

MICE

Travel Advisor

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From the Editor's desk

Dear Readers,

November is going to be a packed month for the travel industry bigwigs, the world-wide tourism industry has gathered in London to attend the prestigious - World Travel Market. It is expected to see 51,000 visitors and 5,000 exhibitors from more than 180 countries to conduct some £3.5 billion of deals in ExCeL London. In December 1980, the show was first opened by the Duke of Kent at Kensington Olympia when 40 countries took part and had around 7,700 visitors. Tourism is the fastest growing sector in the UK accounting for almost 12 percent of all jobs and generating £232 billion annually for the economy.

For inspiring sessions, lively events and lucrative meetings be there at WTM London!

There are a number of outstanding venues in Rotterdam that can accommodate gatherings of various strengths. Discover the several places to hold extensive meetings as you read Venue Check. Conference sector in San Marino offer several opportunities keeping intact the millenarian history and its unique tradition. The facilities like high-end meeting room for conferences and seminars here assist companies in exploring international markets. Centre of Attraction gives you details where you can organise the next meeting.

To avoid inconsistent naming and duplication in listings hotels are gradually adapting to Hotel Mapping to merge property IDs from different sources into one. Read on to know more about the hotel mapping platforms for millennial in our Tech Talk.

The MICE sector in Australia is one of the most rapidly growing segments of the country. MICE industry has grown considerably in the last decade and according to the Commonwealth Department of Tourism, this industry generates more than \$2.3 billion annually in direct expenditure. Cover Story analyses the growth phase and the flip side of the industry.

Palma in Mallorca is a brimming MICE destination, keeping in mind the broad range of leisure and cultural activities a bleisure trip here will be an unforgettable experience. Go through Spotlight On to find the over the top venue for meetings.

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ROTTERDAM

A good choice for internationally-oriented meetings!

Venue Check



Rotterdam is known to host more than 170 nationalities; it has a cosmopolitan approach and a global personality making it a wonderful place to live and work. The **'Gateway to Europe'** is a dynamic metropolis rife with possibilities. It is an ideal destination for events as it has world-class convention venues, extensive transport network, immersive museums, theatres, hotels and shops. Business sectors like agriculture, food, maritime, health sciences, technology, gas and chemicals flourish here. Venture capitalists, innovators and start-ups are attracted by Rotterdam due to the favourable entrepreneurial climate supporting new and expanding businesses. Together the different corporations, products and technology work towards raising the economy of Rotterdam. Businesses thrive here because of low cost of operating, high skilled labour force and outstanding business sectors. The expats feel at home as the city is more than welcoming and friendly.



Rotterdam is just 25 minutes by train from the international hub Amsterdam Airport Schiphol and Hague Airport is the third largest in the country. The city is easily accessible by all means of transportation. The port of Rotterdam is the largest in Europe and the 8th largest worldwide. The metro is the busiest underground network in Benelux after Brussels and Rotterdam has surpassed other Dutch cities.

Rotterdam Ahoy has been organising events for almost 50 years. More than 500 events are held here in a day, welcoming more than 1.5 million visitors each year. It has hosted the Rotterdam Open and the Primeir Darts League.

It provides one-of-a kind experience which not only inspires but also motivates. The extension phase of the Ahoy complex started in July 2018 and is expected to open in the third quarter of 2020. An additional 35,000 sq.m of additional space would be added in the new premise, featuring a congress centre and a 2,750 seat concert hall. The new Rotterdam Ahoy Convention Centre (RACC) will be the home to the largest ports.

Postillion Convention Centre WTC Rotterdam is located in the heart of Rotterdam providing state-of-the-art facilities, top-quality service to host private meetings or trainings. It is a national landmark. It has survived the World War II bombing of Rotterdam and the former exchange halls now act as the convention centre. It is a unique venue with multipurpose facility. Its Rotterdam Hall is 1000 m² main conference room with three central halls in front used for breakouts etc. There are smaller conference rooms around the main meeting room with the capacity to host sessions for 10-100 people.





Attendees can avail excellent accommodations nearby which provide excellent value for money.

Hotel Emma has an ideal location with easy access to public transport and shopping areas. For small group planning meetings and presentations, the breakfast room is suitable.

Hotel Milano Rotterdam has 25 hotel rooms and is located within a beautiful monumental building. **Euro Hotel Centrum** has 55 rooms with two suites. The cozy 3 star hotel is ideal for both business travellers and tourists.



Markathal Rotterdam, constructed in 2009, is both an office building and a market place. It is known for its stunning architecture, a grey façade inside along with a large windowed section. More than 70 businesses are located inside the market place with plenty of shops, stalls and bars. **Diergaarde Bligdorp** or the Rotterdam Zoo has a botanical garden, Oceanium and operates breeding garden programme for the endangered Red Panda. Explore the Malayan garden, Chinese forest and Mongolian Steep. There are a variety of enclosures and interactive elements to keep one hooked. **The Erasmus Bridge** is the second largest in the Netherlands spanning the Nieuwe Maas distributaries of the Rhine and it runs from the Noord and the Lek rivers. Its fine construction is worth admiring.



Center of Attraction

San Marino is one of the world's smallest country and the oldest surviving republic, surrounded by Italy. Its landscapes are dominated by Mount Titano which is a part of the Appennine range. There are three defensive fortress perched on Titano's slopes that looks out to the Adriatic coast.

It is spread across 61 sq.km. and attracts more than three million visitors every year. Tourism is the main economy here besides banking, manufacture and export of ceramics, clothing, fabrics, furniture and wine. Major contributors to the GDP of San Marino are manufacturing and finance.

The standard of living and per capita level of output are the same in all the flourishing regions in Italy. There are foreign investments due to relatively low corporate taxes and low taxes on interest earnings while the income tax rate is also low, which is about one-third of the average EU level.

Italy accounts for 90% of its export market and the country is known not to issue public debt securities and whenever necessary it finances deficits by drawing down central bank deposits.

San Marino maintains harmonised fiscal laws with E.U. and international standards. It enjoys one of the planet's highest GDP per capita and has nine municipalities each having its own settlement. Although San Marino is a small country, it still leads in conducting Italian and international conference. Communication is easier from here.

Attendees can involve in several post congress activities. The region's millenarian history, unique tradition and folklore, peaceful environment and close location to the sea and mountain make it unique.

A unique confluence for businesses!

San Marino

After a major restoration, Kursaal Congress Centre was reopened in 2002. It faces the Bay of Biscay and is an epicenter of the city's cultural and congress activity. It hosts more than 300 events with almost 600,000 attendees every year. Rafael Moneo has designed the centre. There are two translucent cubes and the spaces are versatile. The auditorium can host 1,806 people and the meeting rooms can accommodate groups ranging from 10-575 people.

The Kursaal Congress Centre was the first congress centre in Spain which bagged the **Global Accessibility Certification**. It is located close to France which is 100 kilometres from Bilbao. One can take a tour of the city on foot from the Congress Centre and visit places like the Old Town and the La Concha Bay along with other commercial areas.

San Marino is an active member of the associations like the AIPC and the Italcongressi-PCO Italia.

Kursaal Congress Centre

Amazing places to see - Palazzo Pubblico is the official seat of San Marino's government which overlooks **Piazza dellaLiberta**. The ornate Hall of the Council, presidential waiting lounges are a must see here. **Museo di Stato** is known for its rich display of art, history, furniture and cultural objects.



Torre Cesta offers the best view of Rimini and the coast. The Cesta castle is located on top of the 750m **Monte Titano** and is built in the 13th century.

The changing of guard in **Piazza Della Libertà** is one of the major highlights of Citta di San Marino that take place many times between late June and mid-September.

It is true that San Marino is not the most well-connected place; it has no airport or a railway station. So, a car is the most ideal mode of communication. One has to get to Rimini on the east coast of Italy which is the main entry point for San Marino for those using public transport. Bologna Gulielmo Marconi Airport, Marche Airport in Ancona and Federico Fellini airports are the three airports in Rimini.



MICE tourism in Australia is gaining momentum recently. With upgradation of new hotels and convention centres, business & event industry is rapidly growing. The former Australian government developed a national strategy to ensure the long term growth of the travel and MICE sector and to maximise the economic and social benefits to the country. Now MICE industry is growing rapidly, thereby promising bright prospects to global millennials.

The MICE sector in Australia is one of the rapidly growing market segments of country's tourism. While demand for this form of tourism is increasing, there are several issues on the supply side which must be addressed. MICE industry has grown considerably in the last decade or so and according to the Commonwealth Department of Tourism, this industry generates more than \$2.3 billion annually in direct expenditure.

Now the infrastructure facility for business events has been upgraded to attract more international millennials. A new era of infrastructure development is underway in Australia with new accommodation and convention centres that give international event planners even more options for their successful business events.

Australian

MICE Market

Game-changer in country's economy

MICE Market from its origin

The growth has been rapid for the MICE industry in Australia and is forecast to continue. In the five year period 1992-1996, there was a 167% increase with about 113,000 inbound visitors attending international conferences or conventions. Australia increased its market share in the Asia Pacific region by 2% to 17% in the year to 1995-1996, second only to Japan. This represented a rise in its world ranking in terms of number of international conventions held from 1995 to 1996. Growth for inbound convention visitors to Australia is forecast to continue from all continents, with the highest potential being from Asia, excluding Japan.

Factors boosting Australia's MICE market

A number of factors are presently working in Australia's favour as a MICE destination. One factor relates to the rapid expansion of tourism and travel and business links within the Asia Pacific region which provides countries in the region with the opportunity of hosting a growing number of regionally based trade shows and meetings. Several determinants of tourism flows are changing in ways conducive to greater travel and tourism in the Asia-Pacific-region.

Concurrently, as economies grow, professional associations are forming throughout the region to share knowledge and advance their various disciplines on a national, regional and international basis. Nonetheless, while MICE tourism is growing, the extent of competition between destinations within the Asia Pacific region is also growing. For example, Japan and Singapore have government plans to increase the number of international conventions hosted presenting strong competition for Australian MICE.

Large funding support by competitive destination governments of Malaysia, Singapore and Japan adds to the intensity of competition. If the MICE sector in Australia is to develop in a way, which maximises the economic and social benefits to the nation, tourism managers in both the private and public sectors must meet several challenges.





Role of Melbourne Convention Bureau

Melbourne Convention Bureau (MCB) has achieved the highest ever result for business events in Victoria with a 28% increase in economic contribution from secured business events in 2018-2019 financial year from the previous year, exceeding all targets and cementing business events position as the highest yielding sector in Victoria's visitor economy. The economic contribution for the state reached an impressive \$507 million from 229 events secured, which is expected to bring over 136,000 new visitors to the state, and significantly fill over 226,000 room nights injecting \$45 million in direct revenue into the accommodation sector. The record-breaking year can be attributed to years of work resulting in several significant wins, including 'The 2023 Rotary International Conference', the most valuable conference ever won for the state. The conference is expected to attract 20,000 Rotary members from over 200 countries and regions worldwide and is likely to generate over \$110 million revenue. Melbourne is considered a premier incentive destination; vibrant and welcoming with limitless options. This combined with the Melbourne Convention Bureau team going above and beyond to accommodate every incentive group has cemented the state's position in the incentive market.

Government and Stakeholder's Support

The justification for previous and present government support for the MICE industry can be based on the standard economic justification of government support for an activity, which yields social benefits in circumstances of market failure and introduced distortions.

The reasons for market failure are generally categorised under three headings: externalities-non-appropriability of benefits, risk & uncertainty, indivisibilities. The private and stake holder firms undertake investment in business development when they are confident that they can appropriate sufficient benefits to earn an adequate return on their investment. The extent of government support for facilities development and related infrastructure as well as marketing and promotion activity is often crucial to achieve projected returns. A major course of under-investment by the MICE industry stakeholders relates to their reluctance to 'go it alone' in the absence of public sector support for facilities development.



Hotel mapping is a process of merging property identifications from different sources into one in order to avoid inconsistent naming and duplication in listings. This new technology will give benefit on booking of the rooms in hotels to stay or convention centres for any business events. It helps millennials most, as it has an organised listing to find the properties of the choices. This will provide ease in bookings.

Duplication and inconsistent listing happens when an OTA sources information from two or more channels, like bed-banks, channel managers, GDSs, and larger OTAs. The hotel management softwares help to regain the control to unify listing.

Hotel Mapping with Simple UI

Hotel mapping is an online tool that uses simple user interface. You upload a hotel inventory file and choose which distributors you want to map with. Mapping usually happens automatically, rarely with human intervention. After the mapping is complete, the data is sent back to you. If you are a distributor, you can invite your partners to upload inventory that will be mapped for you.

There is a more integrated way to do this that offers a significant advantage. If your technical possibilities allow, you can connect your inventory via a connectivity interface called an API, which means that the mapping service can consistently update information without having to send new files over and over again. This is particularly useful for dynamic content like pricing, amenities, or policies. Of course, this option implies that you have some IT forces to do the integration. If a content mapping solution is a part of a booking engine or any other solution, it usually updates dynamic content automatically.

Hotel Mapping Service Providers

The market of hospitality solutions is not abundant in hotel mapping services. The hospitality market is dominated by several large players. Most of the mapping tools exist as a part of larger solutions, like back office systems and booking engines. Today all of the mapping solutions are AI-powered to some extent – very few use manual data processing or don't use it at all. However, their functionality differs, and compared to larger providers, smaller solutions have more personalised features. The solution providers can even interpret the mapping process differently: Some give access to their property databases and allow for exporting the files with IDs to be matched later, while the other solutions automatically map existing OTA's inventory with inventories coming from different suppliers (GDSs, bed banks, etc.) GIATA is a German hotel mapping provider with a large hotel catalog, which contains 1,024,000 properties for everyone.



Room Type Mapping

Hotel mapping also sorts and filters rooms by their types and names, as well as the price, arranging it from the lowest to the highest. Internet hotel guide solution standardises any hotel descriptions in multiple languages, integrates photo and video, and provides holiday offers.

Most of the mobile devices, from ubiquitous smart phones to emerging Apple watches, empower millennials to do just about anything, with the expectation that nothing should go unfulfilled. But for all their power, mobile devices surprisingly aren't millennials' solution for everything. They still want personal attention, too. And that represents an unprecedented opportunity that hoteliers and food and beverage operators must seize: By pairing technology with “the human touch,” they can redefine service to win the loyalty of our most influential customers. Hotel mapping also solves for suppliers and OTAs. The solution is available as an API integration or as a GUI with an drag-and-drop interface where you can upload a file with hotel data to be processed automatically via FTP protocol. Also, the solution has an analytic module for properties that provides insights into bestselling inventories. Room mapping is implemented via an API, along with a premium API service for checking hotel room content with special or unusual names. The mapped property contains 8 attributes, but the number can be extended for an additional price. The room mapping API unifies data on room types name, class, amenities, beds, view and policy.

Start mapping your property

Check whether your suppliers categorise hotel data differently. If this problem exists, decide which challenge you want to solve. If you're looking forward to enhancing an existing booking engine, consider tools with larger databases, like GIATA and Gimmonix. In case you have just started choosing an integrated system, consider providers offering a booking engine with a mapping feature.

The hotel mapping market is patchy and unsystematic, and you'll face the problem of choice in the first place. These solutions may seem rather similar at first glance, and indeed, all of them use almost the same approaches in hotel mapping. What differs is the number of features and the way they display data. Also, look at the tools that provide multilingual mapping if you need hotel profiles in multiple languages.



MICE APPOINTMENTS



JOHN PELANT APPOINTED AS CHIEF TECHNOLOGY OFFICER BY CWT

CWT has announced the appointment of John Pelant as Executive Vice President and Chief Technology Officer, with effect from 1 November 2019. John will report to Kurt Ekert, President & CEO of CWT, and serve as a member of the CWT Executive Leadership Team. Formerly CWT's Chief Information Officer (CIO), John will oversee the continued development of CWT's engineering and technology, innovation and IT infrastructure and operations. He will take over these responsibilities from Andrew Jordan, who has decided to leave the company at the end of 2019 to pursue other interests outside of CWT, until when he will be working with John to ensure a smooth leadership transition with customers, technology partners and colleagues.

MOLITOR APPOINTS LAURA CUINIER AS DIRECTOR OF SALES

Molitor has welcomed Laura Cuinier as its new Director of Sales, joining the team during an exciting year as the hotel celebrates its 90th anniversary. Laura Cuinier's appointment follows the most recent additions to the Molitor team which includes Gregory Millon as General Manager and Chef Nader Hassan, who oversees the vibrant dining options, Brasserie Urbaine and the seasonal rooftop terrace. Laura brings extensive sales experience with a focus on MICE, leisure and corporate clients, and business development with a particular focus on the U.K., French and U.S. markets. She has previously worked with a number of prestigious Parisian hotels including The Peninsula Paris where she was Director of Sales for over five years, and prior to that, International Sales Manager at Hotel Plaza Athénée.



CRUISE LINES INTERNATIONAL ASSOCIATION (CLIA) APPOINTS KELLY CRAIGHEAD AS ITS PRESIDENT AND CEO

Cruise Lines International Association (CLIA) has appointed Kelly Craighead as President and Chief Executive Officer from January 1, 2019. Craighead has spent over 15 years in the public and private sectors, recently serving as the Deputy Assistant Secretary for Travel and Tourism in the U.S. Department of Commerce where she prioritized travel and tourism within the Administration and with Congress. As the first Executive Director of the National Travel & Tourism Office, Craighead led initiatives that generated over \$250 billion annually from international visitors to the U.S. She also represented the U.S. internationally. Craighead remains active in global tourism efforts and is associated with several international organizations focused on advancing travel and tourism.



AES 2020 WILL FOCUS ON THE USE OF RENEWABLE ENERGY



Adelaide will hold Australian Energy Storage Conference and Exhibition (AES 2020) in next May, bringing together local and global energy-storage innovators. 'Energy' is one of the South Australian Government's recognised economic drivers and a topic of significant global importance. 2020 will mark the 7th anniversary of the annual event which has continued to expand and attract leading energy innovators from around the world.



MICE BITES

MELBOURNE AWARDED 'OCEANIA'S LEADING MEETINGS & CONFERENCE DESTINATION 2019' TITLE

Melbourne awarded the 'Oceania's Leading Meetings & Conference Destination 2019' title for the sixth time. Melbourne has scooped up the prestigious title 'Oceania's Leading Meetings & Conference Destination' at the World Travel Awards 2019,



Oceania's Leading Meetings & Conference Destination

consolidating its credentials as a leader in the business events sector. Melbourne was voted as 'Oceania's Leading Meetings and Conference Destination' for the sixth year, — previously known as 'Australasia's Leading Meetings and Conference Destination' — it represents an esteemed accolade that further demonstrates Melbourne as a top business events destination. Melbourne Convention Bureau (MCB) Acting Chief Executive Officer, Julia Swanson said Melbourne is always top of mind for the big international conferences worldwide, driven by an array of success factors that make the city an ideal host for meetings and incentive groups.

KOREA TO PARTICIPATE AT IBTM WORLD SHOWCASE

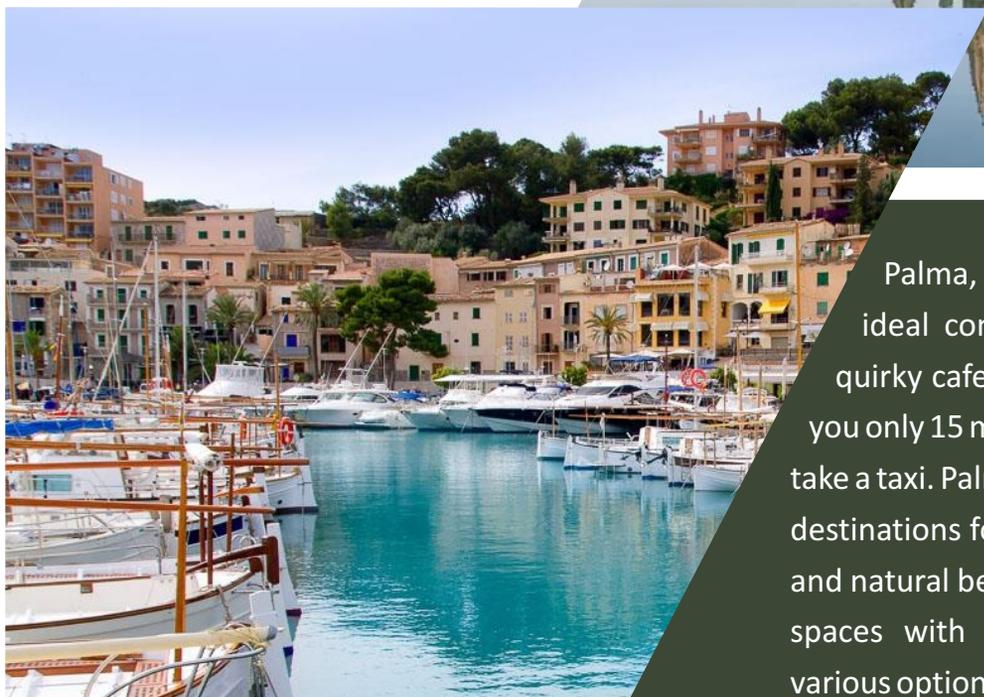
Korea is going to participate at IBTM World 2019, one of the leading global events for the meetings, incentives, conferences and events industry, taking place annually in Barcelona, Spain. This year, the 3-day event will be joined by over 15,000 industry professionals from over 141 countries across the world. The Korea MICE Bureau will join IBTM World with special programs planned for buyers, as well as cultural events for booth visitors. The attendees will get to discover Korea's expanded convention support program and meet face-to-face with the Korea MICE Bureau (KMB) and other top Korean business events providers. The new support programme represents Korea's efforts to make itself a more competitive global event host, and offers a range of subventions, cultural programs, and other add-ons for events that meet certain criteria. IBTM booth visitors will be able to chat about the support program with KMB staff during the exhibition, and in the meantime can read more about it online.

MELBOURNE CONVENTION BUREAU DELIVERED MORE THAN \$64 MILLION TO THE VICTORIA'S ECONOMY

Melbourne Convention Bureau has achieved the highest ever result for business events in Victoria, with a 28 per cent increase in economic contribution from secured business events in 2018-2019 financial year from the previous year, exceeding all targets and cementing business events position as the highest yielding sector in Victoria's visitor economy. The economic contribution for the Victoria has reached an impressive \$507 million from 229 events secured, which is expected to bring over 136,000 new visitors to the state, and significantly fill over 226,000 room nights injecting \$45 million in direct revenue into the accommodation sector. The record-breaking year can be attributed to years of work resulting in several significant wins, including 'The 2023 Rotary International Conference', the most valuable conference ever won for the state, expected to attract 20,000 Rotary members from over 200 countries and regions worldwide and injecting over \$110 million into the Victorian economy.



Discover large
multifunctional
spaces to host
mega events in
PALMA



Palma, the capital of Spanish island Mallorca, is an ideal congress destination, which is known for its quirky cafes, luxury hotels and restaurants. It will take you only 15 minutes to reach Palma from the airport if you take a taxi. Palma has become one of the most sought-after destinations for MICE events because of its infrastructure and natural beauty. The convention centre in Palma offers spaces with various installations and sizes, providing various options for business events.

Palma de Mallorca Convention Centre

Designed by the award-winning Navarrese architect Francisco Mangado, the designer of several convention centres in Spain, the convention centre is perfect to host major events including business meetings and cultural activities in modern facilities located alongside an unparalleled seafront environment. The building spread over 58,500-square metre area, consists of two large halls and an angular façade, which can hold business meetings and conferences for over 3,000 people.

The best part of the convention centre is that one can experience unparalleled views of the seafront from its building through a series of large glass screens while climbing upstairs. The centre has several exhibition halls and large voluminous rooms, which are surrounded by empty spaces with platforms and walkways overhead, allowing views of the outside area. The second floor has small convention rooms and restaurants along with a large terrace.



The classy auditoriums

It has two best auditoriums for hosting congresses, conferences and major cultural events.

The Illes Balears Auditorium has a seating capacity for 1,966 visitors on four different levels and the Mallorca Auditorium has a seating capacity for 471 visitors on two levels.

Each auditorium is connected by stairways, lifts and escalators and thus happens to be the perfect spaces for events. The auditoriums have direct access from the street also.

The auditoriums boast of a reception area, cloakroom and production booth with two simultaneous translation booths. The halls allow rapid access and mobility for visitors during breaks in events due to their spaciousness.

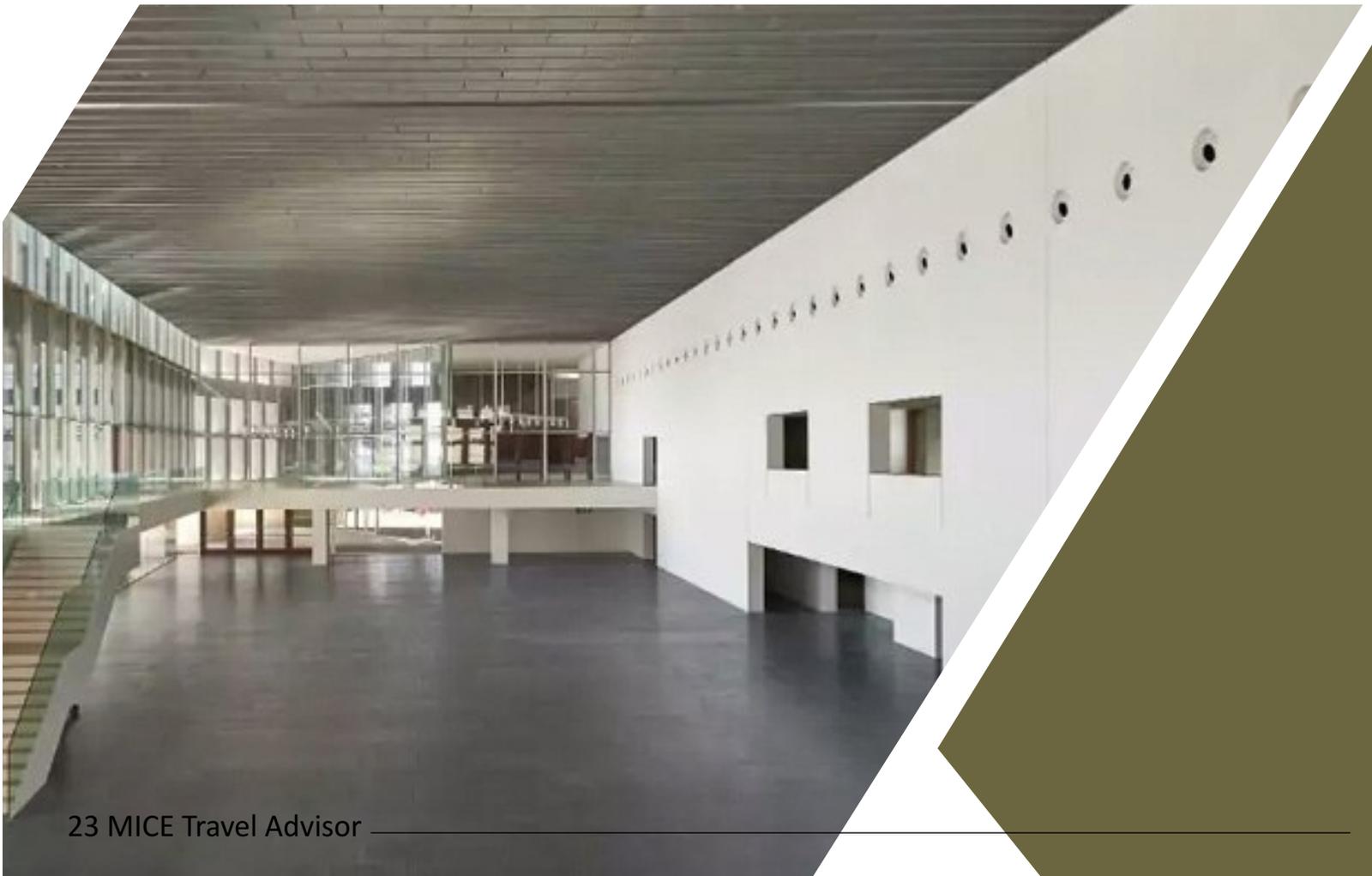
Beautiful Expo Zone

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Rooms

The Eivissa Room is the main meeting room, located on the third floor, provides 320m² room divisible into two sections of 160m² or four sections of 80m², each having a separate entrance.

There is also a technical production room to provide sound control, lighting and other technical services.

Menorca Room is also a meeting room located on the third floor. The 320m² space can be used into four 80m² rooms or two 160m² rooms, each having a separate entrance. Like Eivissa Room, it also has a technical production room with similar features.

The 620m² Palma room, also located on the third floor of the building, is ideal for meetings and conferences as it can host for over 400 people. The room can also be combined with the outdoor terrace for outdoor celebrations.

Formentera, Cabrera, Calvia and Inca rooms are also perfect for holding events.



Large Halls

Connecting Hall is situated between two auditoriums on the ground floor and it has access from both auditoriums. It is spread over the 345m².

The Auditorium Illes Balears hall comprises 825m² on the ground floor, 736m² on the first floor, 274m² on the second floor and 327m² on the third floor.

Lifts, stairs and escalators connect all floors. The hall has direct street-level access on the ground floor and also from the Convention Centre car park.

The Mallorca Hall comprises 1,250m² on the ground floor and 398m² on the first floor.

Menorca Hall is spread over 1,061m² on the third floor and it can accommodate 550 people in its banquet space and up to 1,160 people for cocktails.

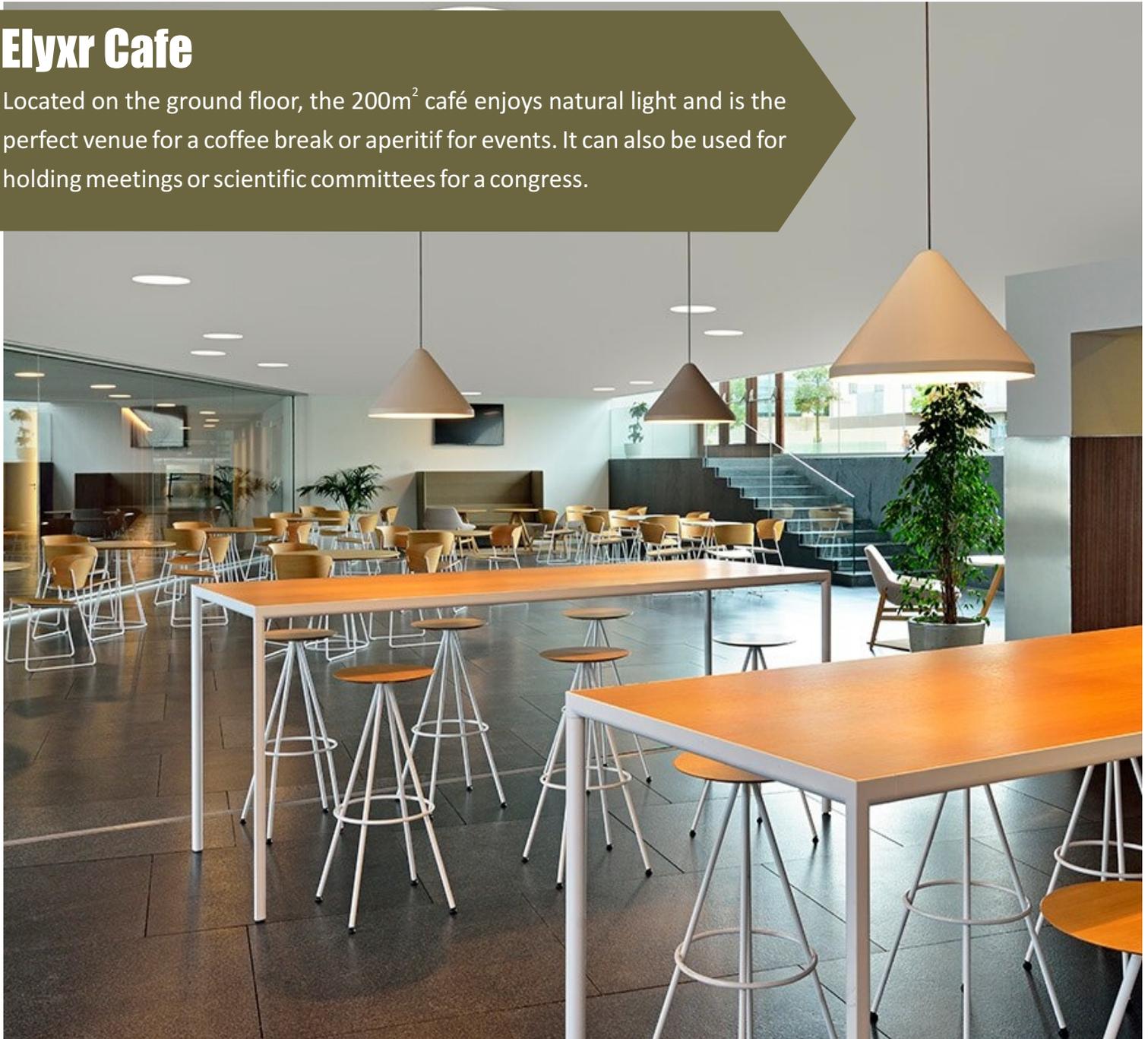


Terrace: Ideal for cocktail or coffee break

Palma, the capital of Spanish island Mallorca, is an ideal congress destination, which is known for its quirky cafes, luxury hotels and restaurants. It will take you only 15 minutes to reach Palma from the airport if you take a taxi. Palma has become one of the most sought-after destinations for MICE events because of its infrastructure and natural beauty. The convention centre in Palma offers spaces with various installations and sizes, providing various options for business events.

Elyxr Cafe

Located on the ground floor, the 200m² café enjoys natural light and is the perfect venue for a coffee break or aperitif for events. It can also be used for holding meetings or scientific committees for a congress.



**'AT WTM LONDON WE AIM TO BEAT
OUR RECORD OF £3.4 BILLION
WORTH OF BUSINESS DEALS'**



Simon Press, Senior Exhibition Director for WTM London, in an exclusive interview with Travel And Tour World, speaks on Brexit travel constraints, the agenda of responsible travel and the downturn of Thomas Cook. He gave a preview of the programmes during the 40th edition of WTM London, an international business forum that will enhance the industry connections, to be held between November 4-6.

MICE Travel Advisor: How the Buyers' Club Program has been revamped to provide a better experience?

Simon Press: The highest calibre buyers will receive a tailored experience, ensuring the arrival of fresh ideas and new possibilities. The top 600 industry buyers will receive personal invitations to attend the Buyers Club this year. These buyers have achieved their position due to their reputation, place of business and buyer spending power. This group have been screened to guarantee the highest quality set of buyers that will have ever attended WTM London.

Outside of the top 600 global buyers, the application process includes a new vetting procedure. This process will gather data on how individual buyers use WTM London to enhance their business, ensuring all who attend gain maximum from these interactions between buyers and sellers.

MICE Travel Advisor: Since this will be the 40th edition what changes and additions can we expect? Give us some insights.

Simon Press: Our visitors can experience unique celebrations that we have created to celebrate 40 years of WTM London, which will take over the Inspirations Zones. They include; authentic South American cocktails in the Responsible Tourism Café, a silent disco experience in the Americas Inspiration Zone and a popcorn and Pimms tricycle, riding round the UK & Ireland Inspiration Zone and much more.

Further highlights onsite include the invite-only Leaders Lunch. Lord Sebastian Coe, one of Britain's most successful Olympians and President of the IAAF, and Dr Kevin Dutton, a leading psychologist at the University of Oxford, will speak on the power that persuasion has in modern business, providing information and advice for the leaders in our industry to digest and take back into their own working environments.

All are welcome to attend the UNWTO and Ministers Summit, which takes place on the Global Stage on Tuesday 5 November. This session features keynote speeches from Zurab Pololikashvili, the Secretary-General of the UNWTO and Santiago Camps, the CEO of Mabrian Technologies, a company focused on understanding the travel trends of rural areas.

This will be followed by a panel discussion, featuring Chris Thompson the President and CEO of Brand USA and a ministerial networking event, providing a truly practical platform for the tourism leaders of the public and private sectors to share best practices and to explore investment opportunities.

Our newest addition is the launch of London Travel Week which will be a one-stop-shop for event hosts and visitors.

MICE Travel Advisor: How are you supporting responsible tourism this year at the fair?

Simon Press: Our speakers will address the challenges faced in the global travel industry and how to travel responsibly. Seminars will be focused on driving future change by educating those in positions of power on

how to adopt responsible behaviour. We will host World Responsible Tourism Day on 6 November

There will also be the dedicated World Responsible Tourism Awards, which will recognise and celebrate the leaders in this field.

MICE Travel Advisor: How the travel trade industry will look like in the next five years?

Simon Press: The travel trade will become more of an experience economy as opposed to a service industry. Travel is likely to become more about rejuvenation, fulfilment, learning new skills and experiencing a destination. The desire of people simply to stay on a sun-bed for a week appears to be dwindling significantly.

Over-tourism will be something else that dominates the travel trade over the coming years. For decades, most tourist destinations have been focusing on attracting as many people as possible. Global cities have already seen new technologies arising to deal with this issue – the Google Popular Times function – but I can foresee more and more techniques begin to arise to help tackle this.

Lastly, levels of environmental awareness have never been higher and we will see this impact upon travel trends over the next five years. The number of domestic holidays taken will rise yet further and we may see people shun aviation as it is seen as one of the major causes of climate change. Awareness has risen on this subject which means we are seeing the dawn of the responsible traveller, something that will have a big impact across the industry.

MICE Travel Advisor: How the dramatic collapse of Thomas Cook is changing the tourism industry as a whole?

Simon Press: Thomas Cook was more than a globally recognised member of the travel community and our condolences go out to all those affected by its closure.

The collapse shows that travel agents and companies need to keep up with modern trends in tourism . Hays Travel, the firm that bought up 555 Thomas Cook stores and re-employed over 2000 members of staff, adapted to modern travel trends, such as having a strong presence online and on social media, as well as maintaining a personable, in-store presence.

So, firms need to be diverse in their offerings and pay close attention to market trends.

Consumers have changed the way they take holidays and travel, with the number of city breaks on the rise over the traditional beach holiday and cheaper flights and accommodation providers in the market.

Additionally, travellers are becoming more environmentally conscious while also wanting to explore new and exotic destinations and have their own, authentic experiences. Companies need to keep up with this to make sure that they stay ahead of the curve when it comes to global travel.

Despite the tragic end of Thomas Cook, the travel industry globally is still going from strength to strength. At WTM London this year we aim to beat our record of £3.4 billion worth of business deals made, proving the travel industry is more valuable

than ever before.

MICE Travel Advisor: Lastly, how will Brexit affect the European travel plans and WTM London?

Simon Press: Brexit has played a significant role in European politics for a number of years now but its impact on travel will be minimal going forward. Ahead of WTM London, we have been consulting with U.K. Government advisory panels to assess the potential impact that Brexit will have on the travel industry.

Ultimately, Britons have an insatiable appetite for global travel and they journey to a diverse set of countries; almost half of outbound trips are to nations outside of the E.U. The uncertainty over the exit date has had a small impact on booking patterns but overall capacity has not decreased.

Regardless, if the U.K. leaves the E.U. without a deal, there will be no changes to inbound VISAs for those visiting the U.K. for WTM London 2019 or for any other reason.

The U.K. Government and the European Commission have agreed to a transition process that will cover travel to and from the E.U. if the U.K. leaves with or without a deal. Furthermore, global flights will not be affected should Britain leave the E.U. on October 31st. The Civil Aviation Authority has agreed to a framework that will remain in place until December 2020, which means that British aerospace will remain part of broader European aerospace.

Britain, London and WTM are still well and truly open for business and the global travel industry will see minimal disruption, whatever happens with Brexit.

SHOW HIGHLIGHT

ITE HONG KONG 2020

The annual ITE Hong Kong, the city's only travel fair, has 2 days for trade and professionals requiring registration for admission. Despite protest marches on the previous Sunday, the day before opening and the last day, ITE 2019 held as scheduled and drew 11613 buyers and trade visitors, down some 6%, of whom 63% from Hong Kong, 22% from Guangdong, 4% from other parts of China, and 11% from other Asia. By sectors, over 6000 from travel agents, while some 2200 from MICE and corporation.

ITE MICE is the only MICE show in the Greater Bay Area

(the Bay), which includes three of China's top five cities of Hong Kong, Shenzhen and Guangzhou and 8 other major cities in the Pearl River Delta. The Bay has a cumulative GDP of US\$1.69 trillion and population of 68 million. Attending ITE's 2 public days were 73665 quality visitors, of whom 85% FIT or private tour, while 67% book at fairground and 61% online booking directly with suppliers like airlines and hotels, so accessible to overseas sellers.



香港國際旅遊展



With international tourism expenditure in 2018 totaling US\$ 26.5 billion, up 4.3%, Hong Kong ranked World's 11st & Asia 3rd largest Source Market! Apparently, Hong Kong citizens keep traveling abroad despite recent social unrest, and made in July this year 7.973 million departures, up 2.3%, of which 1.233 million via Airport though inbound has been seriously affected!

When: 11 – 14 June 2020

Where: HK Convention & Exhibition Centre, Hong Kong



Highly international, 87.5% of ITE's 675 exhibitors from 56 international destinations including mainland China (over half from outside Asia), and 141 exhibitors present MICE travel products! A pioneer in Asia, ITE also highlight theme travels popular with up market travelers.

ITE offers exhibitors B2B, B2 MICE, B2C programs each with free and optional services, which can include e-newsletter promotions, Business Matching for quick dating between buyers and

sellers, assistance in holding trade seminar or workshop, sponsorship, online and onsite advertising etc.

Organized by TKS Exhibition Services Ltd., for examples, ITE is supported by the Ministry of Culture and Tourism of the People's Republic of China and Hong Kong Tourism Board, other tourism authorities, trade associations of Travel and MICE industries etc.

Chengdu International Tourism Expo (CITE)



China remains the world's biggest market in outbound tourism with nearly 150 million outbound visits made by Chinese travellers in 2018,

up 14.7 percent year-on-year, according to a newly-released report by the China Tourism Academy and Ctrip.

Apart from those visitors bound for Hong Kong, Taiwan, and Macao, about 71.25 million were outbound to international destinations, according to statistics by the National Immigration Administration.

Shanghai, Beijing and Guangzhou are China's three major export ports, but the "new first-tier cities" such as Chengdu and Chongqing have contributed the largest number of new outbound tourists, and their tourism spending has been comparable to that of the first-tier cities.

Chengdu, the host city of Chengdu International Tourism Expo (CITE) remained the fourth largest outbound source market, just behind Shanghai, Beijing and Guangzhou. Chongqing catapulted from 10th in 2017 to the 5th position in 2018. The rest of the top 10 cities were Shenzhen, Nanjing, Wuhan, Xi 'an

and Hangzhou.

CITE 2019 brings you hosted buyers from some of the top 10 generating outbound markets including Chengdu, Chongqing, Wuhan and Xi'an among the rest.

Be it an attraction or a popular filming location; a destination management company or NTO/RTO; hotels, resorts or safaris, the CITE Buyers are ready and eager to "MEET YOU" in CITE 2019 as they seek partner overseas travel and tour stakeholders to expand their travel products worldwide in order to cater to the burgeoning travel demands.

Our hosted buyers are selected and pre-qualified by a specialised team, and profiled according to your business requirements. You can expect to meet them during the two days of networking lunches and curated B2B sessions.

Into its 7th edition, the Chengdu International Tourism Expo (CITE) takes place from 28 to 30 November 2019 at the Century City New International Convention & Exhibition Center.

The three-day show spanning 10,000 square metres features 300 exhibitors from more than 30 countries and regions.

When: 28 to 30 November 2019

Where: Century City New International Convention & Exhibition Center, China

CALENDAR OF EVENTS

NOV



4th – 6th

WTM LONDON

London, U.K.

www.london.wtm.com/

NOV



6th – 7th

LEISURE, HOSPITALITY & TOURISM WORLD 2019

Nec Birmingham, U.K.

www.leisureandhospitalityworld.co.uk/

NOV



7th – 10th

THE LUXURY TRAVEL FAIR 2019

London, Olympia

luxurytravelfair.com/

NOV



8th – 10th

PHILOXENIA 2019

Thessaloniki, Greece

philoxenia.helexpo.gr/en

NOV



14th

HOTEL MANAGEMENT INDONESIA SUMMIT

Jakarta Indonesia

questevent.com/HotelManagementSummit/2019/indonesia

NOV



16th – 17th

**SALON INTERNATIONAL DU
TOURISME DE LA CÔTE
D'AZUR 2019**

Cannes, France
cannes-destination.com/cannes/salon-international-du-tourisme/fmapaca06v50azlf

NOV

ibtm® WORLD

19th – 21st

IBTM World
Barcelona, Spain
www.ibtmworld.com/

NOV

 **intur**

21st – 24th

INTUR 2019

Valladolid, Spain
www.feriavalladolid.com/intur/

NOV

 **TT WARSAW**
21-23 November 2019

21st – 23rd

TT WARSAW 2019

Warsaw, Poland
www.ttwaraw.pl/en/

NOV

 **CITE**
CHENGDU
PRESENTED BY 

28th – 30th

CITE

Chengdu, China
www.citechina.asia/

Travel AND Tour™ WORLD



Paris



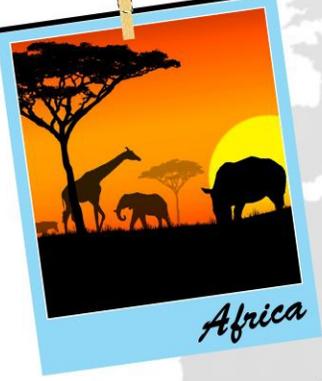
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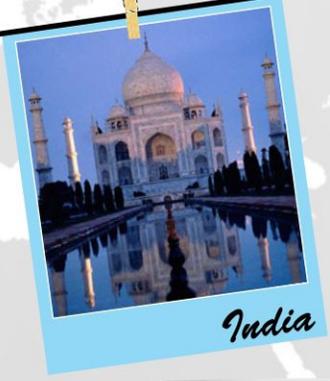
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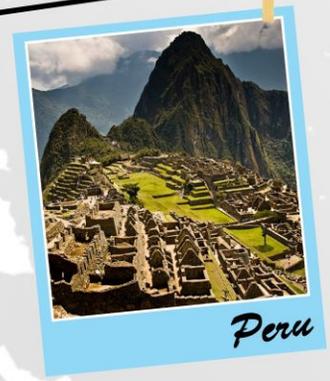
Italy



Africa



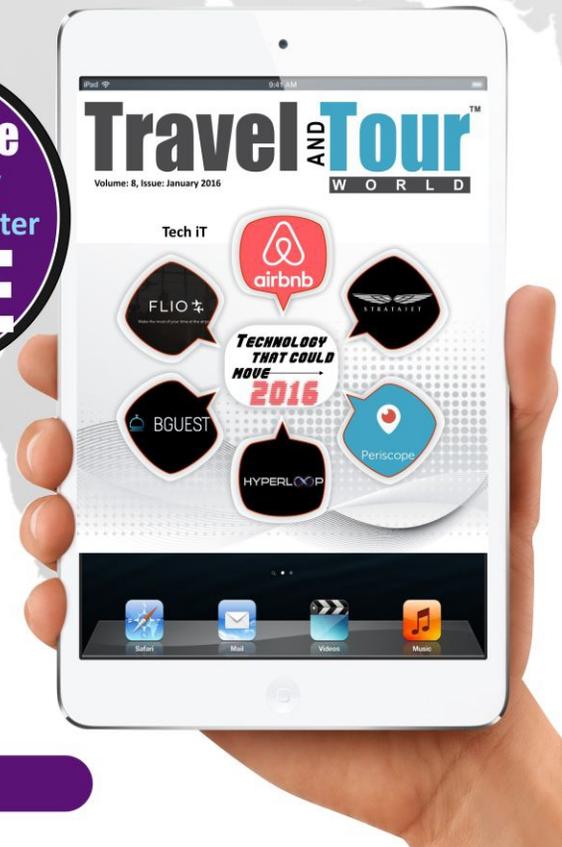
India



Peru



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