenges like those suffering from autism, dementia, PTSD and other health concerns. The certification has been issued by Kulture City, which is a non-profit organisation based in Birmingham, Alabama.

The centre is well-equipped with sensory bags, noise-cancelling headphones, fidget tools, verbal cue cards and weighted lap pads. These are available at the GCCC guest service centres and for further comfort, quiet zones have been added.

Guests with sensory needs are handled by the trained staff of the GCCC. The staff are willing to go the extra mile to ensure an inclusive community.



# MICE BITES

## AFRICA HOTEL INVESTMENT FORUM WILL GENERATE MILLIONS FOR AFRICA

An independent assessment by the international tourism advisory expert, Martin Jansen van Vuuren, a partner at Futureneer Advisors has quantified the significant economic benefits to host countries of the influential (AHIF). He reveals that when Africa Hotel Investment Forum (AHIF) returns to Addis Ababa at the end of September, it could bring over one and a half million dollars in direct benefit to the local economy, an additional two million dollars in indirect benefit and over a quarter a million in tax to the Ethiopian host government if spending at the 2019 event is a mere 10% more than when it was held in the city in 2014.

## IBTM WORLD LAUNCHES EVENT BUSINESS ACCELERATOR FOR YOUNG ENTREPRENEURS

IBTM World has launch Event Business Accelerator which is an investment mentoring programme for young entrepreneurs. Through the programme people will get an idea about product and service relevant to the events industry. The intensive mentoring programme will further culminate in a live pitch for funding to a panel of potential investors at IBTM World. ITBM World will take place in Barcelona from 19-21 November, 2019.



## TCEB LAUNCHES THAI MICE CONNECT, ONE-STOP SERVICE E-MARKET

The Thailand Convention and Exhibition Bureau (TCEB) has introduced “*Thai MICE Connect*”, a one-stop service e-market which is aimed at broadening business opportunities for meetings, incentives, conventions and exhibitions (MICE) abroad. Thai MICE Connect is scheduled to be launch on Oct 15.

The platform will be an intensive e-MICE marketplace for hotels, travel companies and other tourism service operators to showcase their services as per Chiruit Isarangkun Na Ayuthaya, TCEB president. The platform will feature 16 main categories such as conventions, hotels, shopping places, attractions, catering services, associations and logistics.





## **ABU DHABI INTRODUCES \$163 MILLION FUND TO ATTRACT MORE MICE TOURISTS**

A specialised \$163 million fund has been launched by the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) as part of an initiative to enhance Abu Dhabi’s portfolio of world-class leisure and business events. The new Mega Events Fund is part of the Ghadan 21 programme, which is

working to accelerate Abu Dhabi’s economy, a statement said, adding that the new financial stimulus announced by DCT Abu Dhabi will focus exclusively on the development of major entertainment and business activities and festivals in the emirate. The new MICE tourism fund will work with the Advantage Abu Dhabi programme, an additional DCT Abu Dhabi incentive grant scheme which has already scored major successes in stimulating the events sector in Abu Dhabi.



The Board of Directors and Executive Committee of Tourism London has confirmed the appointment of Cheryl Finn as the new manager of Tourism London, as announced by the City of London in an official statement. Finn has been the Director of Sport Tourism for the last 12 years, and her accomplishments include “leading Tourism London's efforts to host high profile provincial, national and international sporting events that include the 2013 ISU World Figure Skating Championships and countless other events.”

**Tourism London appoints**

**Cheryl Finn as new manager**

# MICE APPOINTMENTS

# Waldorf Astoria Edinburgh - The Caledonian appoints

## Ronan Barrett as Commercial Director



Waldorf Astoria Edinburgh – The Caledonian, has appointed Ronan Barrett as Commercial Director. With over 20 years of hospitality experience under his belt, Ronan joined in the industry at Shannon College of Hotel Management, including time spent as a chef at the Victoria Jungfrau hotel in Switzerland. Throughout his career he has worked his way up the ranks in some of the world's leading hotels and hospitality providers in the United Kingdom, Australia and Canada, holding senior management roles in sales, marketing and branding.

Mathias Gerds has been appointed as a General Manager at Evason Ana Mandara in Nha Trang, Vietnam. Mathias Gerds has over 20 years of experience in different roles and duties in luxury city and resort properties. Mathias brings a wealth of knowledge to his new position. Mathias enjoys traveling and seeks new adventures in his native Germany and beyond. He spent most of his working years in Austria, Russia, Seychelles, Thailand, Malaysia and China.



**Mathias Gerds appointed**

**as GM of Nha Trang's Evason Ana Mandara**

Centre of Attraction



## A Memorable Meeting At The New Zealand International Convention Center

One Worth Remembering!

The New Zealand International Convention Center (NZICC), sitting pretty at the heart of the vibrant central business district of Auckland, makes innovation meet inspiration. Adorning an open design, NZICC houses 32,500 m<sup>2</sup> of multipurpose carpeted area to cater to all possible conference needs! Whether you are looking to host a corporate affair for a headcount of 3 or 3000, this convention



## Zesty Features That NZICC Has In Store!

centre has a tailored plan to fit your bill. With features like easy connectivity, versatile structure and flexible space, NZICC is taking gracious steps ahead as one of the most in-demand meeting destinations across the globe.

Located in the second safest country in the world which is also rated as the easiest country to run a business in, the convention centre has goodness swarming in from several aspects. Located at a distance of merely 25 kms from the Auckland International Airport, it is well connected to different parts of the city with regular bus and shuttle services. 30 international airlines bridge Auckland to 43 global destinations, adding ease to the access. New Zealand International Convention Center is designed to make room for 33 meeting spaces at one time. With adequate parking space, refreshment spots lining up Auckland, 20,000 innovative companies located nearby, NZICC has every reason to be chosen as the perfect meeting spot.

## Look before you meet!

NZICC has the rich culture of the Kiwis etched over all the nooks and corners of its architecture. Around 2400 sqm of glass wrap around 550 panels to form its top. 13,500 terracotta tiles line up to form a spine wall along the retail and dining laneway by the new centre. With its one-of-a-kind build up and authenticity of the sovereign island country New Zealand, this convention centre casts a sober impression right at the first glimpse!



## Space for one and everything

Whether it is a prestigious meeting or an aesthetic exhibition, the extremely flexible space within this convention centre is versatile enough to house all such events. The space being free from columns with 9 m high stud ceilings can be configured into 3 halls for convenience. A dedicated team is there to help you with a plethora of customised activities for your corporate event. The entire spaces have meeting rooms and galleries circling around, doubling as pre function and support space.

Premium hotel rooms standing tall to greet you

## Only an airbridge away!

SKYCITY Grand Hotel and SKYCITY Hotel & Horizon Hotel house over 1000 luxury rooms across a 4-star rating, to accommodate groups with variable head count with utmost comfort. The hotels are all connected with NZICC with airbridges, making it a matter of few steps.

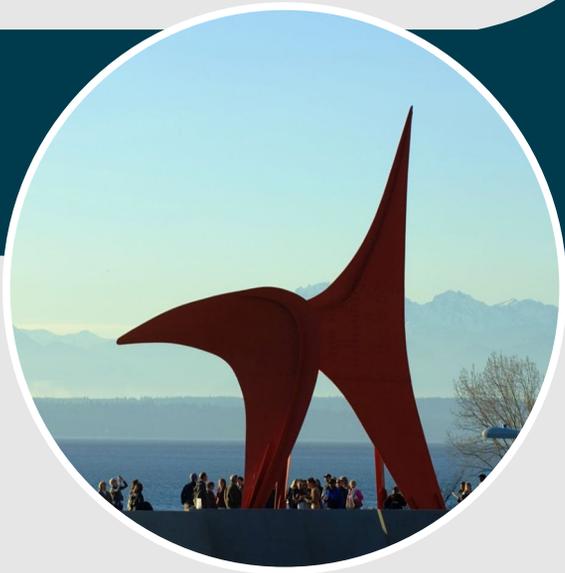
### Epic Epicurean Feasts!

Out of the top 50 restaurants listed in the Metro's list, 5 are present in the Federal Street premises. This is enough proof to the presence of eateries serving lip-smacking delicacies around NZICC! Also, NZICC has an in-house kitchen unit where choicest chefs whip up globally inspired gourmet dishes out of fresh supplies to cater to diverse tastebuds. Being a potpourri of varied cultures, there are a number of cuisines plated to perfection, blending the best of traditions with contemporary food trends. Auckland's three wine regions await at a stone's throw, with freshly crafted fine wine, to end your conference on a happy note!



*All in all, with the best in-class space arrangement, luxury accommodation, fine dine and unwinding options, NZICC weaves together a conference opportunity like no other! Plan and organise your next corporate affair in this convention centre to live through the experience of a lifetime.*

## Spotlight On



Age-old concepts are undergoing contemporary makeovers. Synchronising with that rhythm, corporate meets are no more all grey affairs. In the current scenario, a smart meet demands a befitting venue. Seattle, an island city on Puget Sound amidst the Pacific Northwest, seems to know it and how! From housing n-number of choicest boutique hotels to flaunting Microsoft and Amazon headquarters, Seattle seems to leave no stone unturned to stand as the first choice for your next corporate event, conference, business meetings and seminars. Let's skip the fuss and unfold the nitty-gritty of Seattle as your next business meeting destination!



Standing tall at Seattle, Washington, United States, Washington State Convention Center (WSCC) houses a couple of beautifully structured exhibition

# ***ASSEMBLE AT SEATTLE***

*Let Your Meeting Stand As A Synonym To Success!*



## ***Let Your Event Score High On Class Quotient Host It At Washington State Convention Center***

halls occupying 237,000 sqft of floor area, and meeting rooms in buildings along Pike Street in Downtown Seattle. The convention centre has played a proud host to several eminent annual events – PAX West (formerly the Penny Arcade Expo), Sakura-Con, and the Northwest Flower and Garden Show, Emerald City Comic Con, to name a few. With a total of approximately 415,000 sqft of

usable space, convenient location, numerous hotels and restaurants awaiting a skybridge away, WSCC successfully qualifies all the factors you are looking for in the venue of your next event! Besides WSCC, Seattle boasts of meetings & convention centers like Hilton Seattle Airport & Conference Centres, Hyatt Regency Seattle among several others.

# ***Accommodate In Style***

## ***Get Spoilt By Business Hotel Choices!***

Seattle has in store a plethora of options when it comes to business hotels that set a world-class ambience for your conference and provides you premium accommodation alongside! Here's a glimpse of some 4-star

business hotels that can scale up your event to an international level.



### ***Renaissance Seattle Hotel***

Located at the heart of Seattle, the Renaissance Seattle Hotel offers comfortable accommodation with 557 guest rooms, each of which showcases magnificent views. A dedicated meeting space of 27,940 sq. ft. is available that can accommodate groups with any headcount – be it 10 or 400.

### ***Hotel Theodore Seattle***

Hotel Theodore is another name amongst the top rated business hotels. This luxury downtown Seattle hotel brings under one roof the city's age-old tradition and rich culture. This provides a cozy and luxurious travel experience that hits the authentic notes, with supreme hospitality and a well crafted meeting space.



### ***W Seattle***

Make your next meeting or conference a grand success at the lively urban retreat tucked in downtown Seattle. With a dozen of smartly-equipped meeting rooms spread over a total floor area of 10,450 sq ft and loaded with multiple features and state-of-the-art technology, makes this hotel for a great choice. To add to the goodness, it offers exclusive discounts & lucrative perks to the meeting planners.

### ***Sheraton Grand Seattle Hotel***

Located in the city's vibrant core, the Sheraton Grand Seattle brings you diverse sights and sounds of the Pacific Northwest after you are back from your conference. Step out to grab a gourmet bite, experience exciting entertainment, or plunge into shopping to unwind.

When in Seattle, expect options galore to satisfy your gourmet cravings like never before. There is a myriad range of restaurants churning out global cuisines along with the traditional one, catering to tastebuds aligned with different cultures. Choose from a variety of dishes bursting in flavours, freshness and authentic taste. Apart from the full course meals, there's a lot for your midday binge, too! To make the most of your coffee breaks, head to a café and treat yourself to the finest coffee experience!

***Take Gourmet Memories Back One Meal At A Time!***





## ***Witness Inspiration Transcending Into Ideas At Seattle!***

With prestigious events like International Conference on Education, Sharepoint Fest affiliated by Microsoft finding home at Seattle, it is needless to talk about the city's potential as a business event destination. A chock-a-block schedule for the upcoming months at Seattle with events like Business Resilience Conference, Ingeniux User Conference, Lenders One Summit lined up, only adds oodles of support to that!

***To draw to a close, starting from a great location to perfect ambience, owning a massive tech hub to a number of best- in -class hotels and restaurants – with all odds in favour, Seattle undoubtedly comes off as a corporate event planner's dream destination!***

### TTF Kolkata

**When :** July 12-14, 2019

**Where :** Kolkata, India



Travel & Tourism Fair (TTF), the oldest and the biggest travel trade show network in India concluded its 30th edition of TTF Kolkata with a record turnout of more than 10,000 visitors.

TTF Kolkata was held from July 12-14 in the Netaji Indoor Stadium and Khudiram Anushilan Kendra with 440 exhibitors from 14 countries and 25 Indian states, including pavilions of various national and state tourism boards.

Sri Lanka, Bangladesh and Nepal participated as Partner Countries while Thailand and Bahrain joined as the Feature Countries. Exhibitors from Bhutan, China, Malaysia, Nepal, Singapore, South Africa and UAE have also taken part in the show.

Among the Indian states, West Bengal and Uttarakhand had the largest pavilions, followed by Odisha, Gujarat, Kerala, Madhya Pradesh and Rajasthan who had set up extensive state pavilions with their private operators. Tamil Nadu, Himachal Pradesh, Assam, Jharkhand, Lakshadweep, Tripura, Nagaland, Jammu & Kashmir and Karnataka had also erected state pavilions, to attract tourists to their states.

India Tourism actively supported and was prominently present at the show.

TTF Forum, the knowledge-sharing platform conducted a panel discussion in Kolkata on “How Bangladeshi Tourists Outnumbered European Travellers to India and Indian tourists to Bangladesh did too”. The panel speakers included Taufiq Rahman, Chief Executive of Journey Plus, Syed Shaffat Uddin Ahmed, Managing Director of Market n-Trance Ltd. and Mohiuddin Helal, the CEO of River and Green Tours.

Over the years, apart from serving the tourists with information and booking facilitation, TTF has been a vital networking opportunity for the travel trade from the region, along with their counterparts from all over India.

TTF Kolkata has always been a must-visit event not only for the travel trade and tourists from Kolkata but also the neighbouring country of Bangladesh. Bangladesh topped Foreign Tourist Arrivals (FTAs) in India in recent years, contributing more than 20% of all arrivals. On the other hand, Bangladesh also received the majority of international tourists from India. No wonder, Bangladesh participated at the show with a large delegation.

TTF Kolkata also received commendable support from the Ministry of Tourism, State Tourism Boards, National Tourist Offices, thousands of private exhibitors and trade associations. It continues to be a unique platform providing opportunities for buyers and sellers from across the country to showcase their latest offerings and build long term business ties.

TTF is supported by Incredible India, TAAI, OTOAI, ATOAI, ADTOI, IATO, IAAI, SKAL INTERNATIONAL, NEHATO and ETAA.



# CALENDAR OF EVENTS

**IITM Bangalore**

2<sup>nd</sup> - 4<sup>th</sup> August



Bangalore, India  
[www.iitmindia.com/](http://www.iitmindia.com/)

**NATAS Holidays**

2<sup>nd</sup> - 4<sup>th</sup> August



Singapore  
[www.natastravelfair.travel](http://www.natastravelfair.travel)

**IITM Chennai**

9<sup>th</sup> - 11<sup>th</sup> August



Chennai, India  
[www.iitmindia.com/](http://www.iitmindia.com/)

**The Travel Industry  
Exhibition**

21<sup>st</sup> - 22<sup>nd</sup> August



Sydney, Australia  
[www.travelmassive.com/travel-industry-exhibition](http://www.travelmassive.com/travel-industry-exhibition)

**Travel Daily  
Conference  
& Digital Travel Show**  
27<sup>th</sup> - 29<sup>th</sup> August



Shanghai, China  
[www.event.traveldaily.cn/tdc-2019/index\\_en](http://www.event.traveldaily.cn/tdc-2019/index_en)

## IBTM China

28<sup>th</sup> - 29<sup>th</sup> August



Beijing , China  
[www.ibtmchina.com](http://www.ibtmchina.com)

## CITIE 2019

30<sup>th</sup> Aug - 1<sup>st</sup> Sep



Guang Dong, China  
[www.gzlmice.com](http://www.gzlmice.com)

## ThINC Indonesia

5<sup>th</sup> Sep



Bali, Indonesia  
[www.thincindonesia.com](http://www.thincindonesia.com)

## Hotel Management

## Singapore Summit

5<sup>th</sup> Sep



Singapore  
[www.questexevent.com/HotelManagementSummit/2019/singapore](http://www.questexevent.com/HotelManagementSummit/2019/singapore)

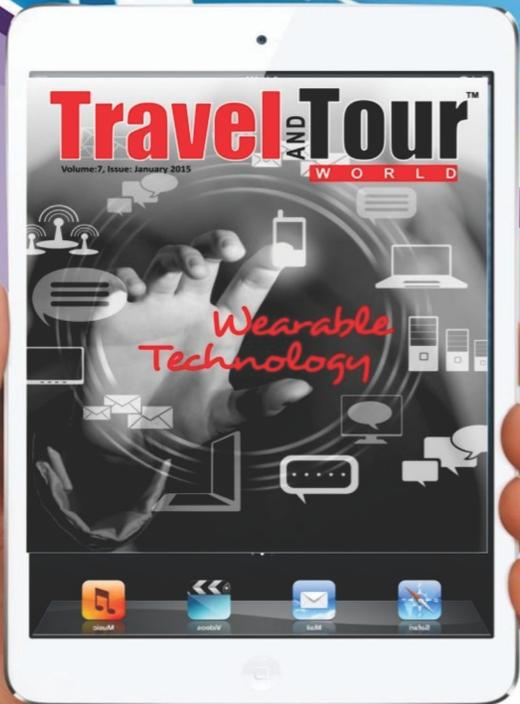
## Aviation Festival

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



London, UK

[www.terrapinn.com/conference/aviation-festival/index.stm](http://www.terrapinn.com/conference/aviation-festival/index.stm)



# Travel AND Tour WORLD™

www.travelandtourworld.com



**Subscribe**  
to our daily  
travel newsletter  
**FREE**

Over  
250,000  
readers  
worldwide

An  
Exclusive  
Travel  
B2B  
e-zine

Media  
Partners  
of 90+  
Travel Shows

**APP!**  
**DOWNLOAD**  
Our  
Exclusive  
NEW APP

Mobile  
and  
Tablet  
Friendly