

MICE **Travel Advisor**

Volume: 8, Issue: December 2019

BUCHAREST

**Experience MICE
in Romania**





03. Bucharest

03. CENTRE OF ATTRACTION : Wide, tree-lined boulevards, glorious Belle Epoque buildings, luxurious convention centres, affordable hotels and a simple life make **Bucharest**, Romania's capital city, a paradise for MICE and leisure tourists.



12. Occupancy Sensing Technology

12. TECH TALK : **Occupancy Sensing Technology** combines motion detection devices, thermal occupancy sensors and network presence sensing. With the help of these devices, hotels can save money on energy costs by automatically switching off lights and adjusting room temperatures when the devices hint that a room is unoccupied.



20. The Tampere Exhibition and Sports Centre

16. COVER STORY : A healthy attendee is a happy attendee. **Wellness** is being incorporated in meetings and conferences to boost up participants and strike up a more engaging conversation at events. Activities such as meditation and yoga are being included and participants are being offered healthy meals besides taking many other initiatives.

20. SPOTLIGHT ON : Finland is booming in meetings' industry for the remarkable contribution of Finland Convention Bureau in developing MICE infrastructure. Known as the happiest country in the world, Finland has the most advanced exhibition and congress centres with versatile premises and high-class and highly technical conferences. **The Tampere Exhibition and Sports Centre** is one of them.

25. MICE BITES

32. MICE APPOINTMENTS

33. SHOW HIGHLIGHT

35. SHOW REVIEW

38. CALENDER OF EVENTS

28. VENUE CHECK : Rwanda's capital, **Kigali**, is the most popular destination in Africa, second only to Cape Town, for international meetings and conferences. Its simplified visa regime and the presence of several world-class MICE venues such as Kigali Conference and Exhibition Village among others makes it an ideal MICE destination.



From the Editor's Desk

Dear Readers,

The MICE industry is streamlining itself, global meetings and events are getting more centralised across multiple regions and new technologies are transforming how meetings and events are managed. The innovative tools are helping in bringing more visibility through real-time data. In 2020, despite predictions of economic gloom the MICE industry is expected to grow.

The vibrant capital of Romania , Bucharest, is a great pick for meetings, corporate events, exhibitions and incentive travel as it has an incredible infrastructure and facility for any kind of events. Read Centre of Attraction if you intend to plan an event in Bucharest which is home to many museums, art galleries, theatres, old churches, architectural mix, beautiful parks etc.

Frictionless experience in meetings is an important component for attendees these days and it is increasingly becoming important for planners to include it in their meetings and events. The wellness industry is growing almost twice as fast as the global economic growth, go through our Cover Story to know more about Wellness in Meetings.

Spotlight On takes you to the versatile Tampere Exhibition and Sports Centre (TESC) which is one of the largest exhibition and sports centres in Finland. It provides excellent environment for functions and events and is ideal for events of different size and groups.

Kigali in Rwanda is a safe and secure MICE destination with world-class venues, accommodation and connectivity. It is known to host several high- level conferences and is a preferred MICE destination for many. Read Venue Check to know more about the blooming MICE market here.

This month's edition on Tech Talk speaks about Occupancy Sensing in Hotels which helps hotels to enhance and personalise the guest experience. The technology remembers the guest preferences and automatically sets the room to meet the specific requirements.

Mr. Anup Kumar Keshan
Editor-in-Chief

03 MICE Travel Advisor



**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

Design Team
Mr. Mufaddal Chithiwala
Ms. Sonali Khan
Mr. Rajat Singh (Web)
Mr. Kaushik Das(Web)

**Asst. Communication
Executive**
Mr. Rana Singh

Marketing Executive
Mr. Vijay Kumar
Sutrishna Barua

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

BUCHAREST

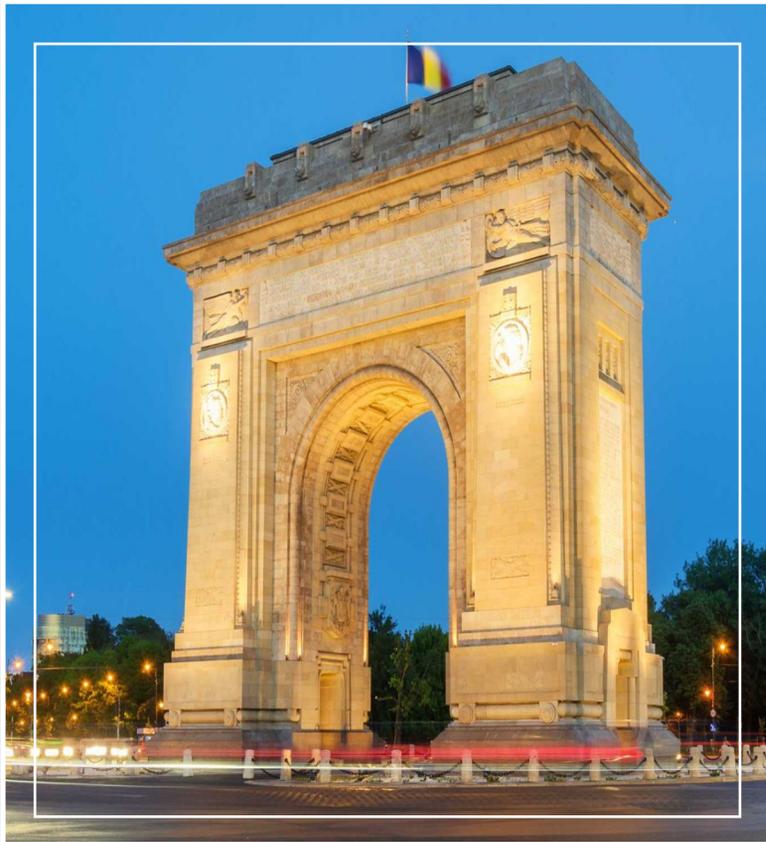
Unique MICE Experience in Romania

Wide, tree-lined boulevards, glorious Belle Époque buildings, luxurious convention centres, affordable hotels and a simple life make Bucharest, Romania's largest city a paradise for MICE and leisure tourists. Bucharest earned its nickname "Little Paris" in 1990 and now this city is a bustling metropolis. So, take a journey to the land of blissful charm...

Romania's most energetic and livable city is Bucharest. This city carries Romanian legend, according to which, this city was founded on the banks of the Dambovitza River by a shepherd named "Bucur", whose name literally means "joy".



Corporate's Best Choice



Romania is a very popular MICE destination in Europe and a large part of the country has the best turnover from convention centres & hotels. Its capital city, Bucharest's economy is based mostly on hospitality, education and meeting market. Here MICE is one of the successful engines of tourism development and an important generator of income, employment and foreign investment. According to the International Congress and Convention Association (ICCA), Bucharest hosted 39 of the 70 events in Romania and ranked 33rd in Europe in terms of the number of events hosted. This city attracts millennials for its low corporate taxation and lower living cost.

Ramada Plaza Bucharest Convention Centre

Ramada Plaza Bucharest Convention Centre is located near Triumph Arch and city centre. You can have an easy access by having a short walk from the Herastrau Park. Built in 1974, with 1500 sq.ft area, this convention centre has 11 floors with 300 rooms providing luxurious accommodation and 15 most advanced exhibition spaces to host any kind of event.



RomeExpo

RomeExpo is one of the prominent locations for Romanian trade fair and exhibition industry. This exhibition centre has the combination of tradition with international experience and quality, all for the benefit of exhibitors and specialist visitors. RomeExpo is also a permanent member of the World Exhibition Industry Association - UFI, the Central European Trade Fair Alliance - CEFA, the International Union for Exhibition Statistics Reporting - CENTREX and the Agricultural Fair Organizers Association from Europe - EURASCO. Since 1991, the development strategy of RomeExpo has focused on modernisation, diversification and specialisation.



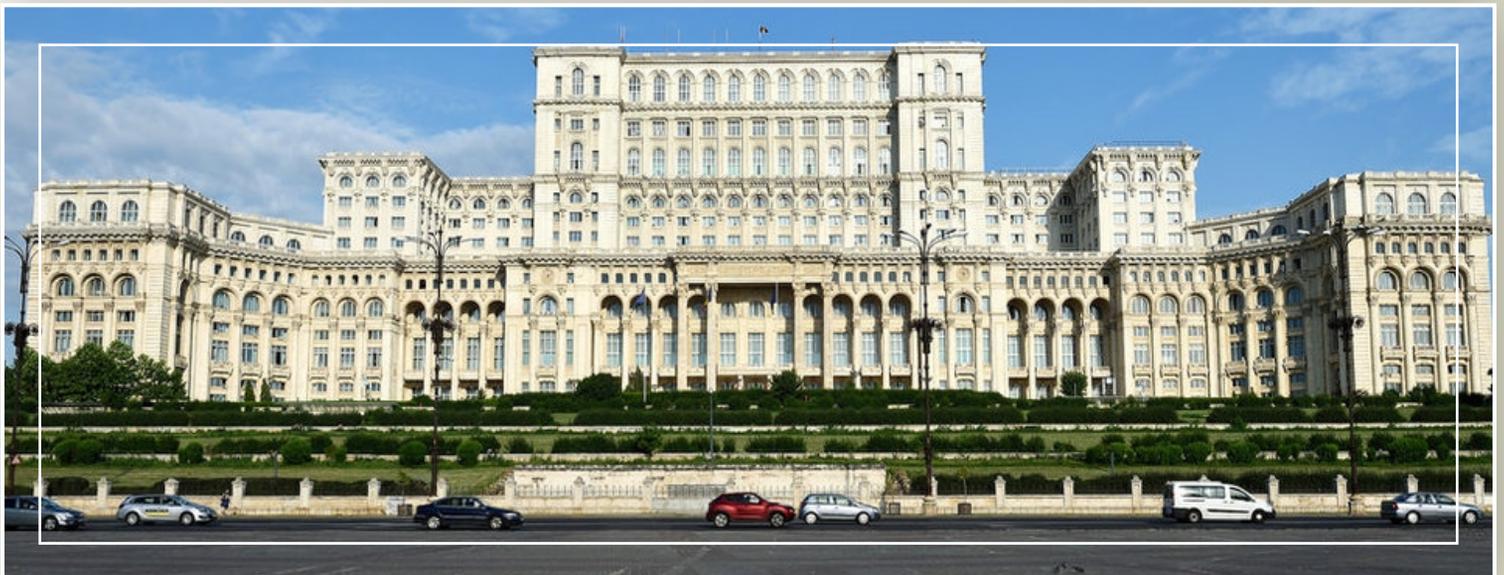
Palace of the National Military Circle

This place is one of the top-notch buildings that serves both as a meeting venue and tourism attraction. The building of the National Military Circle was designed by Romanian architects, D. Maimarolu, V. Stefanescu and E. Doneaud in 1912 in French Neoclassical style. National Military Circle contains numerous reception halls and meeting rooms, a theatre, a bookshop and art galleries. You can also take a guided tour to see its museum, Byzantine art and architecture.

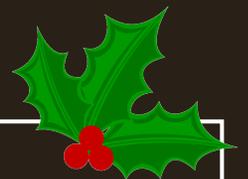


Palace of Parliament

Palace of Parliament is located in Bucharest. This exhibition centre hosts events like International Water Association, Royal Aeronautical Society, European Institute for Advanced Studies in Management, European Association for Endoscopic Surgery, ARA – Romanian Water Association and more. The Palace of Parliament is the world's second-largest administrative building. This palatial building also serves as a convention centre. It's 330,000-sq-metre building has more than 3000 rooms to organise any kind of event.



Exploring cityscape



Bucharest Christmas Market opened in Constitutiei Square on November 28, the same day that the holiday lights were turned on in the city. In the market, you can find a Christmas tree of over 30 m, a merry-go-round, an ice skating rink and over 130 stalls with traditional food products, mulled wine, handcraft items, seasonal decorations, traditional clothing items, toys and other items.



Romanian Athenaeum

Romanian Athenaeum is an abode of Romania's classical-music tradition. The paintings from Romanian history featured on the interior fresco inside attract tourists every year. Today, it is home to the George Enescu Philharmonic Orchestra and normally opens during concerts, but you can often take a peep inside, if you have a guided tour operator.

Grigore Antipa Natural History Museum

It is one of the few attractions in Bucharest popular among the kids. This is a natural-history museum, showing off Romania's history of flora and fauna. It features lots of modern bells and whistles, such as video displays, games and interactive exhibits to attract modern age visitors.





Cișmigiu Garden

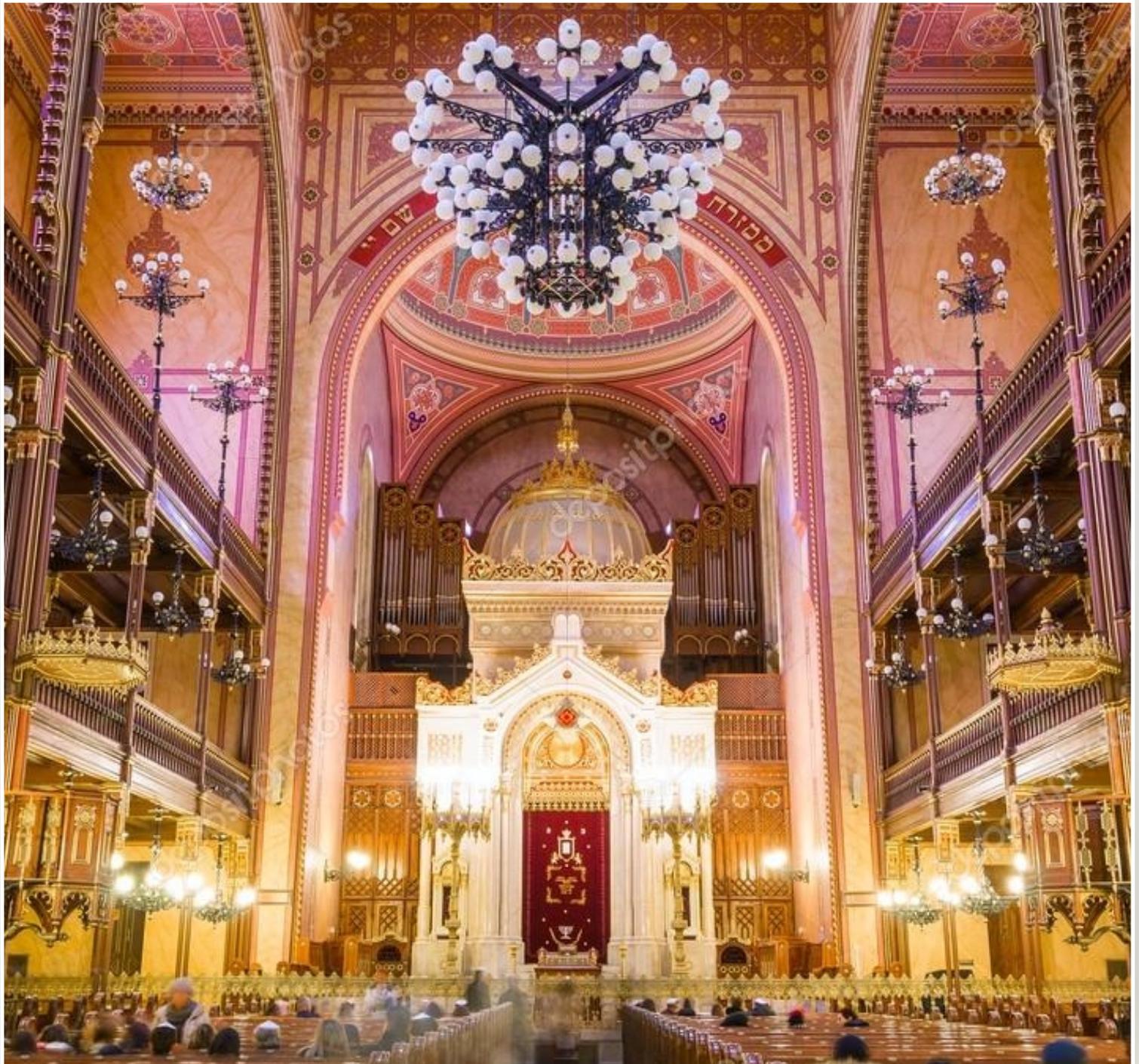
Cișmigiu Garden is located on the west of Calea Victoriei. It allures you with shady walks in the evening, a lake, cafes and benches where you can sit and stare at Bucharest residents passing by.

Herăstrău Park

This 200-hectare park around a large lake is (arguably) Bucharest's nicest park, with plenty of shaded strolls and open-air cafes and boats which can be hired. Some of the city's best clubs decamp along the shore here and transform the park into an all-night party scene during Summer. One of the main entrances to the park is a short walk from the Aviatorilor metro station.

Great Synagogue

This important synagogue dates from the mid-19th century and was established by migrating Polish Jews. Entry is free, but a donation (10 lei) is expected. It's hard to find as it is hidden on three sides by public housing blocks. Its worth the effort taken to reach here to see the meticulously restored interior and the main exhibition on Jewish life and the Holocaust in Romania.



Occupancy Sensing Technology

Helping hotels to cut down on energy costs

It is important for a hotelier to know how to control one's property's energy cost. But how can one hotelier achieve this without asking guests to cut back on their energy use? Well, occupancy sensing technology is the answer.

The technology combines motion detection devices, thermal occupancy sensors and network presence sensing. With the help of these devices, hotels can save money on energy costs by automatically switching off lights and adjusting room temperatures when the devices hint that a room is unoccupied.

However, this is not the only advantage of using such technology into one's property. This technology also enables to personalise the guest's experience by remembering their preferences and changing the environment of the room to meet their specifications.

CIRQ+ is the new forerunner in the occupancy sensing tech industry. This is a specialized IoT solution that can transform a hotel room into a smart room. The device has many smart features including USB charging ports, Bluetooth speakers, wireless thermostat controls, and wireless room commands (adjusting lights, plugs and so on). In addition to this, these devices also use thermal energy sensors, which can check if someone is present in the room and adjusts the room temperature accordingly.

As per experts, hoteliers are seeing this technology as an option to not only modernise their hotel but also to protect it for the future. A hotelier would not like to leave his wallet open to allow a guest to use as much as energy as they want to.





Occupancy sensing technology

increases guest's delight

Occupancy-based controls help in adding to the guests comfort if implanted well. Just imagine yourself as a guest entering a hotel room and you find the perfect temperature and humidity inside, comfortably lit room, without the need to leave lights and Heating, Ventilation and Air Conditioning on at all times.

Imagine yourself greeted with a welcome message displayed on the screen or surprised with your favourite music playing. A front desk check-in event shall trigger the HVAC to come on early in this scenario, to ensure the room temperature is perfect by the time the guest eventually enters the room. Guest comfort is the most important aspect because it helps the guest to “buy-in” the technology.

Occupancy sensing technology also helps the hotels to have more visibility of the guestroom so as to provide better service without sacrificing the guest's privacy. For example, housekeeping and maintenance personnel can use mobile apps to check if any specific room is occupied to better plan their routes and avoid the awkward moment of entering a room when a guest is still present.



Increases energy savings

Occupancy-based control and energy management systems have been developed to specially address the need to save energy in hotel rooms as the hotel rooms happen to be the main source of energy waste in a hotel. As per EMS vendors, occupancy-based controls provide 20-45% energy savings in a guestroom by automatically turning off the HVAC, lighting and other devices in the absence of the guests besides adjusting settings in unsold rooms which would be vacant by default. Some systems can even differentiate between guests and staff to save energy even when the room is occupied during cleaning or maintenance.

Another advantage of occupancy control is that it reduces peak demand. Hotel rooms are mostly unoccupied during afternoon hours when electricity consumption is the highest. By automatically reducing peak loads, central cooling systems can be downsized for new installations in large hotels or during system replacements. This also reduces utility demand charges.

Increases operational efficiency

Occupancy-based control system gives the hotel staff more actionable data. For example, it helps in knowing which rooms are unoccupied and ready for cleaning or maintenance. Besides, some occupancy-based Emergency Management System can distinguish between guest and staff occupant, which can also keep the hotel management in the loop about the misuse of vacant rooms.

The technology helps in reducing equipment usage. On the other hand, reducing the usage of the equipment yields benefits such as prolonged lifetime, reduced maintenance and reduced replacements.

Different sensors used in the Occupancy sensing technology

PIR

PIR sensors detect occupancy by sensing the infrared radiated by the room's occupants, the infrared radiated by the unoccupied room itself and also by measuring the difference between the two. The sensors send a signal to the building controls by analysing whether someone is in the room or not.

Door Contact Sensors

The sensor knows when the door is open and when there is a person in the room. It sends a wireless signal to the HVAC unit and tells it to turn on or change the settings and keep them that way until the door has been opened again.

Light Level sensors

PIR sensors fail at night when the guest is sleeping.

Light sensors fill in the gap to augment the occupancy sensing algorithm. When the overhead lights turn on at night, it means the guest is awake at night and the HVAC can be instructed to stay on all night since the PIR sensors may not be in the position to detect motion in the bed when the guest is sleeping. The light sensors also instruct for dimming the light based on the outside light.





A sound mind and a sound body are quintessential for productivity! Millennials are always in the pursuit of happiness and wellness has become a mega trend in the rapidly changing lifestyle. During conferences and events healthy habits are being adopted so that attendees stay well. Events are no longer staged in dark, stuffy rooms and health and wellness is not an afterthought in the meeting industry. Powerful and effective meditation helps in sharpening focus, relieving stress and cultivating creativity. Experts have confirmed that mindfulness completely changes the brain. Some of the companies are organising mindful walks and curated runs or are getting close to nature. So, wellness is not just restricted to fitness centres, organic items or spa treatments. Attendees are demanding more ways to take ownership of their time and maintain their wellness routine. According to the Global Wellness Institute, wellness is a \$4.2 trillion industry which is growing nearly twice as fast as the global economic growth.

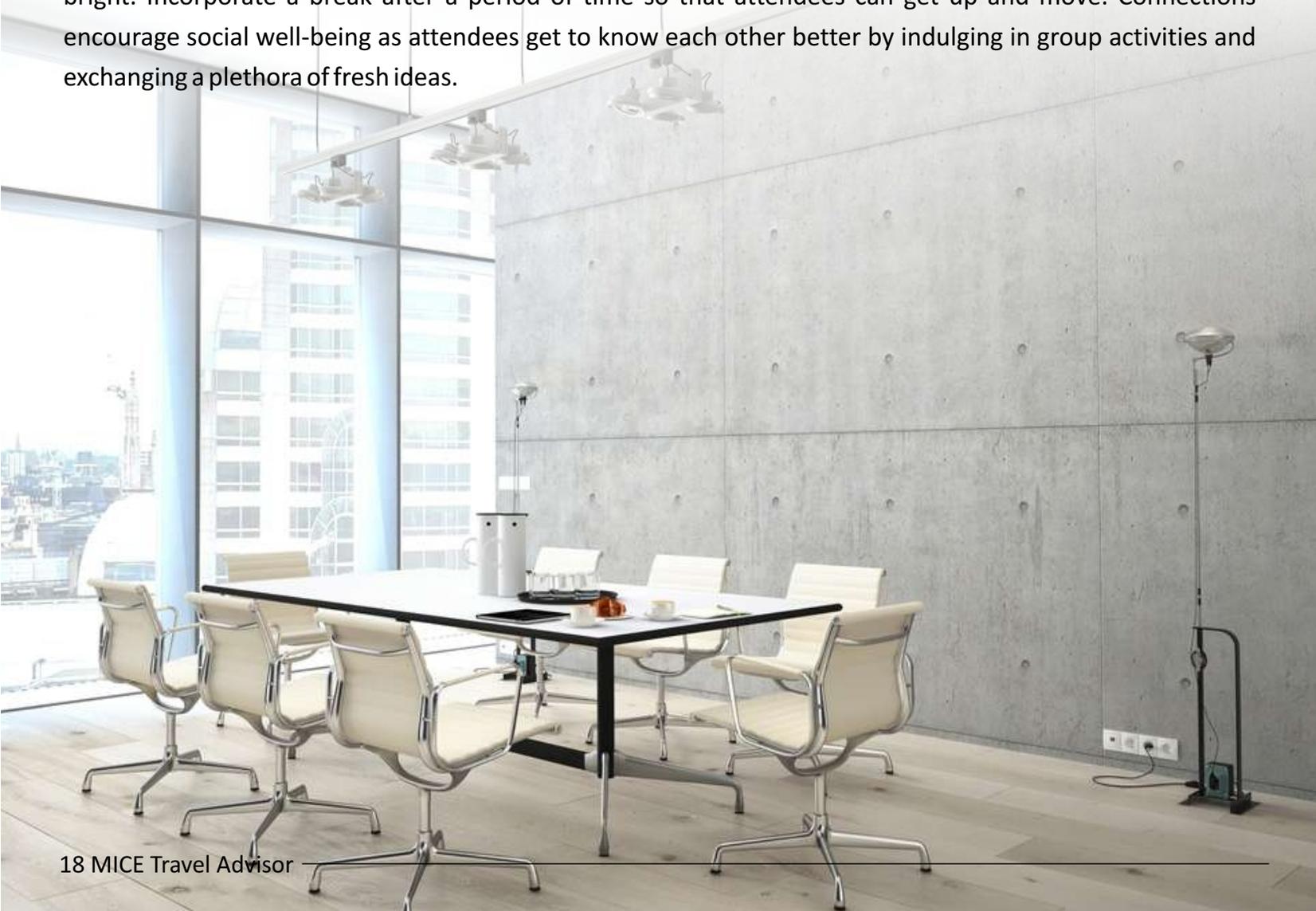
Planners have been asked for more healthy and varied food options which proves there has been a major shift in the way the events are organised. Personal and professional priorities tend to merge together and planners should prioritise not just their meetings goals but also individual goals. Make sure to offer nutritious meals for the health-conscious and options for those with dietary restrictions, such as gluten-free or vegetarian, so that everyone is nourished and satisfied throughout the day. Culinary teams are becoming increasingly creative and flexible, so a good food service should know how to cater to everyone's needs. Instead of crafted mocktails, go for fresh juices, flavoured teas, herbs and spices which will boost your mood. It helps in retaining and sleeping better. Healthier meal choices increase concentration and keep one energised throughout the day. So, eat good food!



To capture more engagement and participation, more breaks should be integrated into the schedule. This will prevent the attendees from feeling drained. Sitting for longer periods of time can lead to obesity, high blood sugar, increased pressure and more. Introduction of active-movement opportunities in meetings will add on to the wellness quotient.

An ideal venue keeps the attendees active and interested throughout the meeting, which adds to their overall experience, An inspiring event prompts physical activity and the attendees remain recharged throughout the meeting.

Other factors to pay attention to are onsite recycling and composting, lighting and temperature of meeting rooms. The golden rule that a meeting room should neither be too hot nor too cold, neither too dark nor too bright. Incorporate a break after a period of time so that attendees can get up and move. Connections encourage social well-being as attendees get to know each other better by indulging in group activities and exchanging a plethora of fresh ideas.





Some of the meeting rooms in St. George, Utah have sport baskets filled with aromatherapy mist and various stress-reduction tools to keep one inspired. It helps in blood flow and keeps the brain awake. Wellness onsite is equally important. For example, a conference in Montreal offered free barbering and makeup sessions, free electric pollution-free boat rides and carefully curated music and poetry as a soundtrack in the washrooms which helped attendees to freshen up.

Fitness has become an integral part of our daily life. Self-care and escapism is the need of the moment. The travel industry is being reshaped as wellness is taking over the world. It has drawn billions in annual consumer spending. A healthy attendee is a happy attendee — make this your next meeting agenda!

Smile More, Worry Less



Finland is popular for its unconventional attractions. In recent years, Finland is booming in meetings' industry for the remarkable contribution of Finland Convention Bureau in developing MICE infrastructure. Known as the happiest country in the world, Finland has most advanced exhibition and congress centres with versatile premises and high-class and highly technical conferences. Tampere Exhibition and Sports Centre is one of them. Let's have a look.....

TAMPERE EXHIBITION & SPORTS CENTRE

Tampere Exhibition and Sports Centre is the largest exhibition and sports centre in Finland. This convention centre is just a 15 minutes drive from Tampere Railway Station and airport. Tampere Railway Station is approximately 6 km away from Tampere Exhibition and Sports Centre. Easiest way to get to the fair from railway station is to jump in bus number 14 from bus stop Rautatieasema G (0506, zone A). Easy accessibility by bus and cab gives an extra benefit to this exhibition centre.



Tampere: City of Lakeside Charm

Tampere is the city in southern Finland. This city has rarely been seen as a first choice for a MICE destination, especially those who want buzzing city and luxurious hotels. But, Tampere has lakeside beauty with down-to-earth verve and North European cultural focus. This city has modern regenerated skyscrapers, quirky museums and attractive shops & pubs. Here MICE is developing with cultural congresses, great food and incentive tour activities. This city has many affordable hotels like Lillan Hotel Café Butik, Solo Sokos Hotel Tornin Tampere, Holiday Inn Tampere - Central Station, Lapland Hotel, Radisson Blu Grand Hotel Tammer and many others which are located near the Tampere University Hospital and Kauppi Sports Park. That's why Tampere is most loved city.



Finland's finest meetings' point Facility Overview



Tampere Exhibition and Sports Centre has **5 exhibition halls** with versatile and contemporary facility. It offers an excellent environment for functions and events. The premises of this exhibition centre are suitable for all type of events: from small group meetings, to seminars with hundreds of participants; from private parties to exhibitions and product launches. Tampere Exhibition and Sports Centre provides great options for any company meeting and training event. The various meeting rooms make a wonderful venue for meetings for 10–30 participants. The **Seminar Centre** provides a lecture hall large enough for over 200 delegates, and the **Leonardo auditorium** can seat an audience of 500 people. **TESC's Hall E** provides all the modern and upgraded facilities for large public events such as concerts, corporate events, various functions and exhibitions. With its own entrances and a restaurant on the second floor, it is an excellent event venue for any MICE event.

The multi-purpose **Leonardo Hall** is an ideal venue for organising larger functions. With its lobby, the Leonardo Hall is an elegant entity that can be converted from a lecture room to a party venue. It is the perfect place for organising events for 300–800 participants. Tampere Exhibition and **Sports Centre** also have its sports centre. It also offers training and competing in track and field, football, futsal and floorball. The facilities include a 300-metre running track with six lanes, and a full-length football field. The spectator stands in the largest hall can accommodate 1,500 people. Tampere Exhibition and Sports Centre has defined the objectives of its environmental work. The city's one of the largest event venues is leading the way in corporate responsibility by increasing the share of renewable energy and by utilising carbon neutral alternatives in its business operations.

Tourism Delights in Tampere

Tampere provides cultural and leisure activities to its visitors. People come to enjoy city's appealing museums and diverse cultural events and outdoor and recreational activities..

Tuomiokirkko Cathedral

Tuomiokirkko is an iconic example of National Romantic art nouveau architecture. It is one of the famous city's cathedral dated from 1907.



Vapriikki Museum Centre

Vapriikki Museum Centre hosts about a dozen exhibitions each year, with varied themes from history to technology and natural sciences. Vapriikki is also a home to the Natural History Museum, the Finnish Ice Hockey Museum, Mineral Museum, Media Museum Rupriikki, Doll Museum, Postal Museum and the Finnish Museum of Games.



Finnish Labour Museum Werstas

This museum is situated in the historical Finlayson cotton mill area. At the Steam Engine Museum, admire the original Sulzer steam engine that used to produce power for the Finlayson cotton mill. The Museum of Liberty tells the story of the Finnish welfare state that was built over the past hundred years.



Amuri Museum of Workers' Housing

Amuri Museum of Workers' Housing is a wooden block of buildings that housed working families starting over a century ago. Amuri is open during summers and introduces visitors to various life stories and the style of living from the 19th century to the 1970s.

Moomin Museum

Moomin Museum is a place to discover the wit, wisdom, warmth and adventure of the Moomin books and illustrations known and loved by legions of fans all around the world.

Tampere: World's Sauna Capital

If you haven't experienced Finnish sauna, and even if you have, you have to do it in Tampere – the Sauna Capital of the World. Try Rajaportti if you prefer the tradition of the oldest Finnish public sauna still in use, or go to Kaupinoja or Rauhaniemi to dip in the lake in between sauna-going – summer or winter!



Näsinneula Observation Tower

This 168m-high Näsinneula Observation Tower in the Särkänniemi amusement park is one of the tourist attractions. The tallest tower offers spectacular views of the city and surrounding lakes. There's a revolving restaurant on the top.

MICE BITES

Liverpool's World Museum unveils two new events spaces

Hosted by National Museums, Liverpool has launched two new events spaces within the historic World Museum, almost 160 years since it first opened on William Brown Street. The venue hires and events division of National Museums Liverpool has added a 20-capacity boardroom to its portfolio alongside the Lower Horseshoe, an impressive exhibition gallery



space spanning approximately 1,000 sq. ft. The team has been granted exclusive use of the two spaces for a three-year period. Previously used for exhibitions and events including the 2018 blockbuster China's First Emperor and the Terracotta Warriors, the Lower Horseshoe will now be open for private events ranging from conferences to weddings, with capacity for up to 600 guests.



ITB Asia partners with the Association of Corporate Travel Executives (ACTE)

ITB Asia announced that they have signed a Memorandum of Understanding (MoU) with Association of Corporate Travel Executives (ACTE) to collaborate as strategic partners. This new partnership will take place from 2020-2022 and will see both work in close partnership on knowledge-sharing activities for the corporate travel community. Under the MoU, ACTE, with its wide international representation from over 100 countries, will play a leading role in promoting ITB Asia and its group of events to quality buyers and corporate travel managers. The MoU will also lay the groundwork for further cooperation between the two institutions to frame new initiatives and activities for the corporate buying segment. These will seek to enhance opportunities for buyers and delegates to learn and network with industry leaders at ITB events as well as create meaningful dialogue through education, advocacy, and research for the global corporate travel community.

AIME 2020 announced the launch of industry's first initiative, Associations Round Table

Asia Pacific Incentives and Meetings Event (AIME), the leading meetings and conventions event in the region, has today announced the launch of the Associations Round Table – an industry-first initiative, challenging associations attending the 2020 Event. Designed exclusively for associations,

the Round Table is an invitation-only event connecting C-suite executives from over 40 organisations across the Asia Pacific region and internationally. Sessions will host engaging discussions, debates and workshops – to create new community and business models that drive association innovation.



FITUR TALENT will launch with a warm welcome at FITUR 2020

The new area at FITUR highlights people, their talent, skills and professional qualification, as a competitiveness factor in the present and future of the global tourism industry. The World Tourism Organisation, the World Travel & Tourism Council, among other organisations, as well as recruiting companies, training centres and hotel chains, will participate in this first edition.

During its next edition the International Tourism Fair will launch FITUR TALENT, a new monographic area that will highlight people, their talent, skills and professional qualification. In a time of constant

changes, companies must have people who are prepared to interact with the new digital tourist and who have the knowledge to manage new technologies that are having great impact on the tourism business (big data & analytics, artificial intelligence, chatbots, blockchain, IoT).

FITUR TALENT hosts all type of hospitality companies, travel agencies, OTAs, GDSs, airlines and aeronautics companies, road and sea passenger transportation companies, MICE, metasearch engines, entertainment companies, specialised training centres, universities, business schools, recruiting and consultancy companies, among others, both national and international.



Venue Check



KIGALI

surprises as a
MICE destination

28 MICE Travel Advisor

Rwanda's capital, Kigali is the most popular destination in Africa, second only to Cape Town, for international meetings and conferences, as per a recent report of the International Congress and Convention Association. Kigali has hosted altogether 26 association meetings last year which includes several high-level conferences such as the 4th Gender Summit that was held in March, the Mo Ibrahim Governance Weekend, the meeting of the



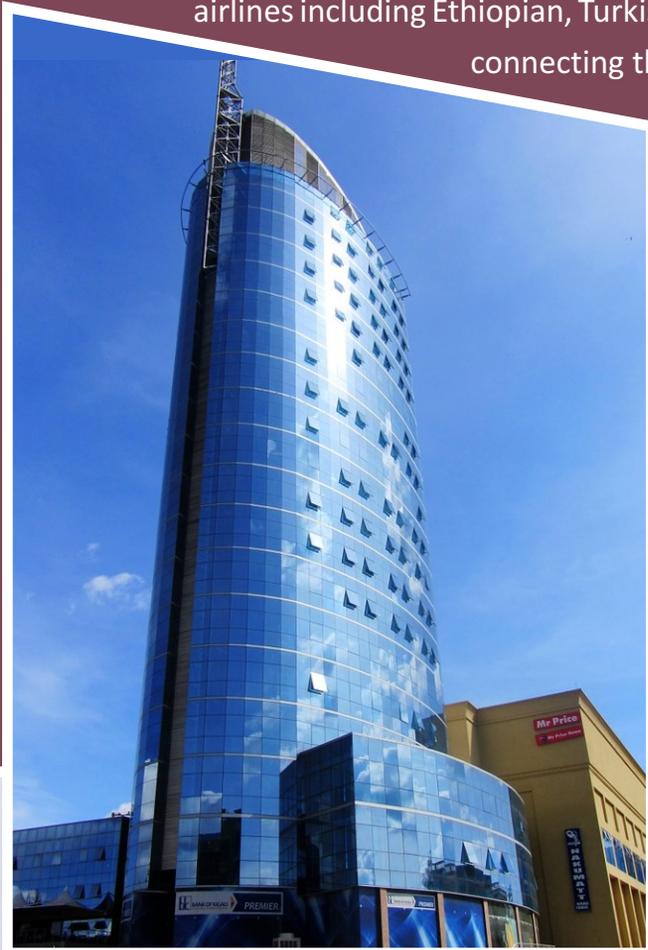
African Society of Human Genetics, the Africa Smart Grid Forum, and the International Conference on Family Planning.

One of the reasons behind Kigali emerging as one of the top MICE destinations is the simplified visa regime followed in Rwanda that makes it possible for people from any part of the world to get a visa on arrival. The availability of several flight options makes Kigali easily

accessible for conducting any meeting or conference.

The presence of several world-class MICE venues such as the Kigali Convention Centre, the Kigali Conference and Exhibition Village and the newly opened Intare Conference Arena and Kigali Arena are helping Kigali to become a top MICE destination.

The Kigali International Airport is the main airport serving Kigali. It is not only Rwanda's main airport but has also got regional importance as it serves Congolese, Burundian and Ugandan cities. Six International airlines including Ethiopian, Turkish, Qatar, KLM, Brussels and Kenya Airways fly into Kigali, connecting the country with Amsterdam and Brussels in Europe and Dubai and Istanbul in the Middle East.



Located at 1491 m above sea level, its terminal is one of the highest in the world among international airports. The 3500 m runway of the airport allows the landing of all types of aircraft and contributes to continuous increase in passenger traffic.

While the infrastructure development, conference facilities and hotels have made Kigali capable of hosting a wide range of conferences, its natural beauty makes it an attractive all-rounder.

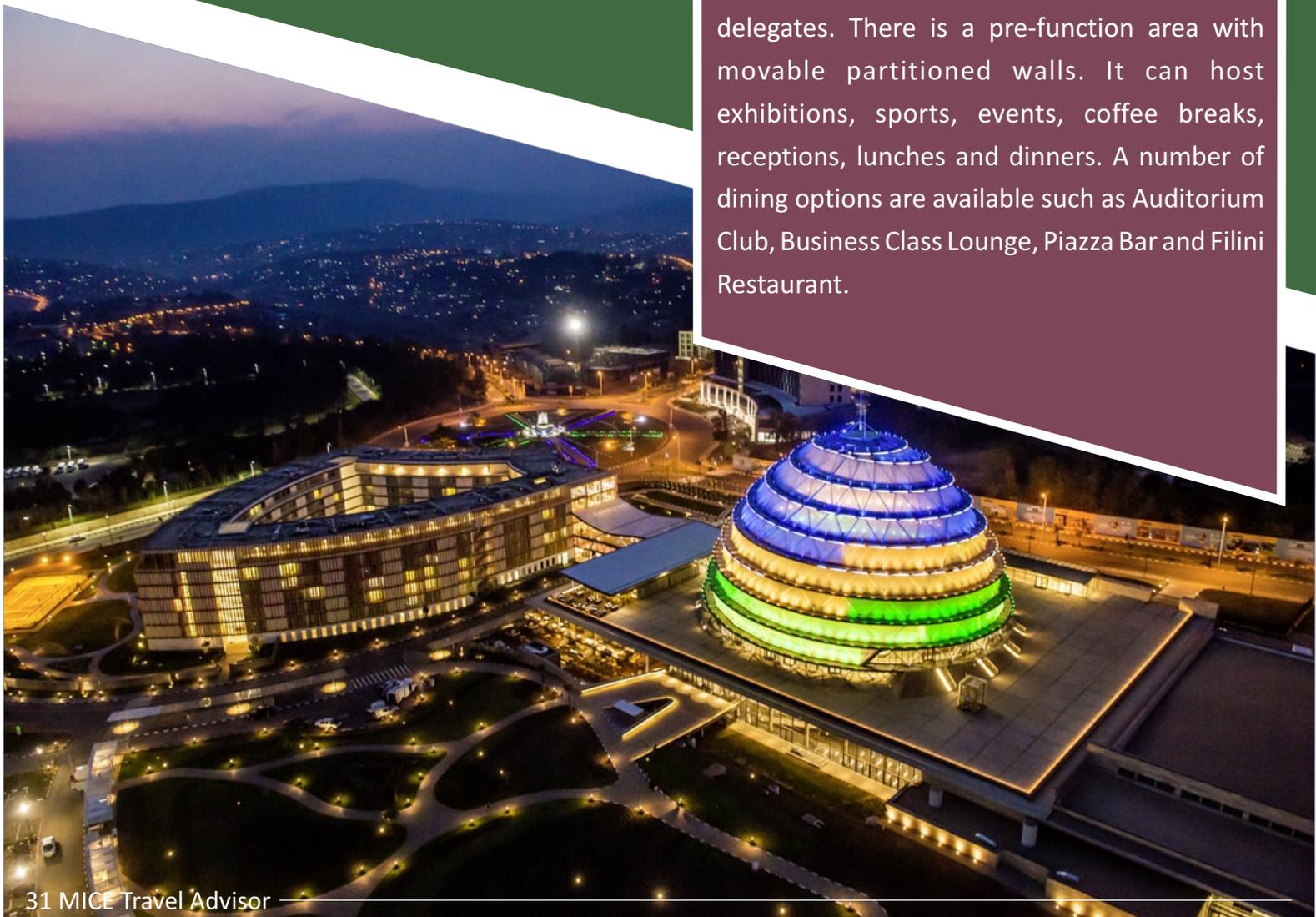


Rwanda Convention Bureau

The Rwanda Convention Bureau represents the interests of Rwanda's MICE industry stakeholders and offers free advice, guidance and support to the international events planners and buyers, association and convention organisers through every step of planning. It assists in bid preparation and presentation apart from engaging with government and private sector specialists in supporting the event. It also assists in sourcing venues, accommodation and operators besides coordinating site inspection visits and helping in getting sponsorship among other things.

Kigali Convention Centre

Located 5 km from the Kigali International Airport, it boasts of 18 different venues which can accommodate over 5,000 delegates at a time. Its state-of-the-art technology, personalised service and professional facilitation ensure success of any event. The auditorium of the centre reflects a king's palace. The multi-functional facility can host a variety of events, starting from summits with 100 participants to concerts with 2500 audiences. The small meeting rooms of the centre are ideal for VIP or board meetings with ten delegates. The seven large conference halls can host 2000 delegates. There is a pre-function area with movable partitioned walls. It can host exhibitions, sports, events, coffee breaks, receptions, lunches and dinners. A number of dining options are available such as Auditorium Club, Business Class Lounge, Piazza Bar and Filini Restaurant.



Kigali Marriott Hotel

The premium luxury business hotel is situated close to the financial districts, embassies, government ministries and Kigali City Hall. With over 30,000 square feet of meeting space, Kigali Marriott Hotel can host 1120 people for a session. The hotel's event spaces include LCD projectors, high-speed internet access and temperature control. The Kigali Marriott has altogether 254 rooms and suites spread across eight floors. The suites vary in terms of size and facilities but they all share floor-to-ceiling windows. A range of dining options is also available at the Kigali Marriott including Soko (a vibrant restaurant open for breakfast, lunch and dinner), an Italian restaurant Cucina, the trendy Iriba Bar and Terrace and Sarabi Grills.



MICE APPOINTMENTS

CENTARA APPOINTS NEW OFFICIAL TO STRENGTHEN ITS BUSINESS

Centara Hotels & Resorts has further strengthened its executive management team with the recent appointments of two highly experienced hotel industry professionals. Tabatha Ramsay, an Australian national with more than 30 years of experience in sales and marketing, has joined the company as Vice President Commercial, overseeing sales, revenue and distribution, while Raymond K. Tong, a native of Hong Kong with more than 25 years' experience in hotel development and operations, has been appointed Chief Development Representative China and North Asia. Ms. Ramsay will report to Centara Deputy CEO Markland Blaiklock, while Mr. Tong will report to Centara Senior Vice President Business Development Andrew Langston.



TEN6 CREATIVE HAS HIRED MAX FELLOWS AS ITS NEW COMMERCIAL DIRECTOR

Max Fellows will take the reins on leading the commercial business function of TEN6 Creative within Europe and APAC, whilst CEO Matt Culverhouse maintains the lead for sales, accounts and operations in the U.S. Fellows brings over a decade of strategic live event agency experience working with clients such as Google, Ubisoft, VISA, Facebook and LinkedIn at agencies including TBA, Clive and most recently helping establish MCI Experience part of the MCI Group.

Show Highlight

AVIATION FESTIVAL ASIA

The 16th edition of Aviation Festival Asia will be the biggest one, bringing together the entire Aviation ecosystem including airline & airport representatives, aviation authorities and industry leaders. The conference will feature 9 premium theatres focused on:

Aviation Strategy : New routes, new revenues, new customers

Aviation Marketing : Digital marketing, loyalty marketing and big data for airline marketers

Digital Airline : Digital transformation in airlines for airline CDOs, CIOs and CTOs

IFEC : Innovation in in-flight entertainment

Air Retail and Payments Show : Retail and payments strategy, innovation and technology for airlines, airports and technology partners

Aviation Human Capital : Recruitment. Engagement. Development. Retention.

Digital Airport : Digital transformation for the world's airports

Airline Revenue & Distribution : Ancillary strategies, price management & distribution for the modern airline

Aviation Loyalty : Innovating, managing and

measuring customer loyalty programs

Our speakers come from the world's leading airlines and airports and



will speak on topics such as:

- **FSC + LCC** = The complete airline
- **In-flight connectivity**: dollars vs data
- Making payments seamless: what are the biggest barriers?
- **A role-reversal**: Does the customer's expectation of the digital experience dictate the design of the modern airport
- Using social media, AI and Big Data to enhance price optimisation through a personalised booking process
- Shifts in the distribution ecosystem: which way are we going?
- How can Big Data and AI is helping in decision making in airline operations?
- Behavioural insights and hyper-personalisation: optimising offers using customer data
- Short haul narrow body aircraft: is IFEC worth the investment?
- Passenger data breaches: where are the biggest risks?

When: 18-19 February, 2020

Where:

Suntec Singapore Convention & Exhibition Centre, Singapore

● A captive audience with cards to hand: it must be time to shop.

● Challenges and opportunities in the Gulf Region

● Retail partnerships: A new source of revenue

● The evolution of the airport in a data-driven society

Running alongside the conference is an exhibition

showcasing the latest technologies and innovations transforming the Asian aviation industry.

If you want to be part of the world's fastest-growing aviation market, you need to join us this 18-19 February 2020 at Suntec Singapore. TTW's Members/Subscribers can enjoy an additional 10% when you use the promo code TTW10.



WTM London 2019 saw a 77% increase in ministerial attendance as well as a higher quality of WTM Buyers' Club Members. It confirms WTM London as the place for senior travel professionals to interact, connect and understand the trends that will determine the future of the tourism industry.

In total, almost 50,000 visitors from 182 countries attended the three-day event at ExCeL London. There were around 1.2 million business meetings conducted and over 110 conference sessions held. This all contributed to a total of £3.75 billion worth of travel industry business deals being signed.

This year, the WTM Buyers' Club was re-formatted to include a stricter vetting process, which focused on inviting only the top industry buyers with the best reputation and purchasing power.

During the event itself, many landmark deals were signed for the travel and tourism industry. These included a deal between easyJet and Atout France that will see a €1 million advertising campaign launched in the UK to promote French destinations.

In addition to this, several large booking deals occurred at the event this year, which will see clients such as Saudi Arabia, Indonesia and the Seychelles secure increased stand-space heading into the 2020 edition of WTM London.

Furthermore, as this was the 40th anniversary of WTM London, this was a show with a difference. Celebrations took place across the regional inspiration zones to mark the significance of this anniversary, with countries from



When: 4-6 November, 2019
Where: London, U.K.

around the world bringing a slice of their unique culture to London.

The event programme for WTM London continued to advance to reflect the modern trends dominating the travel industry. There were sessions on topics as diverse as responsible tourism, LGBT travel, aviation and the crucial role of technology in the future of travel – thus creating a conference programme filled with fascinating content.

With high-profile events such as the annual Leaders' Lunch and the UNWTO & WTM Ministerial Summit, tourism ministers flocked to the event; there was a 77% increase, taking it from 43 Ministers in 2018 to 76 this year.

The co-located Travel Forward event also saw similar successes this year with visitors experiencing the latest in travel technology. Only in its second year as a dedicated travel technology show and conference - exhibitor stand space at Travel Forward increased by 9%, including 49 new exhibitors debuting their companies in the global travel industry.

Highlights of the innovative Travel Forward conference programme included sessions from leaders in the travel tech industry such as Sector Director for Travel UK at Google, Becky Power, and Managing Director of Virgin Hyperloop One in the Middle East & India, Harj Dhaliwal – to name only two. All of the 33 sessions covered



insightful topics outlining how the future of travel will look alongside the next developments in technology.

London Travel Week was officially launched over the first week of November and encapsulated the various events surrounding WTM London throughout the capital. With tens of thousands of senior travel professionals ascending on London for WTM, London Travel Week's diverse collection of networking sessions, conferences and awards helped to create a truly global hub for the travel and tourism industry.

WTM London's Senior Exhibition Director, Simon Press said that WTM London 2019 was unquestionably a great success. They are delighted to have been able to facilitate the business and creative connections of 50,000 attendees, exhibitors, buyers and media in order to form the future of the travel industry.

By welcoming almost 80 Tourism Ministers and increasing the quality of Buyers' Club members at the event this year, it proves that WTM London is not only the event where ideas arrive, but where decisions are made. They challenge them to keep developing this event and to make sure that everyone who travels to WTM London, Travel Forward and London Travel Week – as well as BorderlessLive in September - gets the best possible experience.

Simon Press also added that with more than £3.75 billion worth of deals being generated at WTM London 2019 - this has shown how crucial it is to attend from a business perspective. We are incredibly proud of all that WTM London has achieved in the last 40 years and can't wait to see how it develops over the next forty years.

CALENDAR OF EVENTS

IITM PUNE

Pune, India

www.iitmindia.com



29 Nov - 1 Dec

Travel Tech Innovation Summit

Sydney, Australia

www.traveltechsummit.com.au



3 - 5 Dec

Travel Turkey Izmir

Izmir, Turkey

www.travelturkeyexpo.com

[/index.php/en](#)



5 - 7 Dec

6th international Tourism Fair 2019

Athens Greece
www.aite.gr/en/



6 - 8 Dec

IITM Hyderabad

Hyderabad, India
www.iitmindia.com/



6 - 8 Dec

Routes Africa

Mombasa Kenya
www.routesonline.com/events/206/routes-africa-2019



8 - 10 Dec

Uzakrota Summit Istanbul

Istanbul, Turkey
www.uzakrota.com/summit19/



13 Dec

DESTINATION
JOURNEY
LUXURY CRUISE
TAP THE TRAVEL AND TOUR WORLD APP
AVIATION HOSPITALITY
TECHNOLOGY EVENTS
MICE



Promote Your Brand With Us...

pr@travelandtourworld.com
+91 33 30583353

