

MICE Travel Advisor

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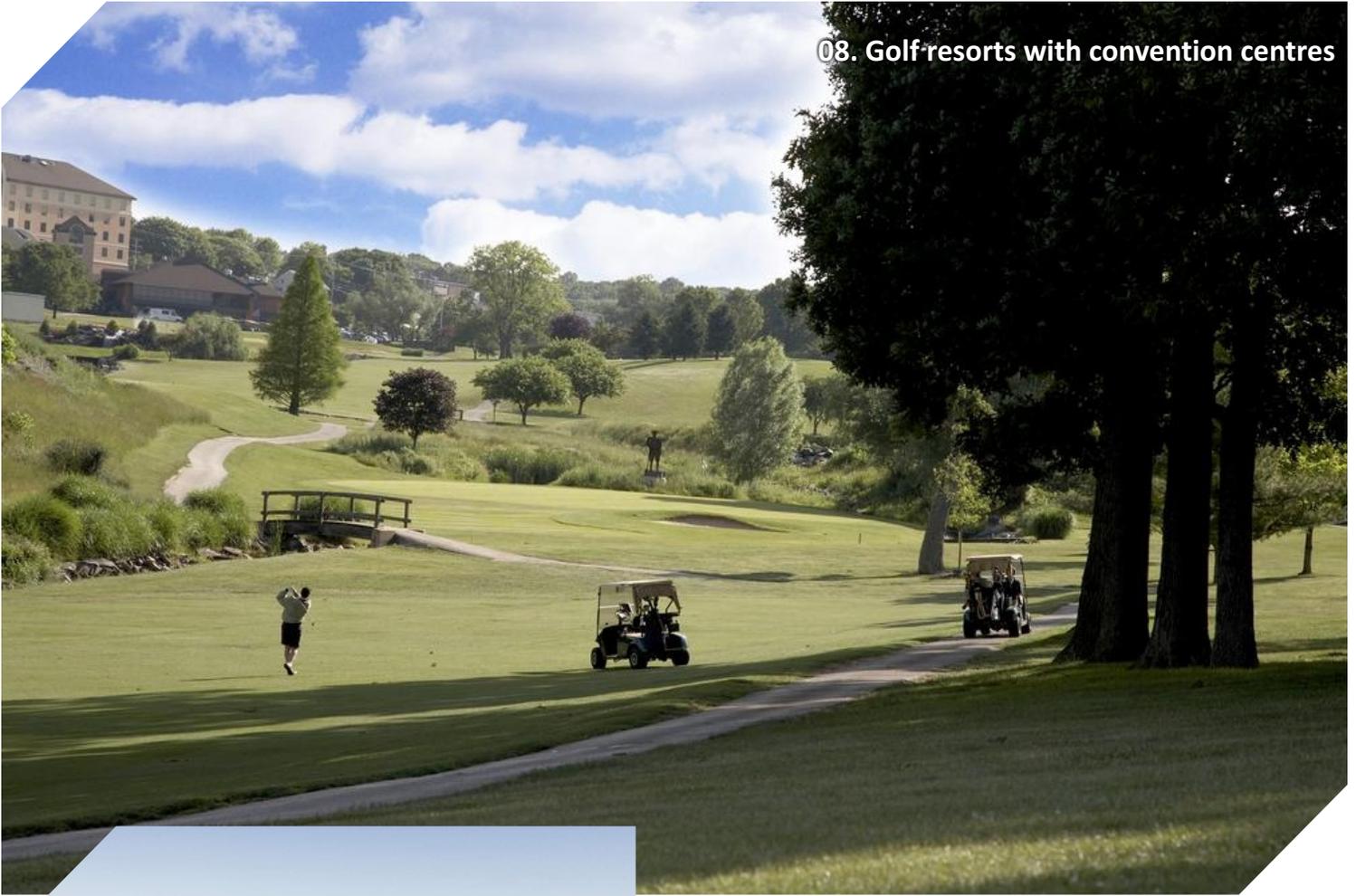
North Europe's

promising MICE Destination



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Dear Readers,

Business travel has grown exponentially in recent years and along with the boost in number and size of corporate meetings and events. It has become a huge opportunity for event planners, hotels, and convention centers.

Technology is now playing a major part. Meetings and events now demand more appealing experiences and more targeted learning, thanks to rapid innovation in this space. The augmented reality, modern space-based flight tracking system, artificial intelligence and social media to drive engagement are some of the new technologies multiplying across MICE industry. In this issue, we are highlighting on global flight tracking system. This system gathers from multiple sources and offering perfect data about the airline with the help of ADS-B system. Sergey Voronkov, the member of the UFI Board of Directors and CEO of Expoforum International interacts with MICE Travel Advisor on Expoforum Convention and Exhibition Centre's plan to attract more event organizers around the world.

From last year, we have seen an escalating trend for personalization and the ability to be flexible to tailor and adapt to client needs and company values. Now corporate industry is looking for mutual and bespoke experiences. They are focusing more on the places where they can spend time away from office. They look more on food, entertainment and seasonal produce to boost and support concentration. In this issue, we are focusing on Miami and Stockholm which are one of them. These two vibrant cities are offering most dynamic meeting spaces along with upscale entertainment. These two cities have long history, natural beauties and cool urban atmosphere.

Wellness and escape from daily work stress will be a sought after addition for corporate travellers and meetings' delegates. The awareness about the concerns of stress in our work and lifestyles is growing immensely. For this most of the corporate travellers are looking for additional opportunities to enjoy a moment of peace and tranquility while on business trips. Australia's Adelaide Convention Centre and the golf resorts in USA are our focal points in this June issue. We highlighted here how these modern, flexible and technologically advanced venues are becoming the most preferred cultural, sporting and entertainment zones. They focus more on relaxation and revitalization, which has become a top priority for those who travel across.

Thank you and keep reading....

Editor-In-Chief

Mr. Anup Kumar Keshan

Follow us



MICE APPOINTMENTS

UKINBOUND APPOINTS AFFTON SMITH AS NEW MEMBERSHIP EXECUTIVE

UKinbound has welcomed Affton Smith as its new Membership Executive. Affton Smith joins UKinbound after four years at the London Bridge Experience and Tombs, where she most recently held the role of Sales & Marketing Executive. Affton Smith will be working closely with Head of Membership and Business Development Antony Amos to grow the UKinbound membership and to act as a key point of contact for existing members, establishing and maintaining good relationships and helping members to achieve their business objectives.



SARAH BARBER APPOINTED AS NEW SALES MANAGER OF RAMSIDE HALL HOTEL

Sarah Barber has joined the team at Ramside Estates as Group Sales and Marketing Manager, where she will be responsible for growing revenue across all areas of the company's hotels. In her career spanning more than 20 years, Sarah Barber has held senior sales roles at some of the hotel industry's leading brands, including Marriot, Swallow and Hilton and was also business development manager at Seaham Hall and Serenity Spa. Formerly sales and marketing director at Northumberland's Matfen Hall Hotel, Sarah joins Ramside from Corus and Laura Ashley Hotels, where she managed and developed national agency and corporate accounts.



AIM GROUP INTERNATIONAL APPOINTS ANNALISA PONCHIA AS DIRECTOR OF INNOVATION & CUSTOMER EXPERIENCE

AIM Group International announces the establishment of a new strategic position with the appointment of Annalisa Ponchia as Director of Innovation and Customer Experience. The senior, well-known professional has been tasked to drive innovation across all the company's functions and raise the added value offered to clients.



SUSAN COGHILL BECOMES THE NEW CMO OF TOURISM AUSTRALIA

Tourism Australia has endorsed Susan Coghill as the chief marketing officer. Coghill will develop from her current role as general manager creative, content and campaigns to replace Lisa Ronson, who left the organization in March to join Coles. Coghill was part of the team entrusted with Tourism Australia's creative marketing project including 2018's Dundee Super Bowl campaign. Also, she was a part of the team which of late selected M&C Saatchi to the organization's agency roster.





GOLF RESORTS

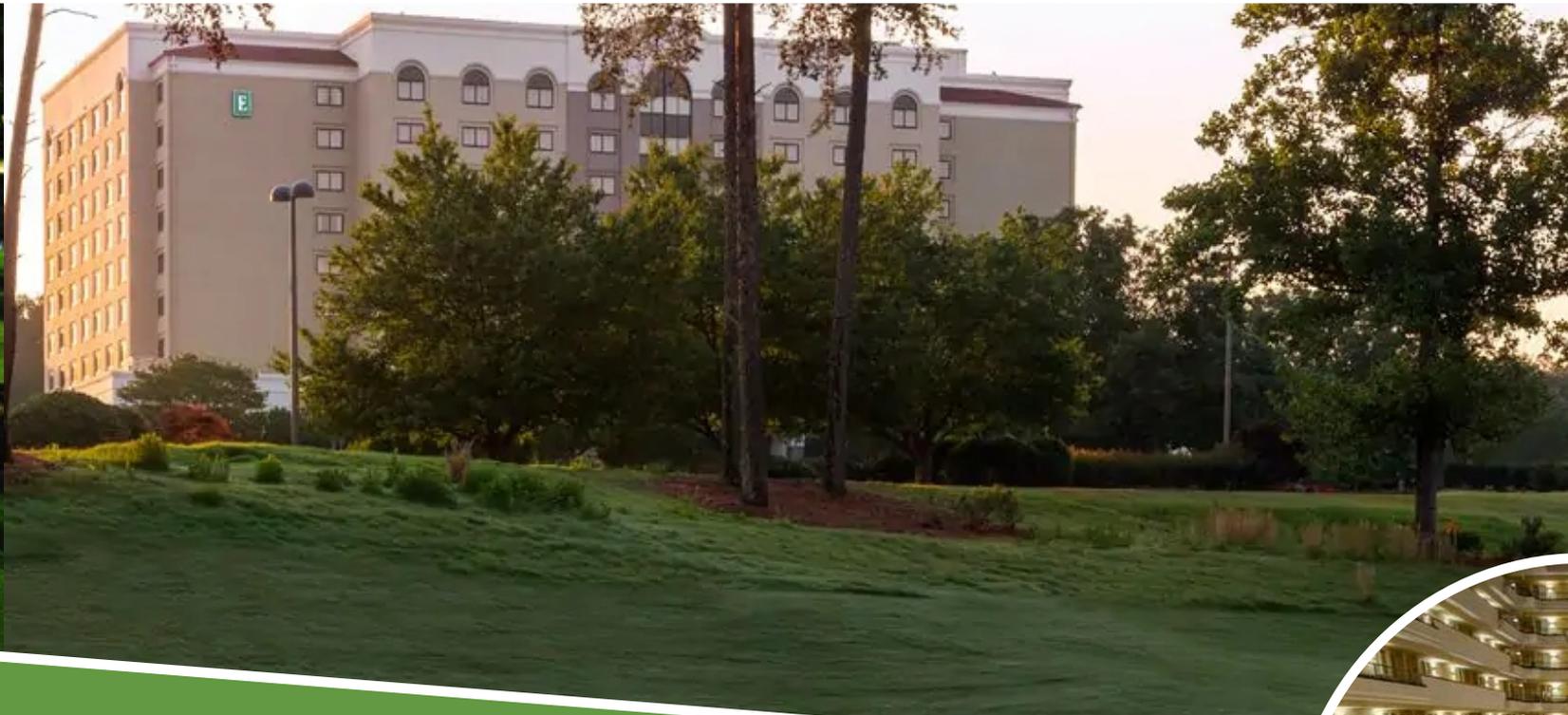
**With Conference Centre
in America**

**Let's Tee Off A
BRAINSTORM**

Meetings over tea or meals are commonplace, but to network during the tee times is sui generis. Before forging new business alliances, it is an advantage to know the nature of the prospective partner. It is aptly said that playing games especially golf can reveal the temperament of the industry partners. Here are 5 Golf Resort & Conference Centers in America where the delegates can hit an ace for successful business relationships.

"To find a man's true character, play golf with him" ----- P. G. Wodehouse





A photograph of a large, multi-story hotel building with many lit windows, set against a backdrop of tall, dark trees. The image is partially obscured by a white diagonal line that separates it from the text below.

Embassy Suites by Hilton Greenville Golf Resort & Conference Center

A circular inset image showing an outdoor terrace area with several tables and chairs, some with green umbrellas. The terrace is illuminated with warm lights, and a building is visible in the background.

Located in the foothills of the Blue Ridge Mountains in Greenville, SC, Embassy Suites offers over 44,000 sqft of flexible meeting space. It can host an event for up to 1,500 guests in the Embassy Ballroom. Groups comprising up to 10 guests can be accommodated in Greenville Boardroom at Embassy

Suites in Greenville, South Carolina.

The 268-suites full-service hotel offers a par-72 championship golf course as *The Preserve at Verdae* encircles the hotel. The outdoor terrace and golf pavilion present scenic views of the Blue Ridge Mountains and marvellously curated landscape. In addition, guests can enjoy complimentary airport shuttle to/from Greenville-Spartanburg (GSP) plus complimentary on-site parking.

Heritage Hills Golf Resort & Conference Center

Heritage Hills Golf Resort is a premier 104-room luxury hotel in York, Pennsylvania offering a golf course and meeting and celebration venues to engage the conference guests. It has meeting rooms of varying sizes. The largest room – The 'Windows-on-the-Green' Terrace – can host up to 500 guests in theatre set-up across its 4700 sqft. It offers breathtaking golf-course views. The

myriad convention rooms can host intimate executive meetings to large conferences.

The oak tree on their golf course is their logo, symbolizing the strength and integrity of York County. Heritage Hills Golf Resort & Conference Center offers 18 hole courses with varying par and yardage.



The beauty and tranquillity of these resorts help to build the right perspective while brainstorming on ideas in the lap of serene nature. Resorts that combine golf gateways with the advance facilities of conference centre are ace venues for putting heads together through congresses and conventions. Hit a hole-in-one in golf resorts with conference centres - be it a game of golf or a business meet.

Chestnut Ridge Golf Resort & Conference Center

Chestnut Ridge Golf Resort & Conference Center is located in Blairsville, Pennsylvania.

It has two 4 1/2 star golf courses — Chestnut Ridge and Tom's Run — that offer challenging play for team building. Chestnut Ridge Golf Resort & Conference Center can accommodate events from 4 to 400 guests. Four versatile banquet rooms offer possibilities for myriad events such as meetings, banquets, parties and more. The flexible event spaces can offer customized seating set-ups, high-speed internet services, and advanced audio-visual rentals. The guests can opt for business centre services and stay overnight in the nearby 92-rooms Hampton Inn & Suites Hotel.

Cypress Bend Golf Resort And Conference Center

Studded on the Toledo Bend Lake, Cypress Bend Resort offers waterfront golf courses and conference venues to delight the delegates. With 13,000 sqft of meeting and event space, Cypress Bend Resort can accommodate 20 to 250 guests. Flexible floor plans can offer more options for the diverse needs of meeting organizers.

Fox Hills Resort

Located just 25 miles southeast of Green Bay and 90 minutes north of Milwaukee, Fox Hills Resort features ten meetings rooms across a total of 15,000 sqft which can host groups of 10 to 850 guests. It is supplemented by team building activities including a game of golf. Its golf facilities include golf facilities with 45 holes of golf — the 18 hole course of The National and 27 hole course Fox Creek encircling the resort.

Golf resorts with conference centres offer diverse dining experiences and recreational activities to help delegates to know and understand each other better. Some of them have spa services or fitness centres.

Centre of Attraction



ADELAIDE CONVENTION CENTER

Bringing fame to the city since its inception!

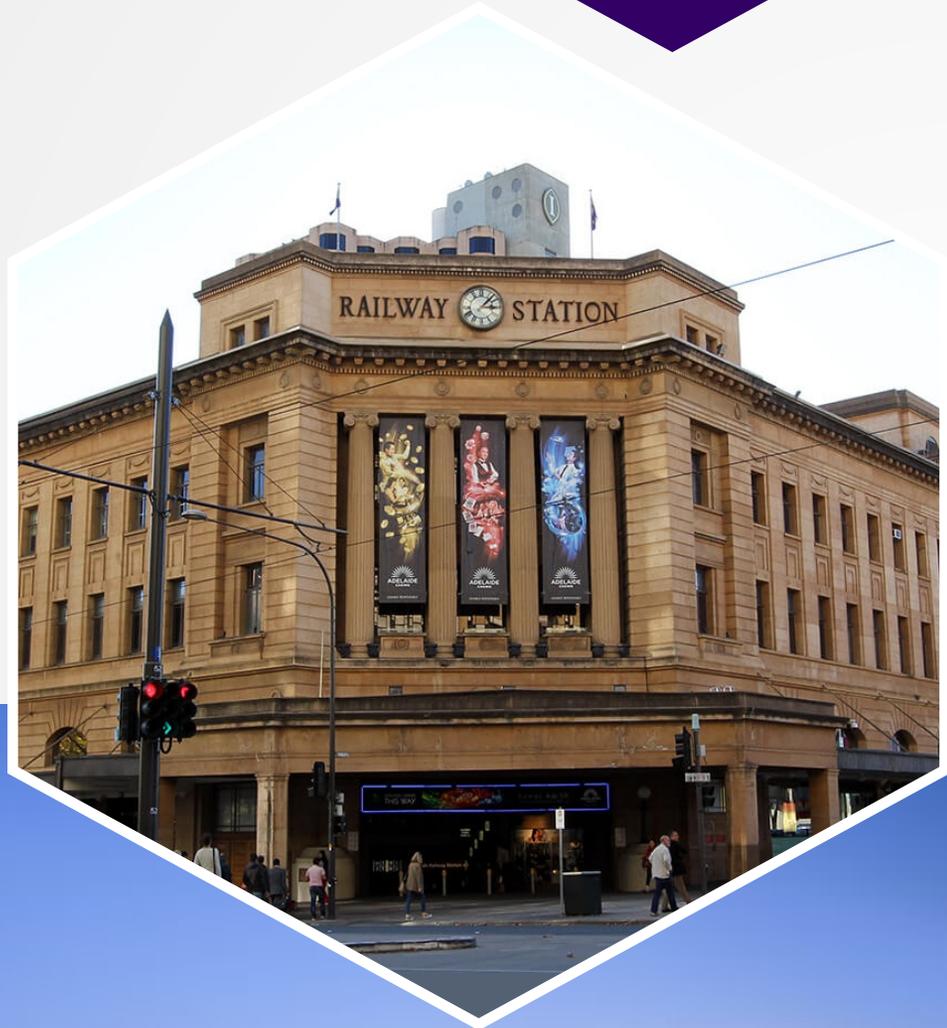
The first purpose-built convention centre in Australia – the Adelaide Convention Center (ACC)–is famous for being one of the most technologically advanced event hubs. Plenary Hall, the primary auditorium of the centre, can hold a maximum of 3,500 people. At an expansion cost of almost \$400 million, the 4,300 sq.m multi-purpose convention centre held more than 700 events and entertained over 300,000 guests in 2018.



HISTORY & LOCATION

The Adelaide Convention Centre was designed by John Andrews, together with the Hyatt Regency Hotel. The ACC originally opened in 1987, but went through several rebuilds and expansions over the last three decades, with the latest being in 2018. The renovations at the ACC meant that it shares a site with historic parts of Adelaide, like the Adelaide Exhibition Hall, the Festival Center and the Adelaide Railway Station.

Located at the heart of Adelaide, the ACC finds itself between the River Torrens in the north and North Terrace in the south. It's located on the Adelaide Riverbank, which hosts plenty of cultural, sporting and educational conferences and events, and in general, is a busy landmark in Adelaide.



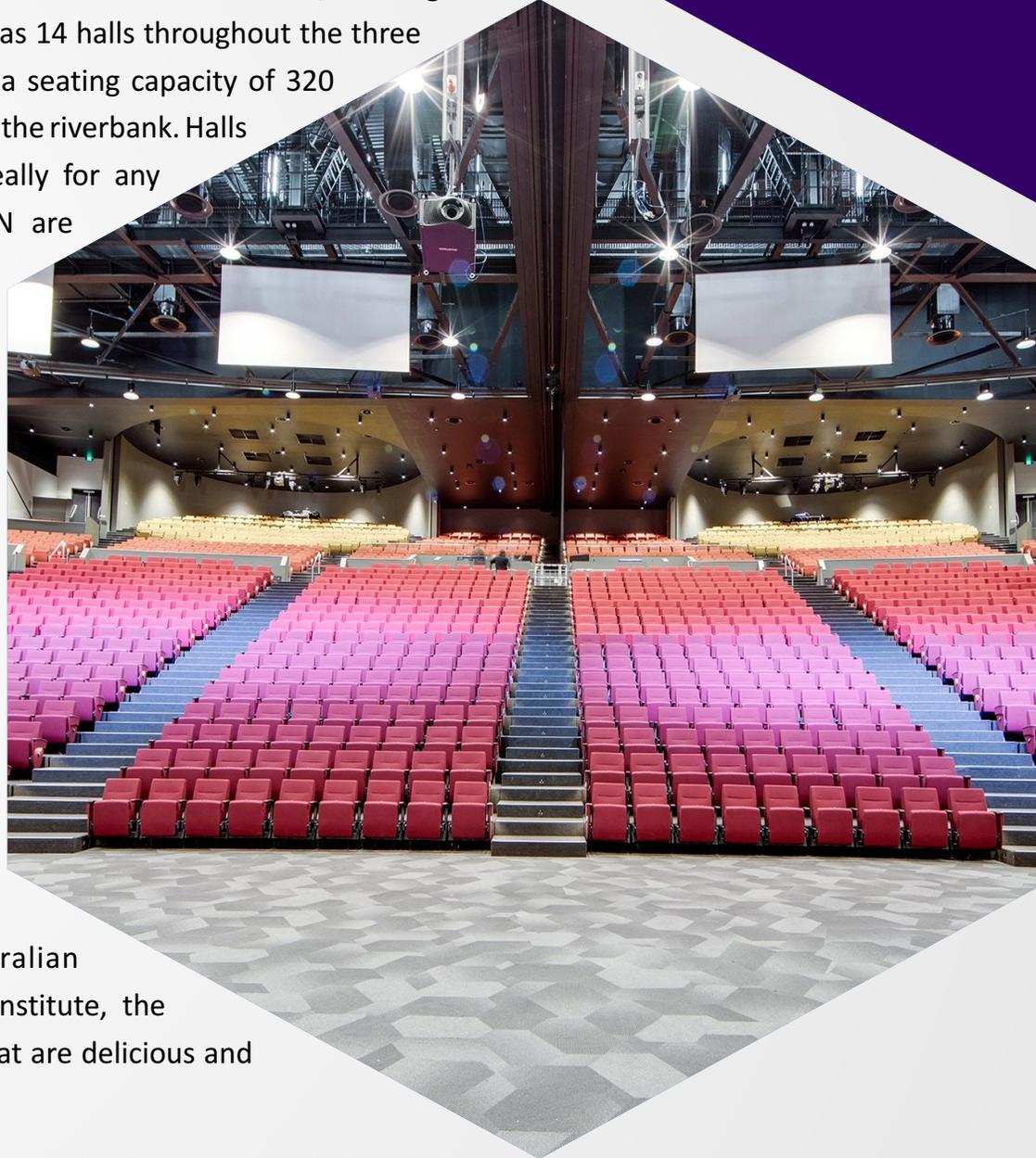
ADELAIDE CONVENTION CENTER SPECIFICATIONS

Built on the Adelaide Riverbank, the Adelaide Convention Center consists of three independent buildings – East, Center and West – and covers a massive area of over 20,000 sq.m. The buildings boast of an enhanced scenic beauty as they provide enough natural light and extensive view of and from the River Torrens.

The historic building is the go-to site for all kinds of events, meetings and conferences. There are as many as 14 halls throughout the three sections. Halls A and B provide a seating capacity of 320 along with a mesmerising view of the riverbank. Halls C and D can be configured ideally for any event. Halls LM, MN and LMN are combined to create a larger, grander atmosphere with flexible seating options.

At the theatres and halls, audio-visual screenings with Hollywood themes and lighting effects take place, alongside online website streaming, especially with multiple connectivity packages of more than 12,000 high speed internet connections. Moreover, the ACC has, quite literally, a very natural menu that's fresh and new. Partnering with South Australian Health and Medical Research Institute, the ACC offers memorable dishes that are delicious and high on nutritional value.

At the central building front, Riverbank Square and Riverbank Promenade are present for outdoor purposes.



TRANSPORT & PARKING

The city of Adelaide owns a city-wide transport network. The Adelaide Railway Station, located just a few minutes from the ACC, offers free tram transport. There are taxi companies too, which provide transport from North Terrace and West Building entrances.

Close to the ACC, two undercover car parks are available at North Terrace and Riverbank, which are accessible from Morphett Street. Both these parks are located under the ACC and operate throughout the day.



UPCOMING EVENTS AT THE ACC

The expansions have only intensified Adelaide Convention Center's status as the ultimate purpose-built centre for conferences and events. 94 major conferences are scheduled until the end of 2021, where approximately 80,000 delegates will be entertained and more than \$245 million revenue will be generated. Among the most important conferences, the 38th Australian Dental Congress (2-4 May, 2019), World Fisheries Congress (12-15 October, 2020) and World's Indigenous People Conference on Education (2-6 November, 2020) will host around 10,000 delegates.

REASONS TO CHOOSE ACC

The ACC is the first choice for most exhibitions and events happening in Adelaide. Other than its obvious brand value, it is also prosperous because of its location – right at the Riverbank Precinct. Also, its door-to-door freight and logistics services are commendable along with the extensive car parking region below the centre.

As the main convention centre of one of the world's leading metropolitan cities, the Adelaide Convention Center boasts of an incredible scenic beauty, complying with its unmatched engineering brilliance. Hosting mega conferences and events throughout the year, this expansive multi-purpose centre is symbolic of Adelaide's rich cultural heritage embracing the modern aspects of the society.



North Europe's

promising MICE Destination

Stockholm

Stockholm is the cultural and business capital of Sweden. It is also the administrative seat of the Swedish government. Stockholm has the beauty of water, making it the most dynamic and ever evolving business city in Scandinavian region.





Culturally Beautiful

Stockholm preserves its historical cores. The city is dotted with Viking era royal palaces, cobble-stoned streets, world-class museums and internationally acclaimed art galleries. The street of the city brims with shops, flea markets, cafes and bistros which will indulge you to taste Swedish culture. You will also get a chance to cross the pedestrian bridges that connect the islands.



Business Capital of the Country

Stockholm is a great choice for all MICE tourists. The city is favourite not only for first-time MICE group visitors but also for returning customers. Here the MICE groups can return to a familiar location and still have an entirely new experience.



Stockholm City Conference Centre : Stockholm City Conference Centre is Europe's largest and most memorable conference and convention facility. Stockholm City Conference Centre has a total of 50 conference rooms and upscale facilities that can accommodate MICE groups from 5 to 1,400 people. There is a combined total capacity for 4,000 visitors.

Naeringslivets Hus : Naeringslivets Hus offers conference facilities in the centre of the city. This convention centre is just 3 minutes from the metro and provides wide range of conference facilities with flexible meeting space.

Stockholm Waterfront Congress Centre : Stockholm Waterfront Congress Centre is designed to generate perfect meetings to promote the brand. The centre comprises 14,000 m² of fully equipped space with modern technology and meeting facilities with various flexible capacities. The congress centre features modern exhibition facilities with daylight. The flexible foyer areas of this meeting venue add up to 3,000 m².

Sodra Teatern: Sodra Teatern is a nice place to host any meeting or private event. This place is apt for private board meeting, gorgeously disheveled fashion show, an international conference or a lavishly arranged launch party.

Stockholmsmässan International Congress & Exhibition Centre : Stockholmsmässan International Congress & Exhibition Centre is the leading organizer of meetings. This exhibition centre offers the perfect venue for all kinds of events, ranging from corporate conferences, international summits to trade shows and public exhibitions.

Top-Notch Meeting Spaces





Popular Hotels

Nordic Light Hotel : Nordic Light Hotel has 159 rooms and 10 suites, which were renovated with Nordic feel and design in 2017. Nordic Light Hotel offers complimentary breakfast and wifi, gym as well as unbelievable conference and event opportunities.

Hilton Stockholm Slussen : Hilton Stockholm Slussen is located just at a walking distance from the center and overlooks Stockholm City skyline including the Old Town. It offers 16 flexible meeting rooms or a total of 11,186 sq.ft. of meeting space. Its largest meeting space can host groups up to 286 delegates.

Scandic Continental Stockholm: Scandic Continental is located opposite the Central Station. This hotel was opened in 2016 with 25 modern meeting rooms. This hotel has the bliss with natural elements creating a serene atmosphere.

Stockholmsmässan International Congress & Exhibition Centre: Stockholmsmässan International Congress & Exhibition Centre is the leading organizers of meetings. This exhibition centre is offering the perfect venue for all kinds of events, ranging from corporate conferences, international summits to trade shows and public exhibitions.



Tourist Delights in Stockholm

Lake Mälaren : After hectic work schedule, you can have a walk along the lakeside of Malaren. The best thing to do is to have a leafy Stockholm trail that provides views of the Old Town and its medieval spires.

Stortorget: Stortorget is one of the oldest squares in the city. Located in Old Town, the narrow alleys flanked by towering town houses and characterful bars and cafes help you to get there. This is a good spot to rest and watch the people in the bustling city atmosphere.

Djurgården : City's greenest Island is Djurgården. Djurgården has calm waterside and woodland trails. Explore the museums and walk along the island which boasts several of the capital's most popular attractions. At the open-air Skansen, visitors can stroll through five centuries of Swedish houses and farmsteads and observe wild Nordic animals. The Vasa Museum is home to a giant 17th century salvaged ship, while Abba The Museum combines nostalgic memorabilia with idiosyncratic interactive exhibits.



Tantolunden: Tantolunden has more than a hundred allotments and brightly painted wooden cottages which is tucked away on the hillside. Think about perfectly-manicured flower beds and terracotta-red miniature homes. In the park there's mini golf, two outdoor gyms and plenty of benches from where you can watch the passing boats during summer. In winter, it's a well-trodden spot for a Sunday walk or even a toboggan ride when the snow falls.

Stockholm is named in the 2018 Global Destinations Index as the most popular meeting destination, providing favourable atmosphere to do business and also for having business meets. Stockholm has cosmopolitan sophistication and Scandinavian architecture. Its breathtaking natural habitat and outdoor adventure offer abundant scope to any MICE group to enjoy the city.

Flight Tracking Solutions

Never Again, An Aircraft Out Of Sight

A 100 per cent flight tracking solution will make air travel safe for business delegates and others. MH370 disappeared on March 8, 2014, while flying from Kuala Lumpur to Beijing with 239 people on board. Even after 5 years, no one knows what happened to the plane. According to the documents, it took 17-minutes for air traffic controllers to realise that Malaysia Airlines flight MH370 had disappeared from their screens. A rescue operation was launched after four hours. The 17 minute delay in querying the missing plane was an 'extraordinary length of time'.

Post-disappearance of Malaysia Airlines flight MH370, a special Multidisciplinary Meeting on Global Flight Tracking (MMGFT) was convened at The International Civil Aviation Organization (ICAO) Headquarters in Canada. The main recommendation was that the flights should be tracked at a faster rate globally.

A specialized agency of the United Nations, ICAO, works with the Convention's 193 Member States and industry groups to reach consensus on international civil aviation Standards and Recommended Practices (SARPs) and policies that support a safe, efficient, secure, economically sustainable and environmentally responsible civil aviation sector.



It is at this meeting that the Global Aeronautical Distress and Safety System (GADSS) was initiated. GADSS contains SARPs that establish what airlines and aircraft operators are expected to do for tracking aircraft in normal and distress conditions.

GADSS specifies that the airlines should track flights with position updates at least once every 15 minutes under normal conditions. The SARPs for normal aircraft tracking has been applicable from November 2018 while that of aircraft in distress becomes applicable from January 2021.

While ICAO lays the guidelines, the mandate will be set by civil aviation agencies with regulatory authority over their respective flight information regions (FIRs) such as FAA in the U.S., CASA in Australia etc.

There is a chasm of difference in receiving an aircraft's position once in 15 minutes and once a minute. A flight will traverse more than 44,000 sqmi in 15 minutes and only about 154 sqmi in a minute. Once per minute report would be very specific in locating planes in incidents similar to that of MH370. Flight tracking over oceans, poles, deserts and other remote regions become critical. Once per minute flight position update anywhere in the world is becoming the aviation standard. Let's examine the flight tracking solutions and other technological aspects that have taken wings to exceed GADSS requirements.

GlobalBeacon

GlobalBeacon powered by Aireon and FlightAware offers 100 per cent global coverage up to the minute

including oceans, polar airspace and deserts. It combines Aireon's space-based ADS-B network and FlightAware's data processing platform and web interface to provide coverage across the borders and FIRs. Aireon has deployed a global satellite-based system that is able to track and monitor ADS-B equipped aircraft around the globe in real time.

The 1090MHz ADS-B OUT is mandated throughout the world. Aircraft equipped with ADS-B OUT transponders can be tracked automatically as their position is broadcast in real time. Thus, no additional equipment or hardware is required by the airlines to adopt GlobalBeacon. It automatically generates logs with 4D positions for aircraft in distress or potential distress.

Some of the airlines that have partnered with GlobalBeacon are Ryanair, Qatar Airways and others.



AIRCOM® FlightTracker By SITAONAIR

AIRCOM® FlightTracker is a ground-based software system guaranteeing regular flight position updates. There can be gaps between air navigation services provider's (ANSP) tracking due to weather, turbulence and others. FlightTracker gathers data from multiple global sources and fills in all the gaps to offer 100 per cent global flight tracking at once per minute. Thus, it requires no modification to the aircraft.

Major airlines such as Etihad Airways, Avianca Brasil, Azul, Malaysia Airlines, Norwegian Air Shuttle, Singapore Airlines, Vistara and others are using AIRCOM® FlightTracker. The Aireon space-based ADS-B data system is hosted on the Iridium NEXT

satellite constellation. It consists of 66 low-earth orbit crosslinked satellites with an additional 6 in-orbit spares and 9 grounded spares. Aireon has partnered with FlightAware® to provide global flight tracking through FlightAware®'s products and partners like SITAONAIR.

As per Aireon, ***for the first time in history, they can surveil all ADS-B-equipped aircraft anywhere on Earth.***

With these flight tracking solutions revolutionising the aviation industry and the possibility of many others joining the bandwagon, airlines look to exceed GADSS specification for flight tracking systems even before 2021.



MIAMI

'Magic City'

Venue Check



A revitalising business destination!

Beautiful, vibrant and full of excitement, Miami is an epicenter for diverse economy, a major tourism hub, an international shipping centre and a gateway to Latin America for importers and exporters. It has a large concentration of national and international banks, hotels, restaurants and night clubs. Its dynamic and friendly business climate makes it the nerve centre for research institutes, media hub and biotechnology industries. The Port of Miami is the Cruise Capital of the World and is home to many entertainment venues like the Adrienne Arsht Center for the Performing Arts.

Miami, the seat of Miami-Dade County, is the sixth most densely populated city in the United States. It has more than 300 high-rises, 80 of which stand taller than 400 feet. Miami has the world's third tallest skyline in the United States.

The city brims with a plethora of business activity, human capital, information exchange and other engagements and has rich purchasing power.





Miami Beach Convention Center (MBCC) : Welcoming more than 600,000 annual visitors, situated near the Miami beach, this centre offers flexible special event and exhibition spaces. To increase commerce along with business tourism in 1955, the City of Miami Beach proposed to build an exhibition hall and its construction started in August 1956. The initial proposed name of the venue was Miami BBQ Beach Exhibition Hall but after two years of building, it got officially completed in September 1958 and was officially opened in 1958. The venue is now known as the Miami Beach Exhibition Hall and is deemed as the "The Largest Exhibition Center in the South".

The Miami Beach Municipal Auditorium is located alongside the exhibition hall . In 1964, the centre was the site of the boxing championship of Muhammad Ali vs Sonny Liston. The Miami International Airport is just 12 miles away from here.

Mana Wynwood : This centre is well adept in hosting different types of events, exhibitions, concerts, art or fashion shows, trade shows, conventions and films. The convention centre is planned for perfection in the Wynwood Arts District that is renowned for Art Galleries, Retail Stores, Antique Shops, electric bars along with one of the largest open-air street art installations in the world.

Major conventions, trade shows, meetings and special events are held seamlessly.



Entertainment watch

Jungle Island on Watson Island, earlier known as the Parrot Jungle, is close to the South Beach and Downtown Miami. Be here to get a sense of discovery and adventure.

Bayside Marketplace can host more than 150 specialty and tourist shops, cafes and restaurants. The outdoor style mall has charming boutiques and is located along the Miami's waterfront.

The Vizcaya Museum and Gardens is full of stunning architecture and artworks. It features 34 rooms featured around a breathtaking courtyard. It has the most exquisite European furniture and arts from 15th to 19th century.

Miami Science Museum provides an immersive experience that encompasses a wide range of scientific fields which includes physics, biology and chemistry. It was established in 1950. The museum keeps changing the exhibits.

Trump® National Doral Miami is ideal for sports enthusiasts. It has four golf courses, tennis courts and a full-service spa. There are onsite boutiques and three restaurants for a sumptuous treat; the hotel also has a 24-hour business centre. BLT Prime, Champion's Bar and Palm Grill are the available dining options. The Miami international airport is just a 15-minute drive away.

Intercontinental Miami overlooks the Atlantic Ocean, Biscayne Bay and the Port of Miami. It has 653 elegant guest rooms, 22 stylish suites, 35 meeting rooms to hold conferences.

Apart from the thriving business, Miami is home to numerous museums like the Historical Museum of Southern Florida, the Jewish Museum of Florida, the Miami Art Museum, Vizcaya Museum and Gardens and Wolfsonian-FIU Museum. Thousands of visitors come here for the Art Basel Miami Beach, the world's largest art exhibition held annually.



'EXPOFORUM VENUE WILL HOST MORE THAN 10 INTERNATIONAL ROTATIONAL CONGRESSES'

Sergey Voronkov, member of the UFI Board of Directors and CEO of ExpoForum International speaks how ExpoForum Convention and Exhibition Centre keeps strengthening its image as a leading venue for hosting congresses and events in St. Petersburg.

MICE Travel Advisor: How is ExpoForum Convention and Exhibition Centre suitable for hosting medium to large business groups?

Sergey Voronkov: ExpoForum Convention and Exhibition Centre can accommodate up to 30,000 people. The developed infrastructure allows it to become a veritable event cluster. International forums attended by both top public officials and small corporate events choose it as their venue. ExpoForum is ideal for holding events of various formats and scales due to SMART Venue concept. The innovative pillar-free space and pavilions allow maximum use of space for traditional exhibitions, film premieres, symphony orchestra performances, tennis tournaments, and show jumping. It also offers the realisation of the exhibition participants' boldest plans in any part of the hall. The 10 m high mobile partitions serve as walls in the conference-halls. They can easily be moved and concealed in special stows to





achieve the desired area of the room. The ceiling can be lowered to make the room more intimate. The technology is similar to circus constructions, which can lower ceiling blocks up to 0.5 m with ropes. Under the beautiful floor tiles there are engineering ducts, which house electricity, low-voltage circuits, water pipes and even sewers. This is why a unique space can be created in any place of the hall, including a café, showrooms or make-up rooms. Additionally the desired temperature can be set at any spot in the pavilions, it can be made hotter or colder due to two hundred fan units and 100 thousand sq. m. of air ducts. The temperature can be controlled by phones or tablets via special apps.

MICE Travel Advisor: What are the main source markets of your convention centre?

Sergey Voronkov: Expoforum International is not yet represented abroad as an exhibition organiser but it has gained a good reputation as a hosting party. Between October 31 – November 3, 2018, for the first time St. Petersburg hosted the Global Congress of the Global Association of the Exhibition Industry (UFI). It brought together a record number of participants, more than 450 industry professionals from 54 countries of the world, in Expoforum. The holding of the UFI Congress in St. Petersburg has demonstrated the capabilities of the city and Expoforum to host rotating global events.

In March 2019, ExpoForum-International was awarded with a special status in several specialised organisations of the convention and exhibition industry: ICCA, INCON, Soaring Worldwide and Watterston Associates. Completion of such agreements is important not only for the company but for the city too.

MICE Travel Advisor: Tell us about the future bookings of ExpoForum Convention and Exhibition Centre.

Sergey Voronkov: Today the company's portfolio includes around 40 projects of its own and more than 150 guest projects, and preparations for the St. Petersburg International Economic Forum are currently under way. Last year, more than 17000 participants from 143 countries arrived at ExpoForum for Russian Davos. This year, the Forum space will accommodate more than 150 business events under the main programme. For four days, more than 1,000 moderators and speakers, including foreign experts, will speak on issues of socio-economic development, SMEs, transport, environment, health, culture and tourism, education and science.

Another highly important, but independent project for ExpoForum is the St. Petersburg International Gas Forum. This year it will be held between 1-4th of October. The priority task of the Forum is to create a venue for effective interaction between leaders of the gas industry and it can rightfully be called a unique gas event for Russia: in addition to a broad exhibition program, SPIGF demonstrates a substantial and relevant congress part from year to year.

But ExpoForum is not only here for business events, the Tavrisheski Symphony Orchestra performs beautiful concerts here. In the coming years, the ExpoForum venue will host more than 10 international rotational congresses. These are events in very diverse fields and industries, among them the Congress of the European Federation of Veterinary Associations of Animal Companions and the 2019 General Assembly of the World Tourism Organization (UNWTO); 2020 Worldchefs Congress; the 2021 World Rhinological Congress; EuroSkills (under WorldSkills) and the 2022 World Energy Congress.

MICE Travel Advisor: Earlier this year ExpoForum Convention and Exhibition Centre bagged the EFEA (Europe+Asia Event Forum) Awards as the 'Organiser of the year'. So, what drove it to achieve the top ratings?

Sergey Voronkov: Being awarded with Organiser of the Year was an unsurprising achievement. The ExpoForum-International team brings together half a century of experience in holding events, inherited from Lenexpo and new trends, which were brought into the industry by the opening of ExpoForum. The award was granted according to the rating based on the number of mentions of forums, exhibitions, congresses, festivals, event organizers and places for events in Russian media publications. Also, according to the results of the rating, the event taking place at our venue— the St. Petersburg International Economic Forum— was considered 'Project of the Year'.

MICE Bites

FITUR 2020 celebrates its 40th anniversary with its most professional and international edition

The next edition of FITUR, organised by IFEMA, will take place at Feria de Madrid from the 22 to 26 January 2020, and is looking to once again become the international benchmark event in the tourism industry. This year is special because, in addition to the excellent participation forecasts, which are in alignment with the positive data of the tourism industry, it is the 40th Anniversary of the Trade Show, a special occasion that will be the crowning glory of a series of initiatives that are already ongoing, the purpose of which is to provide continuity to the successful and upwardly mobile trajectory of FITUR. Sustainability, technology and specialisation will still be the main lines of FITUR, but in addition there will be the promotion of activities aimed at growing in professionalism, representation and internationalisation and, therefore, to exceed the results from the latest edition, which brought together over 11,000 exhibitor companies from 160 countries, and 253,000 participants.

Tennessee's sports tourism expects 3.5 million tourists arrival each year

Tennessee is eyeing on a sports betting industry that will generate \$254 mm in annual, taxable gaming revenue. That comes from a projection that the state's 21-and-over population of 4.95 mm and about 3.52 mm of-age tourists will generate, on average, \$30 in gross gaming revenue annually.

Tennessee got the \$30 annual GGR per adult from a 2017 study commissioned by the U.S. commercial casino industry, which at the time was engaged in a public relations campaign in favor of the U.S. Supreme Court striking down the federal sports betting prohibition. There are three-and-a-half million out-of-state sports bettors might sound like a lot, but it's only 3% of the state's annual tourism figure. According to the TN Department of Tourist Development, the Volunteer State saw 116.1 mm visitors in 2017-2018. Tennessee is in the top 10 among U.S. states in terms of tourism.



Africa's Travel Indaba focused more future of travel and tourism industry of Africa

African Tourism Minister Derek Hanekom's optimistic trade floor opening speech set the tone for what turned out to be, in his words, the best Africa's Travel Indaba hosted yet. This year's Africa's Travel Indaba brought together over 6,500 delegates which included 1,033 exhibitors and 1,502 buyers at the Inkosi Albert Luthuli International Convention Centre (Durban ICC). Africa's Travel Indaba Speed Marketing session started off with a burst of energy as buyers from all over the world came together to hear what South African exhibitors have to offer. South Africa has been named best safari experience in Africa by the Safari Awards Africa 2019. South Africa won the award as it came out tops in 10 of the 18 categories of the Awards.



ITB China closed to strengthen its position as China's largest B2B travel trade show

The third ITB China successfully closed today in Shanghai with around 17,000 attendees, a plus of 2,000 compared to last year. Buyers, trade visitors and exhibitors reported positive business results and experienced a unique gathering of the Chinese travel

industry from 15 to 17 May 2019. The ITB China Conference, co-organized by TravelDaily China, has also maintained strong attendance figures of 4,000 in total, with positive feedback about the quality of speakers and insights generated from the sessions. The increase in the number of overall attendees was clearly noticeable in the exhibition halls and in the conference areas on all three days of the fair. In all, there were about 850 Chinese top buyers at the event. Their share significantly increased in terms of buyers coming from second and third tier cities, running 40 percent in total and proving the show's acceptance in the Chinese travel market. Another highlight of the conference was the ITB China Startup Award taking place for the third time this year. The date for ITB China 2020 is set: Wednesday to Friday, 13 to 15 May 2020 at the Shanghai World Expo Exhibition and Convention Centre.



Digital Travel Summit

When: 25-26 June, 2019

Where: Twickenham Stadium, United Kingdom



Digital Travel Summit is Europe's biggest conference for eCommerce, Customer

Experience and Digital Marketing Leaders in the travel industry. The Digital Travel Summit is Europe's annual eCommerce event for senior Digital Marketing decision makers from the top hotels, airlines, cruise lines, car rentals and intermediaries.

Engage over a multitude of highly interactive formats to discover how to take your digital, eCommerce and customer experience strategy to the next level. Join us this June and interact with 400+ Digital Travel Professionals in a range of fun networking opportunities spread across the two days.

Hear from over 60 thought-leading speakers on the latest strategies and technology innovations which are shaping the future of the online travel market today.

You'll hear directly from from Europe's leading Travel companies, all sharing their latest projects, experiences and secrets with you to help you unlock the full potential of digital in your business.

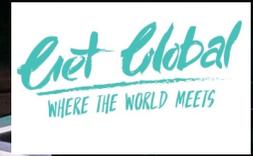
Here's a snapshot of who you'll hear from:

- Dara Brady, Director of Digital Experience, Ryanair
- John Leighton, Head of Customer Service, Easyjet
- Karan Khanna, Managing Director UK & Ireland, InterContinental Hotels
- Ali Busacca, Travel Product Marketing, Instagram
- Rufino Pérez Fernández, COO & Digital Transformation Leader, NH Hotels
- Mila Minic-Massey, VP, Customer Engagement-Platform, Disney Parks, Experiences and Products
- Liu Wei-Chun, Co-Founder and Executive Vice President, KKday
- GeoffroyMaugin, SVP, Global Guest Experience & Business Performance, AccorHotels LUXE
- David Low, Head of Alternative Channels, Skyscanner
- Daniel Reed, VP of Merchandising, Expedia Group

GET GLOBAL

When: 26 July 2019

Where: International Convention Centre (ICC), Sydney, Australia



For the first time, Saxton Speakers Bureau have partnered with award-winning tradeshow Get Global, to deliver an extraordinary line-up of speakers.

Leadership, management, motivation, diversity, wellbeing, branding and resilience will all be covered at Get Global on 26 July, as more exceptional speakers are confirmed for the full day program.

Anne Jamieson, CEO, Saxton Speakers Bureau, commented on the partnership.

“The next two to three years for Saxton is all about growth and for us to achieve this we need to align with strategic partners. We see Get Global as a key partner

for us moving forward and are thrilled to be involved with their 2019 event.

“At Saxton, we believe in the power of stories to drive positive change. We have carefully curated speakers for GetGlobal who will share stories that will leave audiences inspired to be the very best they can be,” said Ms Jamieson.

The one-day program sees five speakers presenting throughout the day:



intergenerational leadership creating change and the drivers of leading without the title.

● Janine Garner will share her insights on how to best leverage your network and build lasting relationships.

Gary Bender, co-founder, Get Global said the partnership brings new opportunities and growth to the show.

“Get Global is a day with a purpose. Not only can attendees network and see great international products, but they can also hear from truly inspirational people,” said Mr Bender.

The unique perspectives and experiences these five speakers will bring is hugely valuable to the meeting and events community, says co-founder of Get Global Donna Kessler.

“Some of us fall into the events industry from different careers and paths. It's great to have speakers that people actually want to hear and learn from. We are thrilled to be partnering with Saxton's for the first time and are pleased to welcome these five great speakers to our show,” said Ms Kessler.

Get Global will be held in The Gallery, ICC Sydney, Friday 26 July 2019.

● Best-selling author and personal trainer, Michelle Bridges, who will draw on the lessons she has learned to date, and will ask the questions 'what fuels you?' and 'who can you be?'

● Matt Jones, co-founder of Four Pillars Gin, will speak about his experiences and the philosophy behind Four Pillars Gin, 'in craft we trust'.

● Curtis McGrath, ex-soldier and para-canoeist will share his experiences and insights on overcoming adversity.

● Covering a hot topic, Felicity Furey, engineer and entrepreneur, will look at millennial leaders,

Hotelier Summit MENA 2019

When: 1-3 October, 2019

Where: Cairo, Egypt



Hotelier Summit MENA 2019 is the only hospitality summit which focuses on two of the fastest emerging hotelier regions (the Middle East & North Africa).

- This summit is set to revolutionize the progress of the MENA real estate markets
- This summit aims to keep your focus on building business relationships, not sales
- The summit will focus on driving hospitality by including all the stakeholders (explained in the image below) of the Hospitality Procurement Project Cycle, registrations are now open
- The summit is set to be held in the month of September 2019, Cairo, Egypt

Hotelier Summit MENA 2019 is designed to benefit



those who invest, strategize, design, build and operate in the hospitality industry. This is an amazing opportunity to set up face-to-face meetings, network, demo/ showcase your offerings, and just have some fun.

The event consists of:

- Structure networking opportunities
- Your pre-scheduled Face-to-face meetings
- Product showcase at the region's FIRST hospitality themed 'Experience Center'
- The return of the prestigious 'Hospitality Leader's Industry Choice Awards'
- Entertainment

And more!

Book your slot now and avail a 15% early bird discount. Last day to avail the discount is May 31st 2019.

Be a part of this extravagant hospitality gathering!

CALENDAR OF EVENTS

**7-9
JUNE**

KILIFAIR 2019
Arusha, Tanzania
www.kilifair-tanzania.com



**11-12
JUNE**

International Medical Tourism Conference
Kyiv, Ukraine
htexpo.com.ua/en



**Healthcare
Travel Expo**

**13-16
JUNE**

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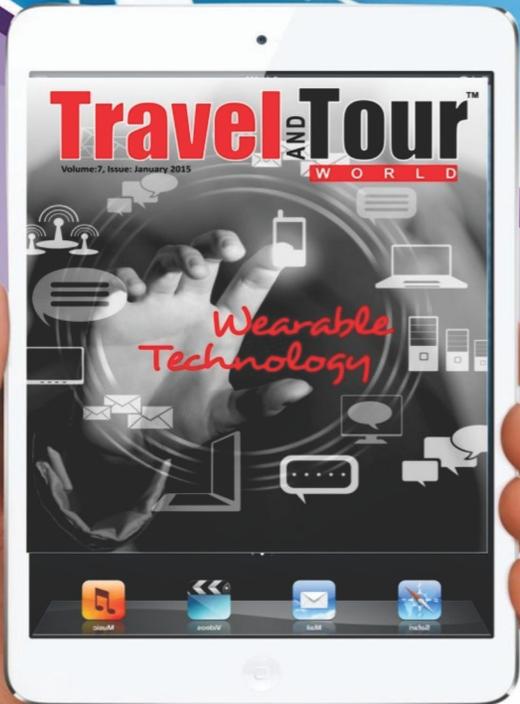


香港国际旅游展

**25-26
JUNE**

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