

# MICE Travel Advisor

Volume: 8, Issue: February 2019

# hobart

Meetings by the Waterfront



## 08. Busan



**05. COVER STORY:** Since the invention of soft drinks, humans have been addicted to plastic straws, using them to slurp milkshakes, sip cocktails, and construct rudimentary crafts. Now in 2018, Surfrider Foundation, an environmental group focused on ocean pollution, declared 2018 **“the year we say goodbye to straws”**. Here you will find the alternative to plastic straws which are now used in airlines, hotels and convention centers.



**05. Goodbye to straws**

**08. CENTER OF ATTRACTION:** Largest city in **South Korea, Busan** has cutting-edge technology and world class convention centers that make the city obvious choice for meeting planners. A hub for international conventions and exhibition, Busan is no stranger to host large-scale events in multiple ways.

**14. SPOTLIGHT ON:** Spectacular harbor, diverse Tasmanian cultural scene, rocky mountains, good public transport system, excellent road infrastructure, and high-standard information communications make **Hobart** a best place for any event or exhibition.

**19. TECH TALK:** **Convertible seating arrangement in convention centers** redefines the flexibility of meetings industry. Read this article to know more on the configuration and functions of seating arrangements.

**25. VENUE CHECK:** Southern Spain's historical city, **Granada** filled with medieval Moorish architecture plays a significant role in bringing revenue from world class meetings and exhibitions. This city provides conducive environment to do business with immense possibilities.

**30. EDITOR'S PICK:** **FITUR** got bigger than ever, both in terms of participation, international scope, new content, in line with the industry's record growth, both in Spain and worldwide. It launched FITUR MITM – MICE & BUSINESS, a two-day workshop dedicated to business tourism, in collaboration with GSAR Marketing.

**35. MICE BITES**

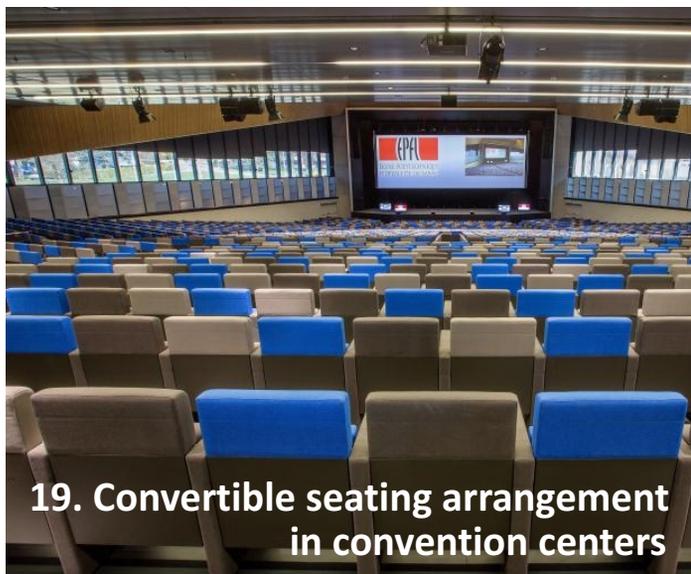
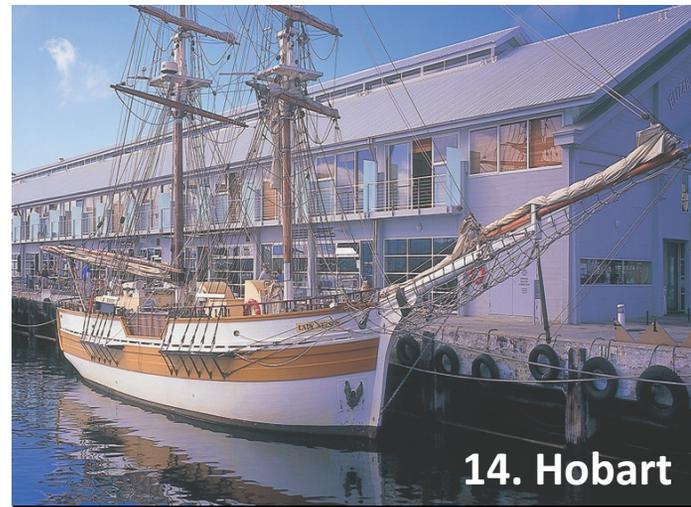
**39. MICE APPINTMENTS**

**41. SHOW HIGHLIGHT**

**46. SHOW REVIEW**

**51. CALENDAR OF EVENTS**

03 MICE Travel Advisor





## From the Editor's Desk

Dear Readers,

The MICE industry is going through a period of rapid change adapting latest technology making the business events even more innovative. Currently, the delegates are looking for new and exciting trips that are more boutique and less corporate than previously preferred. The demand and average size of the meetings industry is expected to rise in 2019.

We all know that business travel is often stressful and it is not just travel but also the pressure of creating a positive impression that raises the concern. A well-planned business trip allows focusing on the purpose of the trip without worrying for travel arrangements.

In this edition of MICE Travel Advisor we are focusing on environmental sustainability and flexible seating arrangements which are now adopted by most of the world-renowned convention centers.

The choice of seating has an essential role in a conference facility's revenue potential and some of the top-notch convention centers are installing flexible seating arrangements to deliver ultimate capacity to the event planners. View the video to fathom its scope.

Banning plastic straws helps in reducing pollution that harms the wild and ecosystems and implementing such policies in the meetings industry is making a real difference. The way we consume, produce and dispose plastics across hotels, convention centres and airports has changed the environmental outlook.

We are also highlighting popular MICE destinations like Grenada, Hobart, and Busan. These three locations are situated in three different continents (Europe, Australia and Asia) creating an easy guide for every event planners about the place, landmarks, convention centers and hotels. In this edition we provide a glimpse of the happenings in FITUR, the tourism industry's ideal place to meet potential customers, suppliers and employees.

So, keep reading and stay updated!

Mr. Anup Kumar Keshan  
Editor-in-Chief

04 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

Meeta Agarwal

### 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

Follow us



**P**lastic has not only given us convenience, it has also bestowed us with an environmental hazard. As per a study, its production started in 1950 and almost 9.2 billion tons of plastic has been produced; out of which 6.9 billion tons is waste. 6.3 billion tons of plastic waste has not been recycled. This study was led by a team of scientists from the University of Georgia, the University of California, Santa Barbara and Sea Education Association. It is the first global analysis of the production, use and fate of all plastics ever made. Plastic does not degrade naturally and thus it is a titanic environmental disaster – especially the single-use plastic such as plastic bags, bottles, cutlery, and straws. Plastic waste has killed millions of marine animals. It releases toxic chemicals into the environment. It is catastrophic for life in water and on land.

As per the estimates by Australian scientists Denise Hardesty and Chris Wilcox, anywhere from 437 million to 8.3 billion plastic straws pollute the world's beaches. About 7.5 million plastic straws lie around America's shorelines. In the U.S. alone, it is estimated that 500 million straws are used every day. Several coordinates on the business travel and tourism axis such as **hotels, airlines, cruises and convention centres** are making efforts to ditch the plastic straws.



# PLASTIC STRAWS

## Journey into Anonymity For a Green Planet

# Holding on to the last plastic straw

## Airlines

As per the International Air Transport Association (IATA), the flyers produced 5.7 million tonnes of plastic waste in 2017. Every single effort to remove plastic straws will help to reduce this burden on the Earth.

Alaska Airlines became the first US airline to ditch single-use plastic straws and 'citrus picks' in 2018. United Airlines' #SheddTheStraw campaign also plans to fling the plastic stirrers and cocktail picks out of the flights. Delta and American Airlines too have removed plastic straws from its flight.

American Airlines is providing only wooden drink picks in the flights. It aims to reduce plastic use by 71,000 pounds.



Delta aims to reduce 300,000 pounds of plastic waste by removing a variety of single-use plastic items such as straws, stir sticks, wrappers and utensils from planes and lounges. By mid-2019 plastic straws will be replaced with bamboo ones for cold drinks and birch wood ones for hot drinks in the flight. In the lounges, these alternatives are already in place including the compostable cutlery.

Portuguese charter carrier Hi Fly aims to be the first carrier with no single-use plastic items by 2019. It flew 4 flights as part of a holiday-season trial carrying about 700 passengers and preventing the use of 770 pounds of plastic.

## Cruises

Several cruises have taken the pledge to jettison plastic straws from their space. Linblad Expeditions-National Geographic offers adventure cruises to six continents. They have officially become free of single-use plastic as of July 25, 2018. Norwegian Cruise Line Holdings stopped single-use plastic straws across its fleet of 26 ships by August 2018, hoping to prevent the use of 50 million straws a year. Other ships to ban plastic straws are Royal Caribbean and Carnival Cruises. Ships that have banned various single-use plastic items including straws are Virgin Voyages, Hurtigruten and Peregrine Adventures. Uniworld has stopped plastic water bottles and straws.



## Convention Centres & Hotels

Los Angeles Convention Center announced a ban on the use of plastic straw on November 13, 2018. This means a cut down of 250,000 straws annually. They have removed straws from catering, cafes and kiosks.

San Diego Convention Center, which is a LEED Gold Certified Venue, won the Gold Award for Best Convention Center, by the 2018 Prevue Visionary Awards in the Western United States. This convention centre has already swapped all plastic water bottles with boxed waters, and canned juices with bottled beverages. It uses plates and cutlery made of compostable materials.

Among the popular names in hotel brands that have ditched the plastic straws are Hilton, Four Seasons, Akaryn Hotel Group, Hyatt, Oetker, and others. All 6,500 Marriott hotels and resorts worldwide will be straw-free by July 2019. It expects to eliminate 1 billion plastic straws and 0.25 billion plastic stirrers per year.

McDonald, Starbucks, Bon Appétit Management and many other food and beverage chains have pledged to bid adieu to plastic straws and other single-use plastics.

Washington DC's ban on plastic straws in restaurants and city businesses that sell or provide food and beverage came into effect on January 2019. The

Department of Energy and Environment can inspect businesses and issue unofficial warnings from Jan. 1, 2019. Other destinations which have banned or are in process of banning plastic straws



are California, Vancouver, U.K., Taiwan, and The Galapagos Islands of the many.

Alternatives to plastic straws are bamboo, hay, paper and others. The key stakeholders in the business travel industry are taking small but significant steps to get rid of plastic straws and other single-use plastic in an attempt to reduce carbon footprints and to save the Earth. By opting for airlines, hotels and meeting venues that have banned plastic straw, MICE attendees can make a positive impact on the planet.

Center of Attraction

# BUSAN

South Korea's best business friendly city



**K**nown as the second biggest city after Seoul, Busan is filled with fantastic seaside beaches and historic temples, alongside incredible sea food and vintage shopping-galore. This South Korean city is home to the majestic mountains and the world-renowned film festival, Busan International Film Festival. All these make Busan a perfect place for global meetings.

# Busan means business



Busan is now the best MICE (Meeting, Incentive, Convention and Exhibition) city in Korea, thanks to its top-notch convention and accommodation facilities, its pleasant environment for both business and tourism and its perfect support system. It is the first city in South Korea with its own U-convention service system in place to support its high-tech international conference facilities. Busan has more than 55,000 accommodations available, varying from youth hostel accommodation to five-star hotels suites. There are about 9,000 rooms located near Busan Exhibition & Convention Center (BEXCO) in the Haeundae area. The participants at international events can also enjoy leisure and luxurious tours of Busan's automobile, shipbuilding and machine industrial complexes as well as its commercial port. In addition, the completion of the Korea Train Express (KTX) has now dramatically reduced travel times between Busan and Seoul.



# Convention Centres in Busan

**Busan Exhibition & Convention Center:** Busan Exhibition & Convention Center is a popular landmark of the world-famous port city, Busan. This convention centre has emerged as the most competitive exhibition and convention centre in Northeast Asia. BEXCO started to get the spotlight after hosting 2002 FIFA World Cup Final Draw set in 2001. It has successfully hosted world-scaled events such as 2002 Busan Asian Game Main Media Center, 2003 ICCA General Assembly & Congress, 2004 IT Telecom Asia, 2005 APEC Summit, etc. Occupying an area of 92,761 sqm and consisting of one basement and seven ground floors, Busan Exhibition & Convention Center gives a global scope to meetings and exhibitions. This superb building contains single-story, flexible and spacious exhibition halls with the size of three soccer fields, multi-functional halls, open-air exhibition space and conference halls for hosting all kinds of conferences from small seminars to large scale international meetings.

**Nearby landmarks:** UN Memorial Cemetery in Busan, Seokguram (Grotto) in Gyeongju and Tongdosa (Temple) in Yangsan are the popular tourist hotspots here.

**Nearby hotels: Haeundae Centum Residence**-Located within 400 yds of Centum City in Busan, Haeundae Centum Residence provides accommodations with free WiFi and kitchen. All units feature air conditioning and a cable flat-screen TV.

**Centum Premier Hotel** - Centum Premier Hotel is located 886 ft from Exit 13 of Centum City Subway Station (Busan Line 2) and 984 ft from Shinsegae Centum City Mall.



**Hanbotche Experience Exhibit Hall** : Located in Busan, Hanbotche Experience Exhibit Hall is a midpoint stage for any event. It is located on the 1st floor of **'Auditorium'** building facing the main street to the Lotte Department Store and Home Plus north of the BEXCO premises.

**Nearby Hotels: Shilla Stay** - One of the upscale hotels near Hanbotche Experience Exhibit Hall, Shilla Stay cares for its guest with the best hospitality services. The guests can experience a delightful start with high quality food including special Korean dishes.

**JB Design Hotel** - JB Design Hotel is striking with modern architectural design. Room services are excellent with the best amenities. JB Design Hotel offers a 24-hour front desk and free luggage storage services. The property offers free parking. Stilla Hav, the on-site restaurant, serves breakfast every morning.

# A look at Other Exhibition Centers



**Nurimaru APEC House:** Nurimaru APEC House is located on a charming Dongbaekseom Island thick with camellias and pine trees. It is located 1 km away from BEXCO. Nearby attraction is Haeundae Beach, which allows visitors to see the superb scenery of the area. Nurimaru Convention area is a high quality international conference hall complete with natural and modern beauty.

**Busan Dream Space:** Busan Dream Space is a state-of-the-art multimedia exhibition hall featuring the history of Busan. The visitors can view the vision of the city's future and the city's growing potential through its many unique attractions.

**Visit Busan for a successful event:** Busan expands to the global MICE industry by hosting multiple internationally acclaimed events and exhibitions. The MICE Festival, Busan MICE Overseas Road Show, Busan International Boat Show and Asia Hotel Art Fair (AHAF) are the popular events here. The city plans to continue its strong support to MICE industry as it strives to appear as the chief MICE centre of attraction in Asia.

# Hobart

Meetings by the Waterfront

**P**erched on the River Derwent, Hobart lies at the foothills of 1,271 m high Mount Wellington which is also referred to as the 'Mountain'. Its picturesque harbour, cultural scene, rugged mountains and entrancing history make Hobart a top-rated destination among the tourists.

As per the Roy Morgan Holiday Tracking Survey, Hobart enjoyed the third spot after Melbourne and Sydney, as nation's most popular places to visit for young and old. This hip destination with thriving food and wine scene is also an upcoming MICE destination. Hobart boasts of top-rated conference venues including Hobart Function & Conference Centre, all of which have professional and trained staff to make every event a success. Waterfront restaurants, award-winning vineyards, museums, breweries, historic buildings and other attractions lie within close proximity to conference venues and accommodations. Hobart has over 2,000 sleeping rooms across 40 hotels. Visitors can choose from a range of accommodation facilities - luxury hotels, brilliantly restored historic venues or budget-friendly options.

## Getting There And Around

It can be reached through Hobart International Airport (HBA), which is 10 miles northeast of the city – about 15-20 minutes drive from the city centre. There are four airlines that fly to Hobart including Virgin Australia, Qantas, Jetstar and Tiger Airways. Taxis, ferries and buses make commute convenient in Hobart.





## Hobart Function & Conference Centre



With six convention rooms, Hobart Function and Conference Centre have a total meeting space of 11,162 sqft. Its largest room, the Grand Ballroom can accommodate 600 attendees across its 5,199 sqft space. Since its inception in 1999, events ranging from weddings, birthdays to product launches and conferences have been held in the Hobart Function and Conference Centre which enjoys an amazing waterfront location. The attendees can enjoy the natural beauty of Hobart through its floor-to-ceiling windows – looking over the sparkling water of the Derwent. The centre is illuminated by natural light from floor-to-ceiling windows. The optimum temperature is maintained by geothermal heating and cooling system which has negligible environmental impact. There are several hotels that provide meeting space.

## ***Here is a bird's eye view of the two most famous hotels.***

Their purpose-built conference, meeting and event facilities have been recognised by the Australian Tourism Awards for three consecutive years. At the 2017 Qantas Australian Tourism Awards, it was named 'Hall of Fame' Business Event Venue. The indoor venues of this 242-room Old Woolstore Apartment Hotel can accommodate up to 180 guests. Their high-tech audio-visual capabilities, including Apple Airplay, help delegates make a power-packed presentation.

**Old  
Woolstore  
Apartment  
Hotel**



**Hotel  
Grand  
Chancellor  
Hobart**

Hotel Grand Chancellor Hobart offers 11 different function spaces that help them to cater to delegates ranging from 5 to 1100; be it for training, board meeting and others. The 243-room hotel has the latest equipment to support full event production. The hotel also allows organisers to get their own AV partner.





Meeting rooms in Salamanca Inn All-Suite Hotel and Henry Jones Art Hotel can host up to 150 delegates each. Some hotels that offer waterside conference venues provide ferry ride to off-site welcome reception or dinner. It can be organised in one of the several vineyards or the Museum of Old and New Art (MONA). The ferry or yacht ride is a great way to see Hobart. The conference menu can incorporate fresh seafood from Southern Tasmania's pristine waters. Tasmanian products can be included as gift packs.

The business schedule can be paired with authentic local experience. Some of the places for sightseeing include wineries, restaurants, breweries and wildlife parks. Delegates can visit Mt. Wellington (kunanyi), MONA, Port Arthur Historic Site, the Tench and Bruny Island. Hobart presents an inimitable conferencing experience by the waterfront, combining technological edge with natural beauty.

Almost  
anything  
is possible

Tech Talk

# CONVERTIBLE Seating Arrangement

**T**echnology plays an important role in keeping the convention centres ahead of the curve. As per the survey by International Association of Conference Centers (IACC), about 52 per cent of respondents gave emphasis to flexible meeting space. The survey had polled 65 meeting and event planners in the Asia-Pacific region. One of the emerging technologies, the convertible seating arrangements, is all set to redefine flexibility in the meeting industry.



# Convertible Seating Arrangements

## Know More About it

So, what is this convertible seating arrangement and how is it going to help the event planners?

Seating arrangement transformation in various combinations is made possible by several cutting-edge systems. The seats can be moved up and down; forward and backward. The rows can be made to sink in and stored under the adjacent area. Alternatively, the rows can be raised where the seats are flipped and rotated to make alternative configuration possible. For example, Gala systems Stage Lifts run at 0.3 m/sec. (60 ft/min.) in a quiet and smooth manner. Here are few centres that have utilised the technology of moving floors to the hilt.





## The Swiss Tech Convention Center

**T**he Swiss Tech Convention Center, which opened in Lake Geneva region of Lausanne, Switzerland in 2014, is one of the fitting examples to understand the convertible seating arrangement. It uses Gala Venue technology and a sliding wall system to convert a tiered seating arrangement into a flat ballroom. It allows combining three meeting spaces into one. The number of seats in each room can also be changed in just a few minutes. It is this adaptable capacity that sets the Swiss Tech Convention Center apart from other convention centres.

This centre has a total of 3,000 seats out of which 2,300 are transformable. It employs two large stage lifts and movable walls. It uses the technology from the GALA Systems including the Stage Lift systems to flip an auditorium from a seating arrangement to a flat floor. The chairs are lifted into the air, rotated and pushed down under the floor. This change in configuration takes 15 minutes. The full conference auditorium of the centre can be automatically reconfigured into half while the other half can be a seminar room, an exhibition hall or a banquet room. Each seat is fitted with a keypad system and power plug to power the change.

# Melbourne Convention And Exhibition Centre



**T**he Melbourne Convention and Exhibition Centre (MCEC) comprise two adjacent buildings next to the Yarra River in South Wharf, Victoria, Australia.

The Melbourne Exhibition Centre is a pillar-less floor space of 30,000 square metres, making it one of the largest spaces in the Southern Hemisphere. It can host thousands of large exhibitions.

Its new convention centre built at a cost of Australian Dollar 1 billion consists of a 5541-seat Plenary Hall. This new centre achieved a 6-star, Green Star environmental rating and was awarded with the Australian Construction Achievement Award in 2010. MCEC Plenary Hall too has an automatic flexible seating arrangement. About 1,600 seats can be configured in less than an hour. 42 independent seating rows can be raised, lowered, and set in tiered formation or in flat floors with many combinations in between. There are four or five transformations per week with satisfactory speed and versatility.

# Edinburgh International Conference Centre

EICC opened in 1995 and it caters to around 200,000 delegates every year. It contributes 60 m pounds in revenue for the City of Edinburgh. It has Lennox Suite a multipurpose hall (1,600 m<sup>2</sup>) with 21 platforms. Its 2,000 seats can be converted into a different configuration — a raked auditorium, a central stage arena and a tiered cabaret configuration. The floors can be moved such that the hall can be divided into 3 different ones. The flexible flooring is supported by 200 stainless steel 'Spiralift' columns. 'Almost anything is possible' – the configuration of the event space could range from a raked auditorium, tiered banquet, flat floor banquet hall, or centre stage arena. The space can be divided into three separate rooms.

Some other notable convention centres that have deployed this technology to weave in flexibility are Baku International Conference Centre in Caucasus, and ICE Krakow Congress Centre in Poland and others.



## Benefits of flexible seating arrangement technology



The biggest advantage of convertible seating arrangement technology is the flexibility that it offers. Several events can be customised and organised within the same space, leading to a reduction in costs and multiplication of revenues. It enables the planning of different kinds of events — art, music, commercial or institutional. This technology of flexible halls can be used in theatres, universities, theatres, concert halls, auditoriums and more.

Venue Check

# GRANADA

**A magical city with infinite possibilities!**

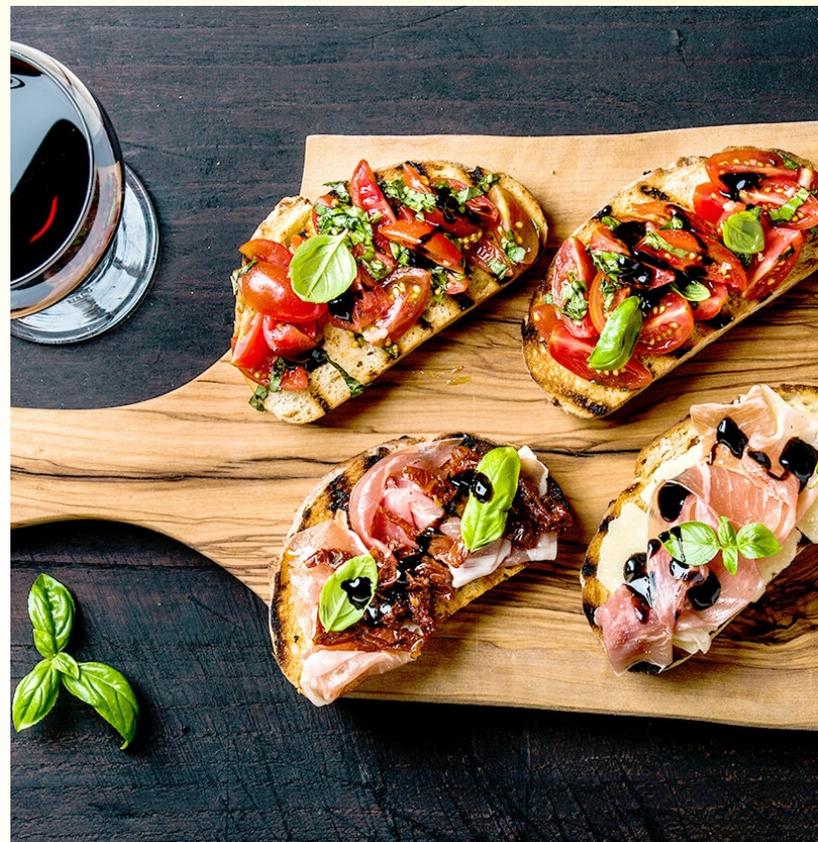


The petite, picturesque land in the south of Spain is seated between the highest mountain ranges in the Iberian Peninsula and the tropical and Mediterranean coast. A significant point of encounters, meetings and diverse cultures, Granada is the most beautiful city in the world. Its culture reflects a fusion of old traditions and new generations, a unique seat of creativity and vibrant culture.

The city observes some of the best festivals. Granada's Holy Week is declared as an Asset of International Tourist Interest. The May Crosses and the Corpus Christi festival are other important days observed here.



**A diversified business environment :** Granada is well developed and is one of the most open economies in the world with basic infrastructure that supports investment. It has immense possibilities for conferences, conventions and business incentive trips. The supportive government policies provide the most favourable business environment for foreign visitors to operate business and carry economic activities. The area of international services is equally blooming.



**Granada Exhibition And Conference Centre :** Built to cater to a variety of conferences, conventions, shows, seminars, courses and meetings, the Granada Exhibition and Conference Centre has state-of-the-art technology. Since 1992, the venue has been the nerve centre of culture and significant events and is conveniently positioned at a stone's throw away to more than 4,000 hotel rooms.

It has halls with several capacities – an Exhibition Hall of 2,000 m<sup>2</sup>, García Lorca Hall with a capacity of 2,000 people and Manuel de Falla Hall with seating capacity for 547 people.

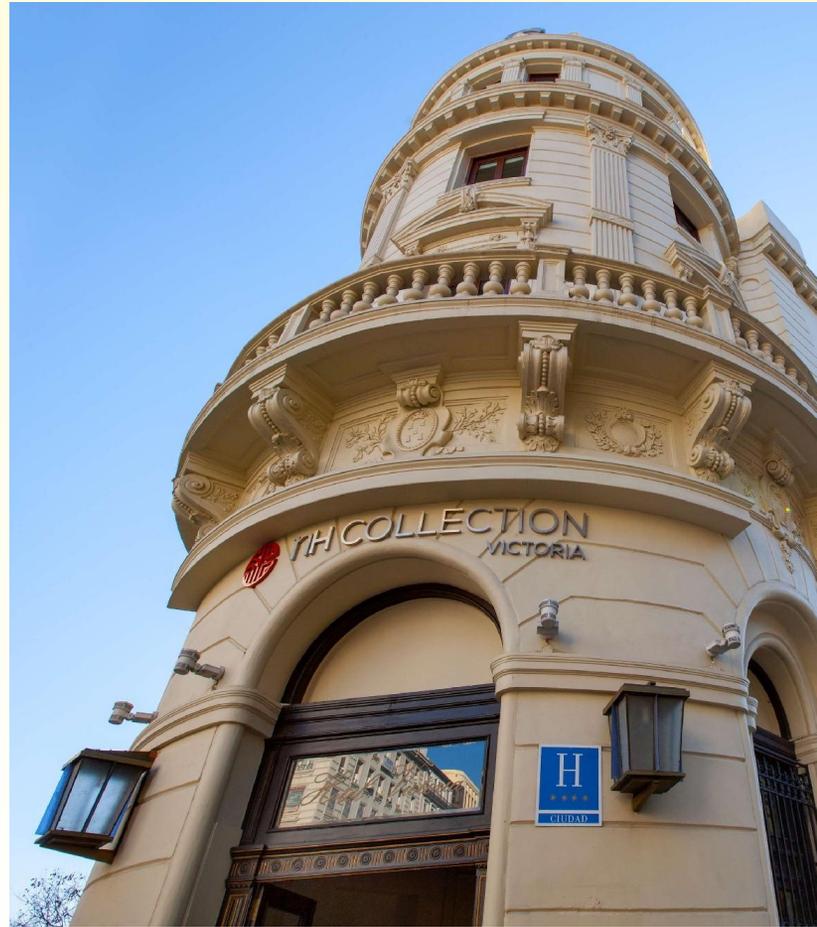
Machado-Picasso has 2 rooms that can accommodate 320 people and Machuca-Albéniz Rooms has 4 rooms with a capacity of 160 people. There are multipurpose rooms with a capacity of 80-360 in the Andalusia Rooms I, II and III.

Apart from the ones mentioned above, there are multipurpose rooms spread across 2,000 m<sup>2</sup>, different-sized break-out rooms along with a terrace and amphitheatre. There are lively plazas and cafes to unwind or relish the famous 'tapas' in the downtown bars.



### **Post a busy meeting where to tour around the city?**

Next to the River Darro, crossed by two stone bridges is the Paseo de Los Tristes – The carrera del Darro and the Paseo de los Tristes. Discover the appalling beauty of the Alhambra which is the most visited museum in the world. Located on the hill opposite the Alhambra is The Albacyin, a typical district of the Granada where visitors can discover the narrow streets with old Arab style houses. Visit Sacromonte to see gypsy caves, beautiful natural surroundings and flamenco shows or know more about the human heritage sites by UNESCO in the gardens of Generlaife.



## Where to stay?

**Melia Granada** is just 0.8 kilometre to Alhambra and is known for traditional luxury, style, design and location. Located in the heart of the city, it is close to the tourist destination and stands out for innovation and style.

**NH Collection Granada Victoria** has a classical-style façade and is just 20 minutes walk to the Alambra. The magnificent early 20th century corner building is in the heart of Granada and is ideal for both bleisure and leisure travellers. Its elegant, modern rooms provide a splendid view of the Sierra Nevada Mountains. There are rooms for disabled guests too.

**Al-Andalus Hostel** is located in close proximity to Corral del Carbon and is at a 5-minute walking distance from Alcaiceria, Cisco y Tierra CB and EL Pecado Lounge. It provides a lift, wine cellar and storage for belongings.



# FITUR 2019

## A global hotspot for increased **MICE** opportunities

**F**ITUR, the international tourism fair got bigger than ever for the global tourism industry professional in terms of participation, international scope and content. The 39th edition was in line with the industry's record growth both in Spain and worldwide. Organized by IFEMA and held between 23-27 January at Feria de Madrid, the leading event for both inbound and outbound Latin American markets expanded its B2B area focused on MICE tourism (Meetings, Incentives, Conference and Events).



A two-day workshop FITUR MITM –MICE & Business was launched in collaboration with GSAR marketing to generate contract meetings between the buyers and the exhibitors at the show. There were up to 30 pre-arranged appointments between the exhibiting companies and 100 international executives. Only 100 top-tier international executives with the highest business

potential were approved even though more than 600 companies from 60 countries were pre-registered. It included 22% of corporate enterprise, 24% incentive agencies, 8% international associations, 8% tour operators, 21% event, congressed and trade show organizers and 17% of business travel representatives. Spain, the host country of FITUR is growing strongly in MICE tourism that yields the highest expenditure per individual tourists. In terms of international conferences held and as per the data from International Congress and Convention Association, Spain ranks fourth globally.





## Industry speak

### **Chris Negron**

**Corporate MICE Sales Manager,  
Bahia Principe, Hotels and Resorts**

It is an important show mostly for FIT and for leisure. Normally we see we have big agreements with the tour operators, good options to talk about the groups with the CEO and the hands of the department, the first edition of the FITUR MICE show is very good.

### **Patricia Otal**

**Sales Director MICE, Commercial EMEA,  
Iberostar, Hotels and Resorts.**

In the start of the year you can meet buyers get to reconnect with people from last year. It gives you energy and the aim of doing big things

### **Lidia G Palacino**

**International, MICE Sales, VP  
Hoteles, Plaza espana**

Selling your product from home which is easier, this kind of event gives a taste of the country to the people coming from abroad, they get to know how friendly Spain is, about their logistics and other details. It gives an opportunity to network with international clients and industry people, as we have limited access to them, the supplier and business partners. We hope to do good business and are very happy so far.

### **Alonzo Rubattino Salomon**

**Foreign trade and investment  
analyst at Commercial Office of Peru in Spain.**

We have been participating for over 20 years constantly, since this is the first MICE event of FITUR, we want to show to the world the best place and how big PERU is as a MICE destination.

# An Overview

Sustainability, specialization and inclusion of new technologies were on focus along with features like tourism management, trade contacts and promotion of destinations and traveller experience that are transforming the industry.

Between January and September in 2018, as per the WTO, the world's destination received 1000 million international tourists showing a 5% year-on-year growth. Around 78.4 million foreign tourists were welcomed in Spain during the first eleven months of 2018 and its spending went up by 2.8% garnering €84,811 million. Spain's outbound tourism saw increased spending which was 12.3% up between January and October 2018.

This year saw 886 main stand-holders showing a

growth of 8.3% and participation from 10,487 companies across 165 countries and regions. The Spanish presence was up by 6% along with new additions from official delegation like Djibouti, Finland, Ras al-Khaimah Emirate, and Sierra Leone. It had exhibitors from the Cook Islands, the Former Yugoslav Republic of Macedonia, Pakistan, Papua New Guinea, French Polynesia, Serbia and Sweden. Considering participation by regions, the highest growth in 2019 was by Africa (15%) and Europe (13%). FITUR's country partner was Dominican Republic and the new features that were added in this edition are the FiturNext Observatory, FITUR CINE/ SCREEN Tourism and FITUR ES MUSICA festival.





During the sidelines of Fitur 2019, **Gebert Janssen, imaginer, Event Architect Group** spoke exclusively to **Travel And Tour**

**World** about incentive travel for employee, MICE planning and more. He holds more than 20 years' experience in the MICE industry, and he is a lecturer at a university of applied science. He wrote a book called the Real MICE Book covering the fundamentals and different facets of the MICE industry to inspire everyone!

**Travel And Tour World:** Tell me first about your company?

**Gebert Janssen:** It was found 23 years ago and we do business events specially MICE events focused on incentive trips.

**Travel And Tour World:** What is your main business in FITUR?

**Gebert Janssen:** Getting inspired by destinations; and Spain is a great part of the world and should be explored by our clients and the people.

**Travel And Tour World :**Tell us about the MICE group you handle and events you organise ?

**Gebert Janssen:** We basically cater to the incentive group and go with them to other countries for bleisure or leisure and handle big groups starting from 200,500 to 2000 plus.

**Travel And Tour World:** Talk about a few Mice groups you are handling in 2019?

**Gebert Janssen:** We went to South Africa with a group of 800 people, we made tented camp without fences, only rangers were around to keep a check.

**Travel And Tour World:** What should a MICE planner keep in mind?

**Gebert Janssen:** Planners should arrange for venues no one can think about, identify the target group and provide an unforgettable experience. There should be stories to tell about giving the guest something special, an incentive program should start before the trip and end.

**Travel And Tour World:** How you make the guests feel special during incentive groups?

**Gebert Janssen:** Companies build up a target for employees; once achieved they are rewarded. Those who make it around 60% , get incentive in Europe, if it is more they can go out of Europe. Incentive is a part of total program for the company to build loyalty of the employees. It is important if they are loyal they will work harder and longer in your company.

**Travel And Tour World:** Tell us about the best three MICE destination in Europe?

**Gebert Janssen:** The best destinations are the destinations we don't know , find destination that is special for everybody and something unusual.

## The beginning of MICE Tourism in Spain

In the last few years MICE Tourism has grown and became a key factor in the industry. In 2017, 12,558 congresses were organised by International Associations Worldwide.

In 1973, Ramon Alvarez (co-founder of SITE in New York) landed in Spain to create CONVENCO, the first incentive house in Spain, which became a leading company in organizing MICE tourism. He taught the importance and potential benefit of this type of tourism among the clients and all multinational companies of the country. My experience in MICE tourism began in 1987, when the technology available was simply a rotary phone and a Telex, sending a simple rooming list could take 3 hours. Throughout these 31 years, I have experienced an astounding evolution, the growth of this leading sector alongside the evolution of the technology, which no doubt is responsible for the strengthening of MICE tourism worldwide. In 1997, GSAR Marketing | MITM Events organized the first MICE B2B trade show in the world, held in Seville it was sponsored by the convention bureau, the FIBES congress center and Meliá Hotels.

It's been 21 years of the first edition and since then 50 successful editions have taken place in 37 cities of 18 countries. MITM has contributed to the development and positioning of numerous destinations in the MICE industry in Europe, America and The Caribbean. The new edition of MITM, co-organized with IFEMA, Fitur MITM –

MICE & BUSINESS, has been a resounding

success corroborating the high demand of this sector for high-level events in our country. In recent years, MICE tourism has become a key option for the industry, proof of that are the 12,558 congresses organized by international associations worldwide in 2017. This is according to the International Congress and Convention Association, ICAA. Likewise, this ranking placed Spain in the fourth position (564 congresses), with United Kingdom (592), Germany (682) and United States (941) at the top.

GSAR Marketing, founded in 1982 is a global sales, marketing and communications company specialized in representing international companies in the tourism industry. Its objective is to promote and operate sales seminars, product presentations, workshops and tradeshow at a global level. GSAR Marketing has organized a total of 50 trade shows in 37 cities across 18 countries.

**By: Charo Trabado, RMP, Co-Founder & CEO, FITUR MITM Co-Organizer  
General Manager of GSAR Marketing**



**Charo Trabado**

## Kuala Lumpur Convention Centre Delivers RM888 Million Economic Impact to Malaysia in 2018

# MICE Bites

2018 was an exceptional year for the Kuala Lumpur Convention Centre as it achieved its highest ever economic impact delivered to Malaysia of RM888 million (an 80% or RM395 million increase from 2017) and number of participants welcomed, with

2.18 million (more than 700,000 guests or an increase of 49% from 2017), in a calendar year. The Centre also hosted 1,485 events, a 17% increase in number of events compared to 2017.



## New websites of Congress Prague awarded as Best Digital Projects of Czech Travel & Tourism Industry

The Prague Convention Bureau is proud to announce that the websites of Congress Prague gained 3rd place in the category “Digital Project” of Czech Tourism Grand Prix. The awards ceremony took place on Thursday, January 17, 2019 at the GO and REGIONTOUR travel trade show in Brno, Czech Republic. This new webpage of the Prague

Convention Bureau was launched in April 2018 on the occasion of organization's 10<sup>th</sup> anniversary. The project was recognized as the third best digital project of Czech tourism industry in the Czech Tourism Grand Prix project, organised annually by the COT media publishing house and Veletrhy Brno Company.



## IBTM announces MICE Knowledge Platform to be held in partnership with ICCA Middle East

The first details of Knowledge Programme to be held between 25-27 March in Jumeriah Etihad Towers has been announced by IBTM Arabia, part of IBTM's global portfolio of meetings and events industry trade shows and the most established event of its kind in the MENA MICE industry. There will be two specially tailored sessions in association with ICCA

Middle East- Business approaches across Cultures' will have panel members from across the MENA meetings and events industry to talk on the significant cultural factors that influence the way businesses communicate, cooperate and succeed in the MENA region.



## About 1.42 million Chinese business tourists travelled to Australia

According to the country's tourism board, Tourism Australia, 1.42 million Chinese business tourists travelled to Australia in the year. It represents 13 percent year over year growth in tourism. For a relatively high-end and long-haul destination like Australia, to continue to have double digit growth after hitting well over 1 million annual Chinese 37 MICE Travel Advisor

arrivals is impressive to say the least. Tourism Australia wants to preserve this momentum and is hoping to achieve that goal via two new strategic partnerships with major Chinese travel stakeholders: Hong Kong's Cathay Pacific Airways and Chinese OTA Mafengwo.

## TCEB is all prepared to endorse Thailand as the MICE business hub of Asia

After its immense success to date, the TCEB has aimed its sights on making more than 1,200 industry-standard rooms offered by 2023, and showcasing the largest number of MICE (meetings, incentives, conventions and exhibitions) venues in Asean.

Besides, Thailand Sustainable Event Management Standards, or TSEMS, will be introduced in 2020 in response to the trend towards business operations with social and environmental concerns, TCEB president Chiruit Isarangkun Na Ayuthaya said.



# NEW APPOINTMENTS

Neeraj Lumb has been appointed as the Director of Rooms at Sheraton Grand Bengaluru Whitefield Hotel & Convention Center. He comes with a broad spectrum of knowledge and an experience of over a decade in the hospitality industry, where he has worked in both the Indian and International markets. His passion and dedication towards serving guests is showcased in his role, and he is responsible for driving revenues, overlooking operations, sustaining costs and enhancing guest experience. Neeraj began his career in 2003 as the Guest Service Associate at Marriott Welcom hotel, New Delhi. He then extensively associated with Shangri-La Hotels in Delhi, Dubai, Malaysia, Maldives and Mumbai, prior to his stint with St. Regis, Mumbai, as the Front office Manager.

**Neeraj Lumb  
appointed as  
Director of Rooms  
at Sheraton Grand  
Bengaluru**





**Hyatt Regency  
Delhi welcomes  
Kunal Dewan as  
Director of Sales  
& Marketing**

Hyatt Regency Delhi is pleased to announce the appointment of Kunal Dewan as the Director of Sales & Marketing. Kunal Dewan possesses a broad knowledge base of the hospitality industry and brings more than a decade of experience to the role, where he will be responsible for the daily sale efforts and overall positioning of the hotel. After obtaining his post graduate diploma in international hospitality from Les Roches, School of hotel management, he began his career as a management trainee. He later moved to Le Parker Meridien in New York where he served as the Front Office Supervisor.

**Massachusetts  
Governor  
welcomes Warren  
Fields to Massport  
Board of Directors**

Massachusetts Governor Charlie Baker has appointed Warren Fields, Chief Investment Officer and founding partner of the Pyramid Hotel Group to the Massachusetts Port Authority (Massport) Board of Directors. Warren Fields brings over two decades of experience in hospitality, business development, acquisitions and operations. His appointment comes as L. Duane Jackson, Managing Member of Alinea Capital Partners, fulfills his seven-year term on the Board, most recently serving as Vice-Chair and Chair of the Real Estate and Strategic Initiatives committee for the past four years.



As per The Gulf Cooperation Council (GCC) 'Outbound Travel Market', a report prepared by UNWTO and ETC with the support of Value Retail finds that per-capita international tourism spending from the GCC was 6.5 times higher than the global average last year, with expenditure estimated to be more than USD 60 billion. Emphasizing on the potential of outbound travel from the Middle East, the 7th Annual MICE Arabia and Luxury Travel (MALT) Congress 2019, the regions' exclusive business platform, will bring the world of outbound business and luxury travel from the Middle East under one roof. Given the potential of the increasing travelers and disposable income from the Middle East, 'Halal' tourism is clearly a growing market segment. It has become imperative for the hospitality industry to adapt to changing halal requirements to meet their needs to attract these travelers. By 2020, the number of Halal traveller numbers are projected to grow to 150-156 million, with Amadeus projecting a collective spend of USD200 billion. According to an Allied Market Research report, the global luxury travel market may garner up to USD1,154 billion by 2022. Changing trends in the outbound luxury travel and tourism now include a great demand for new experiential travel and exotic destinations, in sync with the changing role of travelers into adventurers.

## 7<sup>th</sup> Annual MICE Arabia and Luxury Travel (MALT) Congress 2019



When: 26-27 Feb 2019  
Where: Rixos Premium  
Dubai JBR, UAE

GCC travellers are increasingly giving more preference to engaging leisure with business while exploring new exciting and affordable destinations. Alina Drutman, Managing Partner, DMW Travel said, "MICE travel trends are dynamically changing and countries like Georgia, Azerbaijan and Armenia havenow become the top destinations for their luxurious stay offerings while being great hosts to business needs. Additionally, these destinations have been preferred for its close proximity to

language and cultural similarities."

Exploring emerging markets is a top trend witnessed from the Middle East region, RavshanTurakulov, CEO Silk Road Destination, Central Asia Tours Incoming Agency, said "Uzbekistan is emerging as a top destination as Middle East buyers are continually looking to invest in new economies and offer new destinations as options for their MICE and Luxury travel requirements."

MICE travel is not just restricted to the meetings and events but to provide valuable employees family vacation as well. The MICE industry is one of the fastest growing segments in the travel sector generating millions of dollars in revenue every year. Offering Poland as an emerging market for MICE, Agnieszka Borowska, Managing Director, Visit Poland DMC said, "We are seeing an upward trend in Poland for Corporate Leisure travelers. We expect a high growth in number of tourists from the Middle East visiting Poland demanding for luxury accommodations."

He also adds, “Security, family friendly locations, comfort, direct flights, and more flexible pricing options allows Poland to be one of the preferred destinations.”

Attendees at the MALT Congress include high caliber industry professionals, government policy makers, senior decision makers and MICE and luxury suppliers from different regions such as Central and Eastern Europe, Russia and the CIS, Uzbekistan and Poland, Egypt, Lebanon, Jordan along with MICE buyers and specialists from the top GCC companies.

The future of MICE travel can also be summed up as personalization being the key trend. The desire for greater personalization, individualization and face-to-face contact is on the rise, creating challenges and great potential at the same time for event planners and venue operators. Vittorio Marsiglio, CEO, Intercontinental Travel Company, “We have seen 7% increase in the number of travellers from Arabia. This, we learn is a great result of customer satisfaction, through the high standard quality of chosen services, the personalization (a unique selection of tailor-made offers), its experience and the deep knowledge of the products we are keen to offer.”

Visa-free travel also becomes very important to attract GCC travelers, as they factor in this aspect

while planning their itinerary.

Commenting on the congress, Sidh NC, Director, OnA International said, “As the Middle East sees a surge in outbound travel, there is more emphasis to recognize the importance of MICE and making MICE friendly destination offerings and unique experiences available. As Middle East buyers are continually on the lookout for new destinations and novel experiences, this year the key highlight at the 7th Annual MICE Arabia & Luxury Travel Congress will be to explore new destinations as well as address local, regional and global trends and challenges in the MALTMICE and luxury travel sector.”

The MALT congress for seven consecutive years is touted as the “global meeting point” of influencers from the world of conferences, meetings, incentives, events, business and luxury travel who gather for two intensive days of making connections, learning, innovation & networking. Building on the tremendous potential of the growing outbound travel and luxury travel market in the Middle east region, the 7th edition annual of the MALT Congress will focus on driving business success, benefiting from all year-round opportunities to making connections, exploring trends and technologies from around the world and deep dive into every aspect of travel.

The next edition of the WTM Latin America event, which will take place on 2 – 4 April in Expo Center Norte in São Paulo, will have a space dedicated to women who want to give a boost to their careers in the travel and tourism industry.

The Women in Travel program is already taking place in the WTM London and WTM Africa editions of the shows and with its personalized content and mentoring will become part of the Latin American edition, its core objective being to provide guidance for women who work in the market, invest in their careers and are entrepreneurial.

The project, which is led by Alessandra Alonso, the founder of the company of the same name, empowers women and helps them develop more incisive strategies and activities in the global travel, tourism and hospitality industry.

In Brazil, Alessandra is supported by Mariana Aldrigui, who looks after her business interests. Mariana is a tourism professor and researcher at the University of São Paulo and a member of the Advisory Board of WTM Latin America.

“I’m very happy to bring the Women in Travel Meetup to the most important travel event in Latin America and to extend our reach to cover all WTM platforms.

Women play a critically important role in this industry, whether as professionals or entrepreneurs, but they don't always have the chance to be recognized for their contributions, or to simply get together to learn

and inspire.

Women in Travel provides a platform for encouraging discussion, involvement and networking for women and men who think about highly relevant topics so that this sector continues to thrive and grow,” says Alessandra.

This is the first time this Women in Travel programme is going to be held in Brazil and it will last for three hours and be divided into a panel on training, mentoring and a cocktail party. It is worth mentioning that it is not necessary to register beforehand to participate in the panel and attend the cocktail party. For the mentoring programme, however, registration on the WTM Latin America website is necessary; this facility will only be available in 2019.

Women in Travel will take place on 2 April, the first day of the event, in the Networking Area starting at 3pm. Registration for the mentoring programme will be open shortly.

WTM  
Latin America



When: 2-4 April, 2019  
Where:  
Sao Paulo, Brazil



**T**he largest and most popular in Russia and CIS 26th International tourism exhibition MITT 2019 will be held from 12 till 14 March 2019 in Moscow, Expocentre.

Thousands of representatives of tourism industry in Europe and the Mediterranean, the Middle East, Asia, America, Africa and island countries, as well as CIS countries will present their products for the coming season. Visit the show to be in industry trend!

### **MITT 2019 is:**

- 20,000+ professional visitors from 80 regions of Russia and 90 other countries
- 1,700+ companies
- 230+ countries and regions of the world
- 40,000 sqm of exhibition space
- 7 halls and pavilions
- 3 full days of business programme
- 110+ speakers
- 12 conference sessions

For the first time, such areas as Qatar, Bahrain, Mongolia, Tanzania, Seychelles,

the Galapagos Islands, Cambodia and others will be presented at MITT. Among the regions of Russia: Saratov Region, Sverdlovsk Region, Kemerovo Region, Kursk Region, Tyumen Region and Khanty-Mansiisk autonomous district.

MITT annual exhibitors are also confirmed: Greece, Italy, Spain, Turkey, Bulgaria, Israel, Morocco, Vietnam, Venezuela, Thailand and many others.

The largest tour operators will present new flight programs and destinations in Russia and around the world. Representatives of inbound tourism will make large-scale offers for recreation, MICE-opportunities and wellness in the Russian regions.

Altai region has confirmed its status as a MITT 2019 Partner Region.

Schedule meetings with representatives of the tourism industry in this and other regions of Russia and get full information about the direction and conditions of cooperation for the coming season.

**MITT 2019**

**Mitt**

When:  
12-14 March, 2019  
Where: Expocentre,  
Moscow, Russia



**D**igital Travel APAC 2019 has already over 80+ speakers already confirmed. Here check out why over 400+ Heads of eCommerce, Digital Marketing and Customer Experience in travel, hospitality and leisure are headed to Resorts World Sentosa, Singapore this 1-3 April.

Today's travelers 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, 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:

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



## BLTM 2019

**When: 18-19 January, 2019**

**Where: Leela Ambience**

**Convention Hotel, Delhi, India**



Launched in 2016, India's first full-fledged travel mart BLTM is dedicated to Business, MICE and Luxury Travel. Recently concluded BLTM 2019 was held on 18th and 19th January at the Leela Ambience Convention Hotel, Delhi. Qualified buyers from the capital and the rest of India were hosted at the event.

115 exhibitors from 26 Countries and 13 Indian States and Union Territories showcased at the two-day event. BLTM Delhi experienced an unprecedented footfall of 1,225 B2B visitors and more than 200 buyers from India. All participants were fully hosted at the show venue hotel. The 2:1 Hosted Buyer to Seller ratio and additional footfall ensured the travel mart was always abuzz.

Dignitaries who graced the BLTM inauguration were H.E. John A.E. Amaratunga, Minister of Tourism, Sri Lanka; H.E. Austin Fernando, High Commissioner for Sri Lanka in India; Kumar De Silva, Chairman, Sri Lanka Convention Bureau; Dr Trust Lin, Director of Taiwan Tourism Bureau; Ismail Amer, Egyptian Tourism Counsellor; Subhash Goyal, Chairman, STIC Group; Suresh M, Chairman, EEMA; Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd and V Suresh, President, Fairfest Media Ltd and others.

Dr Trust Lin, Director of Taiwan Tourism Bureau said that they have been participating at BLTM for the past two years and the show has grown enormously since then. Last year, we received some great response from the travel trade sector and this year too our co-participants were glad to be a part of BLTM. The buyers here at BLTM mean business and they have great potential as well. I would love to be a part of upcoming BLTMs.

The show opens doors to India's 6.5 million outbound luxury and MICE tourists, as well as the fastest growing business travel market in the world. Gracing the largest country pavilion at BLTM was Sri Lanka Convention Bureau, returning participant from last year. The tourist mart also saw enthusiastic participation from National Tourist Organisations (NTOs) from Dubai, Egypt, Bangladesh, Taiwan, Spain, Greece and Philippines.

Spain Tourism added a distinct flavour to BLTM by hosting an entertainment evening for Hosted Buyers together with Warq Tourism and Palladium Hotel Group. The evening was marked by dancing, sangrias, tapas and dinner.

Major Indian Tourism Boards matched up to their international counterparts. The Indian State Tourism Boards (STBs) of Andhra Pradesh, Himachal Pradesh,

Jharkhand, West Bengal and Punjab ensured their representation with a large number of sellers to showcase India at its best.

Some of the star exhibitors of BLTM 2019 include Hotel & Restaurant Association of Bhutan, Ambuja Neotia, Leisure & Luxury Hotels and Resorts, RailYatri.in, Denzong Leisure and Spiceland Holidays.

Some of the event partners put their best foot forward and put on a stupendous show. Cox and Kings, BLTM's knowledge partner organised a destination workshop on Georgia and Azerbaijan on the inaugural day. Air India and Ethiopian Airlines were the Partner Airlines while the Ground Transportation Partner was Eco Rent A Car - Europcar. Just Click Karo.Com was the online B2B Travel Partner.

Some exhibitors who attended another prominent travel mart in Greater Noida and then shifted to BLTM opined that the event provided a better Return on Investment (ROI) while others concluded the event was just as good.

The onsite meeting was one of the most anticipated features of BLTM. Buyers and sellers interacted face-to-face, fresh appointments were made on the floor and pre-made appointments were hosted with ease.

Hosted buyers at BLTM included corporate travel planners with purchasing authority, travel

companies catering to business, leisure, MICE and luxury travel, MICE travel managers and buyers, MICE organisers and managers, business travel managers and buyers, film destination companies, associations, wedding planners and event management companies.

One of the Hosted Buyers, Preeta Venugopal, Executive Office Administration, Bekaert Industries Pvt Ltd said, "This was my first time at BLTM and I think organisers have put in a lot of effort to make the show look perfect. I got to see many different exhibitors from all over the world and India. I was amazed to see so many new destinations in India. BLTM will definitely help me in planning my next travel as it has provided me with perfect suppliers. I want to thank the organisers for giving me a chance to see a great show like BLTM."

"BLTM filled a vacuum in the evolution of travel trade shows in India by sustaining an event focused on business travel and MICE buyers. This year, the show attracted a large number of B2B visitors from leisure sector as well. However, presence of more than a 100 corporate buyers is what makes it unique," remarked Sanjiv Agarwal, Chairman & CEO of Fairfest Media Ltd, the organisers.

Many of the buyers and sellers at BLTM Delhi will be also participating in OTM Mumbai a couple of days later, from January 23 to 25, at the Bombay Exhibition Centre.

## OTDYKH Leisure

**When: 11-13 September 2018**

**Where: Expocentre Fairgrounds, Russia**



The 24th edition of OTDYKH Leisure, took place on 11-13 September 2018 at Expocentre Fairgrounds in Moscow. The event brought together 870 exhibitors from 41 countries and 44 Russian regions, covering the total area of 15 000 sq. m with over 38 300 visits during the 3 days of the Expo.

The key feature of OTDYKH 2018 edition was a significant increase of the Russian domestic travel exposition as well as the strong advertising campaigns of well-established exhibitors.

Traditionally strong participation was shown by Asia and Latin America. European countries intensified their marketing efforts to attract more tourists to their destinations.

Large and exclusive expositions were demonstrated by the top destinations such as Indonesia, Sri Lanka, Thailand, China, Georgia, Spain, Greece, Serbia, Bulgaria, Cyprus, Hungary, Cuba, Tunis, Egypt and many others.

A record number of Russian regions took part at the event to introduce their tourist attractions to the exhibition's guests, increasing their exhibition area by 26% compared to 2017.

The exhibition was accompanied by a comprehensive business programme, featuring more than 40 business events in 11 conference halls with 200 speakers and over 2.000 participants including representatives of

government authorities and travel industry. During the exhibition, 15 governmental agreements have been signed.

The highlights in the field of outbound tourism became a Hosted Buyers Programme 2018 and a series of roundtable meetings between Russian large tour operators and international authorities in total of 4 roundtable meetings dedicated to Serbia, India, Indonesia and Japan. The meetings were co-organized by ATOR (Association of Tour Operators of Russia).

The key event in the area of inbound tourism became the conference on the domestic tourism development in Russia. The so-called "All-Russia Meeting on Inbound and Domestic Tourism Development" was held on 11th of September and attracted over 200 participants incl. key decision-makers, governors, heads of tourism-related ministries and authorities.

The Ministry of Culture of Russian Federation, the Association of Russian Tour Operators, the Russian Union of Travel Industry, the Chamber of Commerce and Industry of the Russian Federation and other national and regional authorities have, once again, extended their support to OTDYKH, noting that the exhibition is well-established and high-demanded B2B platform.

## Exhibition

- 870 exhibitors
- 41 Countries and 44 Russian Regions
- 38 303 Visits
- 15 000 sq.m Exhibition Area
- 287 Media Attendees
- 80 Media Partners

## Business Programme

- 40 events in 11 conference halls
- Over 200 speakers
- Over 2000 participants
- 15 signed governmental agreements

OTDYKH 2018 welcomed numerous newcomers as well as a series of returning exhibitors. Among newcomer were Palestine, Andhra Pradesh, Taiwan and Sintraas well as the Republic of Bashkortostan, Omsk and Penza regions. Maldives and Japan returned to the leading travel exhibition with collective stands after a short break.

Numerous Russian regions, 44 in total, participated in OTDYKH 2018 edition. The extended exposition were demonstrated by the Republic of Tatarstan, the Republic of Komi, the Kaliningrad, Perm and Vologda regions. The highlight became a new photo and video contest, capturing top travel destinations across Russia. The competition featured 62 artworks from 28 Russian regions.

The European exhibitors for example Georgia,

Spain, Greece, Serbia, Bulgaria and Cyprus arrived to OTDYKH 2018 with collective pavilions. Thanks to a rich history, culture, heritage, architecture and cuisine, the European countries continue to market themselves successfully as year-round destinations with the tourism offerings that suites different tastes, culture and budget. The long haul and exotic destinations, with traditionally strong participation at OTDYKH, such as Cuba, Indonesia, Sri Lanka, China, Thailand, Egypt, Tunisia, and India, showed an outstanding participation with an intensive advertising campaign, choosing once again this event as an annual platform to meet business partners and to promote new products and services to the lucrative Russian outbound travel market.

The OTDYKH business programme was of great interest among experts, industry associations and companies actively engaged in the Russian tourism industry and covered a large number of events including conferences, seminars, work-shops, case-study presentations, roundtable meetings and other networking events. The business programme reflected the major industry trends and combined all relevant sectors of the tourism value chain, from MICE and Luxury Travel to Health and Gastronomy.

One of the key events of OTDYKH Leisure 2018 became the Conference on domestic and inbound tourism development in Russia, which was held on 11th of September. The outcome of the Conference became a draft resolution with practical proposals for tourism development in Russia.

The resolution will be submitted to the tourism-related ministers for their consideration and approval. The Hosted Buyers Programme 2018 received special interest. The high-level buyers, tour operators and travel agencies from 23 Russian regions attended the exhibition to conduct meetings with exhibitors.

The 14th International Conference Medical Tourism, SPA & Health: “Health tourism as a source of professional longevity. Global trends and international experience exchange” brought together leading experts in health tourism and resort industry. The Conference covered a broad spectrum of topics including health-improving programmes, disease prevention & health improvement of the population, corporate healthcare initiatives, redevelopment of recreational tourism facilities and many others.

In 2019 OTDYKH International Travel Market will celebrate its 25th anniversary. Don't miss out the opportunity to enter one of the largest tourism markets in the world with over 20 million outbound travellers per year. Become part of OTDYKH 2019- where the world of travel is at home.



31<sup>st</sup> Jan- 3<sup>rd</sup> Feb

**Emitt Istanbul**  
Istanbul, Turkey  
<http://emittistanbul.com/>



1<sup>st</sup> - 3<sup>rd</sup> Feb

**Balt Tour Exhibition**  
Kipsala , Rīga, Latvia  
[www.balttour.lv/?link=10000000](http://www.balttour.lv/?link=10000000)



7 - 8 Feb

**Forum Sur L'Investissement  
Hotelier Afrcain**  
Marrakech, Morocco  
<https://fiha-conference.com/>



8 - 10 Feb

**TTF Chennai**  
New Delhi, India  
[www.ttfotm.com/](http://www.ttfotm.com/)



13 - 15 Feb

**PATA (ATRTCM)**  
Uttrakhand, India  
[www.pata.org/atrtcmm](http://www.pata.org/atrtcmm)



13-15 Feb

**Jeddah International Trade  
and Tourism Exhibition**  
Jeddah Hilton, Saudi Arabia  
<https://www.jttx-sa.com/>



15 - 17 Feb

**TTF Bangalore**  
Bangaluru, India  
[www.ttfotm.com/](http://www.ttfotm.com/)



17 - 20 Feb

**Connections Luxury**  
Malaga, Spain,  
<https://weareconnections.com>



18 - 20 Feb

**AIME Australia**  
Melbourne, Australia  
<https://aime.com.au/>



20-22 Feb

**ACE of MICE Exhibition**  
Istanbul, Turkey  
<http://ameistanbul.com/>



25 - 27 Feb

**Global Restaurant Investment Forum**  
NH Collection Grand Hotel  
Krasnapolsky, Amsterdam  
[www.grif.com](http://www.grif.com)



22 - 24 Feb

**IITM Kolkata**  
Kolkata, India  
<http://iitmindia.com/>



22 - 24 Feb

**TTF Kolkata**  
Kolkata, India  
<https://www.ttfotm.com/>



26 - 27 Feb

**MICE Arabia & Luxury Travel Congress**  
Dubai, UAE  
[www.mice-arabia.com](http://www.mice-arabia.com)



27 - 28 Feb

**Aviation festival Asia 2019**  
Singapore  
<https://www.terrapinn.com>



DESTINATION  
JOURNEY  
LUXURY CRUISE  
**TAP THE TRAVEL APP**  
**AND TOURWORLD**  
AVIATION HOSPITALITY  
TECHNOLOGY EVENTS  
MICE



**Promote Your Brand With Us...**

[pr@travelandtourworld.com](mailto:pr@travelandtourworld.com)

**+91 33 46034661**

