

MICE **Travel Advisor**

Volume: 8, Issue: October 2019

Mannheim

*A lively metropolis specializing
in conferences & seminars!*



26. Gamification of corporate events



05. VENUE CHECK

Over the past decades, **Warsaw** has rebuilt itself, constructed so many hotels and convention centres. Its significance as a meeting destination is growing with an increase in important hubs for business, science and culture in Central and Eastern Europe.

12. MICE BITES

16. SPOTLIGHT ON

Verona is the most sought-after destination among event organizers as is best for holding business promotions with centres such as the Verona Exhibition Centre, Veronafiere Congress Centre among others.

16. Verona



19. CENTRE OF ATTRACTION

Manheim brims with soothing beauty and serves as the working base of the major industrial sector of the world. The city is renowned for its connectivity to the two busiest airports (Frankfurt International Airport & Manheim City Airport) and is most known for its business tours.

22. TECH TALK

The Internet of Things (IoT) connects everyday objects via a network that helps in smarter, safer and intelligent running of objects and it embeds internet-ready sensors into physical objects like buildings, appliances and vehicles.

24 MICE APPOINTMENTS

26. COVER STORY

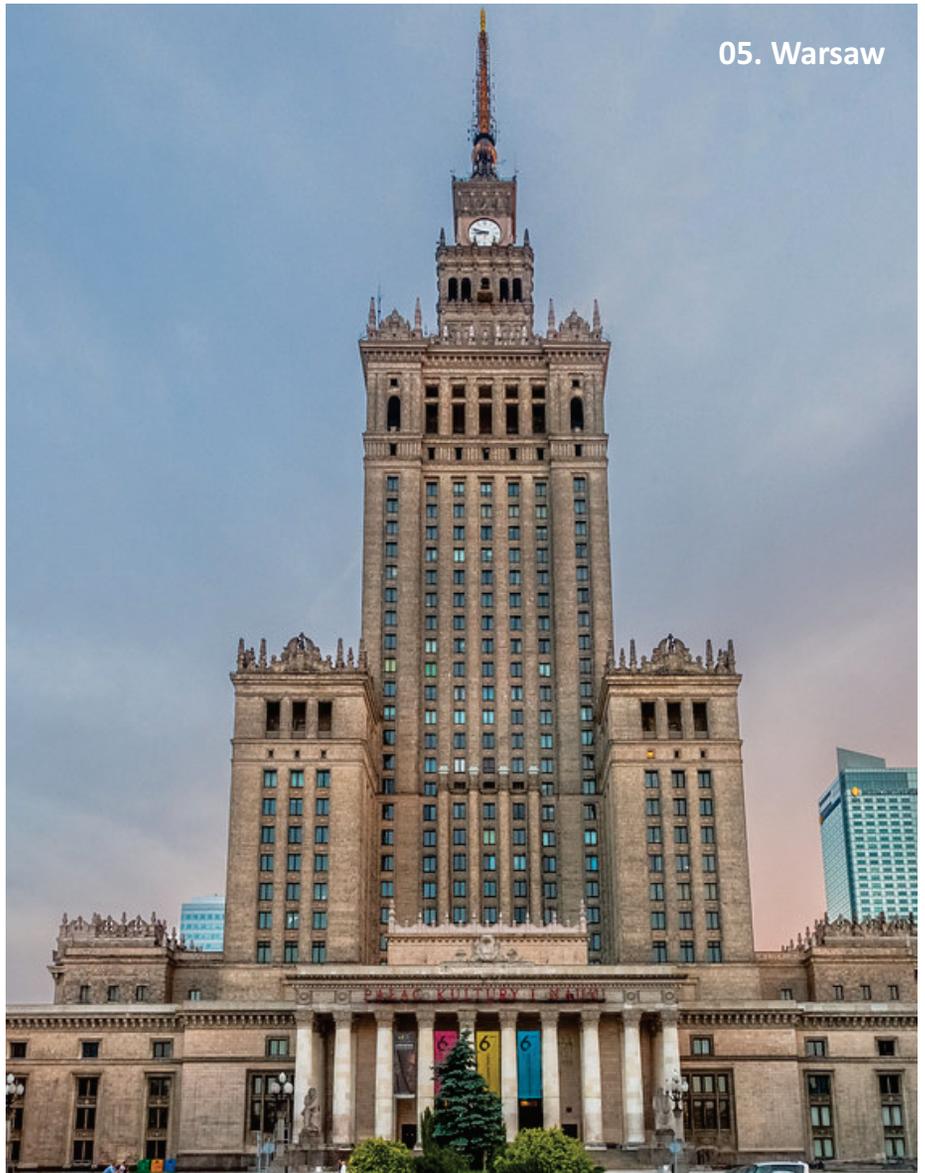
Gamification of corporate events has taken the industry by storm. The global gamification market was valued at 2.17 billion USD in 2017, which is expected to rise to 19.39 billion USD by 2023.

30. SHOW HIGHLIGHT

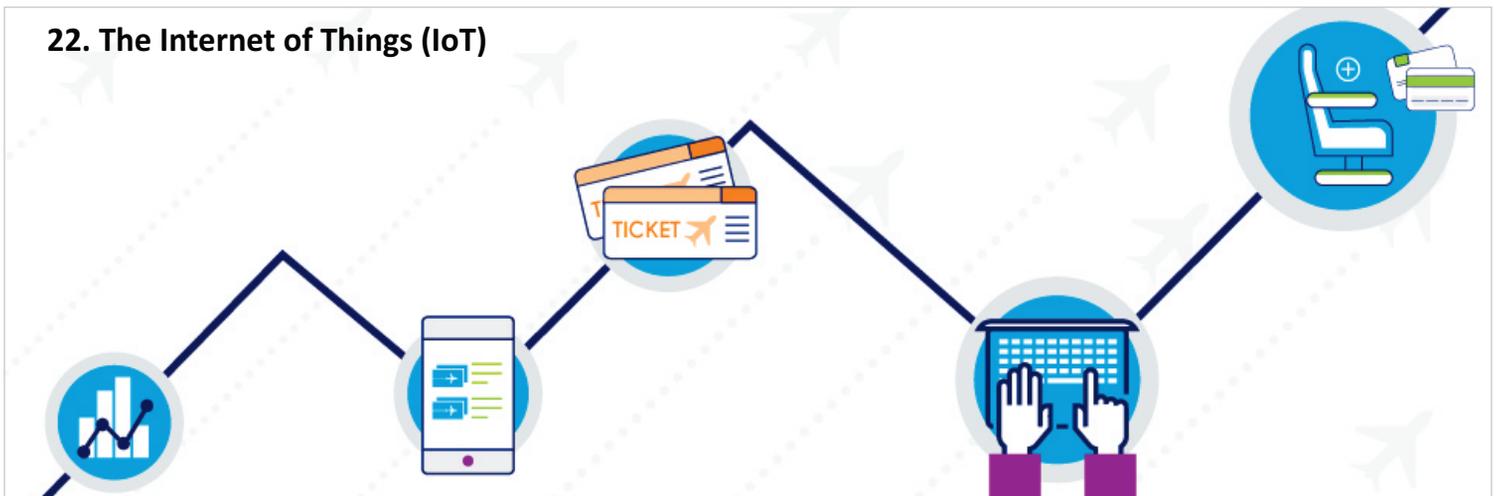
31. SHOW REVIEW

38. CALENDAR OF EVENTS

05. Warsaw



22. The Internet of Things (IoT)



Dear Readers,

Europe has huge opportunity for MICE tourism. Here the meeting and incentive industry is significantly growing with quality buyers. European MICE buyers want unique experiences that give them good value for money.

According to a new study by Allied Market Research, in 2017 Europe dominated the global MICE industry with more than 42% of worldwide industry's share in terms of value. Now in 2018-2019 tourism season, this industry is flourishing and became the prime revenue generator for any European nation.

Germany, Poland and Italy are playing a pivotal role in developing Europe's MICE industry. In this edition, we are highlighting Warsaw (Poland), Mannheim (Germany) and Verona Convention Center (Italy). Here you can get complete information on how these big MICE cities and its lively and spacious convention centers with most upgraded technological facilities are hosting international events with the investment-friendly business atmosphere that attracts hundreds of multinational millennials.

In this issue, Tech Talk gives you a glimpse of powerful IoT platforms that can pinpoint exactly what information is useful and what can safely be ignored. IoT becomes one of the most essential and integrated solutions for today's MICE industry. We are highlighting this month about event gamification in our Cover Story which is a strategy for most of the meeting planners to keep their attendees and stakeholders engaged.

Editor-In-Chief

Mr. Anup Kumar Keshan

Editorial Desk



IMPRESSIVE AND
SUSTAINABLE
MICE CITY IN EUROPE

WARSAW



Poland's top capital city Warsaw has tumultuous history. Once known as *"Paris of the East,"* this was one of Europe's most beautiful cities until it was flattened in World War II. Over the past decades, Warsaw has rebuilt itself, constructed so many hotels and convention centres, rising up from the ashes and emerging once again as one of Europe's top favourite cities.

Warsaw's significance as a meetings destination is growing by year-on-year, with the Polish capital becoming an increasingly important hub for business, science and culture in Central and Eastern Europe. The economic and scientific growth of this business city is driven by the exceptionally good performance of the Polish economy and the many innovation and start-up centres located in Warsaw.

As a natural consequence of this, more and more event organisers of international meetings and corporate and association events are choosing to benefit from the huge knowledge transfer and networking potential that Warsaw has to offer.

On top of that, Warsaw also provides a lot of added value for meeting planners and participants alike: an attractive and unique leisure offer, a rich cultural life and professional MICE services, products and infrastructure.

Palace of Culture and Science Warsaw Congress Centre

Palace of Culture and Science is a top notch convention centre in the city. This place is best suited for events such as trade shows, exhibitions, fairs &

expositions. It is one of the highest and most popular buildings and it can be seen from almost every part of the capital. Opened in 1955, this convention and exhibition centre was built by the initiative of Joseph Stalin as a “gift of the Soviet people for the Poles”.



Best places for successful events

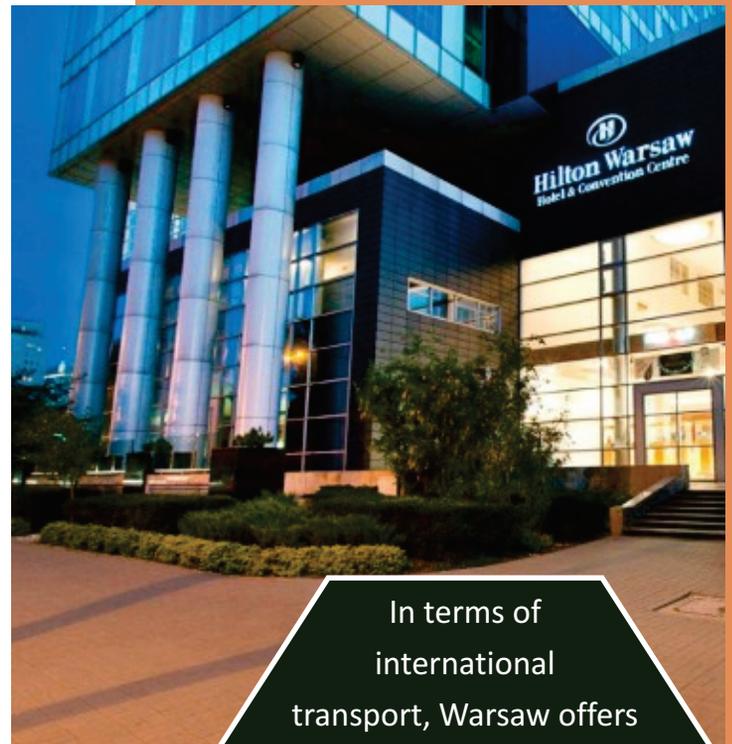
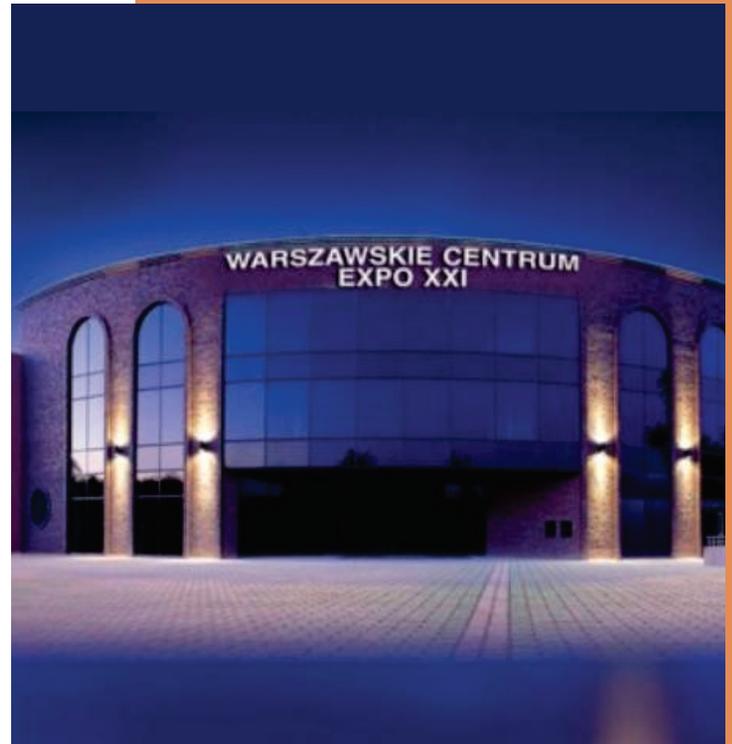
Warsaw offers the best range of hotels for conference requirements – over 26,900 bed places in classified hotels and over 14,350 beds in four and five-star hotels. The capital also has the highest number of companies providing conference catering services.

Expo XXI Convention Center International Expocentre

Expo XXI Warszawa is a contemporary meetings' venue designed to provide spaces for the high end meetings and exhibitions as well as the cultural events. It has 20000 m² of area with 4 multi-functional halls, 10 conference and meeting rooms and catering service. It has a parking area for 1500 cars and parking area also.

Hilton Warsaw Hotel and Convention Centre

Hilton Warsaw Hotel and Convention Centre is one of the most prominent convention centres in the city. International event organisers hosting events at Hilton Warsaw Hotel and Convention Centre include IQPC Ltd, Terrapinn Holdings Ltd., SMI Group Limited, International Council of Shopping Centers (ICSC), International Association of Drilling Contractors and more. This hotel and convention centre is just 25 minutes walk from historic old town and 20 minutes drive from Warsaw Frederic Chopin Airport. Hilton Warsaw Hotel & Convention Centre boasts of the largest hotel convention and event facilities in the heart of Warsaw. This fully-equipped and flexible space can host a collection of events, from board meetings and birthday programmes to concerts and exhibitions.



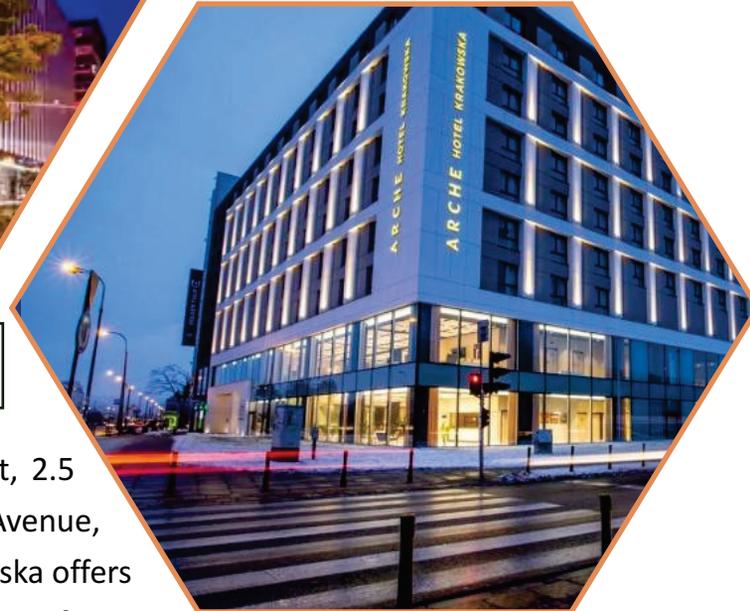
In terms of international transport, Warsaw offers over 192 flight connections around the world, with the city's two airports handling nearly half of all passenger traffic in Poland.

Good hotels to stay here



Hampton By Hilton Warsaw Mokotow

Hampton By Hilton Warsaw Mokotow in Warsaw offers a 24-hour front desk and an ATM along with luxurious room. Located in the prime location, this hotel has rooms with TV and air conditioning, and some rooms contain a seating area.

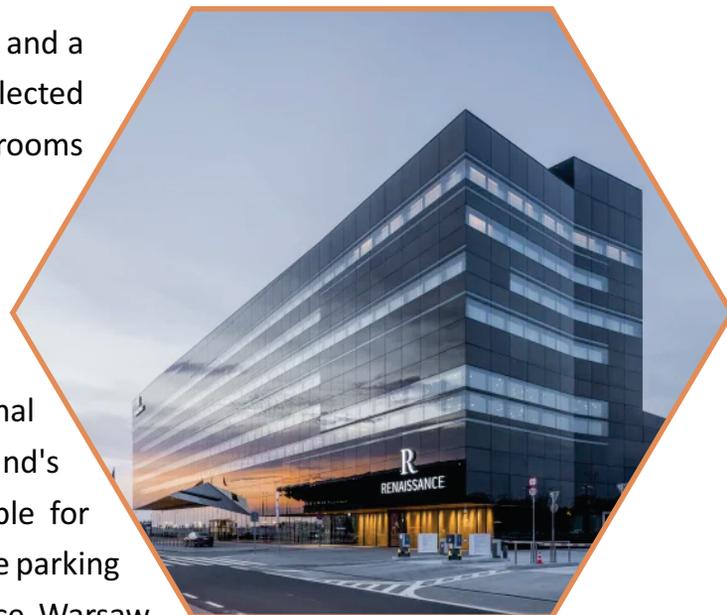


Arche Hotel Krakowska

Set in the capital's business district, 2.5 miles from the airport at Krakowska Avenue, this 4-star hotel Arche Hotel Krakowska offers a 24-hour front desk, a restaurant, conference rooms and a fitness room. Each room is fitted with a kettle and a private bathroom with a shower and free toiletries, while selected rooms have a kitchenette. At Arche Hotel, Krakowska the rooms are equipped with air conditioning and a flat-screen TV.

Renaissance Warsaw Airport Hotel

Renaissance Warsaw Airport Hotel from Marriott International chain is offering best and luxurious accommodations in Poland's capital Warsaw. A swimming pool and sauna are available for guests, along with a fitness center. Both free WiFi and private parking are available at the hotel. All guest rooms in Renaissance Warsaw Airport Hotel are equipped with a flat-screen TV.



Things to do after meeting

With charming modern history, modern Gothic architecture and creative inhabitants in the city makes Warsaw the heart of Poland. MICE Travel Advisor lists some of the top things to do after your busy hectic meeting schedule.

See Copernicus Statue at Copernicus Square

Copernicus was born in Torun and went to college in Krakow. His statue stands in the center of Copernicus Square. Radiating out from the statue are the rings of our solar system.

Walk through the Royal Avenue

The Royal Avenue is one of Warsaw's most famous streets. Starting at the quirky Palm Tree in the south, this boulevard heads north past some of Warsaw's most important sights, ending at the Old Town. It is roughly 2 km long and it takes 30 minutes to walk the entire Royal Way.



Church of the Holy Cross

This church gets its claim to fame for housing the heart of Fryderyk Chopin. His heart is safely hidden away in one of the pillars of the church. Added to the church in 1882, his heart was sealed in an urn and then placed behind a tablet bearing his likeness specially carved by Leonardo Marconi. Although this serves as the church's key draw, there are several other features of note to tempt the visitor inside this astonishing Baroque creation.

Pilsudski Square and the Tomb of Unknown Soldier

Pilsudski Square is a large open square located just next to the Royal Way. A large plaque on the ground commemorates Pope John Paul II's visit here in 1979. If you take a very quick detour off the Royal Way, you can also visit the Tomb of the Unknown Soldier.

Warsaw is a green destination with its 346 leafy squares and 96 parks covering a quarter of the city. You can visit Royal Łazienki Park and Palace complex which covers 76 hectares of parkland in the middle of the city.



Presidential Palace was erected in the 1640s by the Great Crown Hetman Stanisław Koniecpolski and his son Aleksander, according to a design of Constantino Tencalla - a court architect of King Władysław IV. Only a few years after the palace was erected, it became the property of the Lubomirski family and since 1674, for almost 150 years it was in the hands of the Radziwiłł family of the Nieświeska branch. Between 1768 and 1778, it was adapted to serve as a theater, where King Stanisław August Poniatowski had his box.

Presidential Palace



Maldives Marketing and Public Relations Corporation seeks to attract MICE tourists in Maldives

The Maldives Marketing and Public Relations Corporation (MMPRC) is now gearing up for promoting the MICE, culture and sports tourism in Maldives. The MMPRC has been assigned the job of promoting travel and tourism opportunities of this popular island. The managing director of MMPRC, Thoyyib Mohamed, recently in a press conference said that it was the perfect time for Maldives to venture into the niche markets such as MICE tourism.

The number of business and leisure tourists has soared up in Maldives in recent years. As per the latest figures available with the tourism department, the island destination, Maldives has seen a 19.7 per cent increase in the number of travellers from Middle East only in the region.

From Gulf Airlines to Emirates, all are launching



more and more flights into the region. Etihad Airways is now going to operate a Boeing 787 Dreamliner on its daily morning service from Abu Dhabi to the city while the Gulf Air started its third Airbus. The Emirates is also providing regular flight service by its latest Boeing 777-300 ER aircraft which is fitted with the Game Changer First Class suites.

FITUR 2020 to focus more on sustainability, technology and specialization in travel industry

From 22 to 26 January 2020, international focus will again be on Madrid thanks to FITUR, the global meeting point for tourism professionals, organised by IFEMA, which will hold one of its most updated and dynamic editions, coinciding with its 40th Anniversary. Sustainability, technology and specialisation will continue to be the main lines of

MICE Bites

FITUR 2020, in addition to the fair's higher representativity and internationalization, in alignment with the positive data on the tourism industry. Everything seems to point to FITUR continuing in its successful and upward trajectory, as shown by the figures of the last edition, which brought together 10,400 participating companies, with 253,000 attendees.



State Library Victoria getting ready for events after \$88.1m Vision 2020 redevelopment

Australia's oldest and busiest public library, State Library Victoria is nearing completion of its ambitious \$88.1m Vision 2020 redevelopment, and is now taking bookings for events. As part of the extensive redevelopment of the spaces, the Library will cement its position as a must-visit destination

and become an 'Events Hub' in the centre of the CBD, boasting eleven impressive venues to be utilised for a variety of purposes. One of the signature spaces is The Ian Potter Queen's Hall which has been closed to the public since 1993. A reading room by day, at night, the venue will transform into one of the grandest event spaces in Melbourne, following a facelift that will return the inimitable space back to its original grandeur, revealing the heritage paintwork and reinstating the skylight.



WTM London and Travel Forward 2019 to be most successful event this year

WTM London 2019, which will take place between Monday 4 – Wednesday 6 November, is poised to be the most successful event yet with more Ideas Arriving at WTM London than ever before. This year, WTM London turns 40 and 50,000 senior travel professionals, 9,000 buyers, 5,000 exhibitors and 3,000 members of the media, from over 180 countries are invited to join in with the celebrations. And, as a special gift to delegates, organisers have

simplified the online registration process, upgraded its popular meetings tool, and added new technology to help capture leads. This all means exhibitors and visitors can get the most out of their time and investment during the three days of WTM London. Around 1 million business meetings take place at WTM London, all generating ideas that will fuel the future of the travel and the tourism industry.



World Routes 2021 returns to Las Vegas

Las Vegas Convention and Visitors Authority (LVCVA) and Las Vegas McCarran International Airport have grabbed the bid for World Routes 2021. Beforehand, in 2013, Las Vegas hosted World Routes and Routes Americas in 2017.

The aviation industry is an essential part of the financial condition across the globe, and in Las Vegas, McCarran International Airport acts as an economic engine that generates and contributes billions of dollars into the community and supports 25 percent of all local employment. Priding on providing superior customer satisfaction and being a leader world over in airport hospitality, McCarran

has invested millions of dollars in infrastructure improvements, terminal renovations, and technology advancements in recent years.

McCarran has been seeing constant development for many years, setting and breaking passenger records every month, year after year. Last year, the Las Vegas airport greeted about an all-time high 49.7 million passengers, with international passenger traffic progressively on increase, and up almost 70 percent since 2009. In hosting World Routes, Las Vegas hopes to continue this trend by attracting new air services and visitors.



Spotlight On

VERONA EXHIBITION CENTRE

**Fulfilling All Your
Corporate-Event Needs!**

Veronafiere or Verona Exhibition Centre is among the foremost event organisers in Italy and the second best hub for business promotions. Visitors and exhibitors are always made happy here with excellent services. A very strategic position at Viale Del Lavoro makes it easily connected with both the railways and motorways.

Covering a total area of 300000 sq.m., this state-of-the-art convention centre provides enough space for all business events – meetings, conferences, exhibitions, events etc. Veronafiere is equipped with all modern-day features, making it an ideal venue for major business and cultural gathering characterised by high-class functionality and expertise. Here, we are about to unveil the special services and amenities provided by this convention centre to know why it's one of the most-wanted spaces by the business minds today.



A dedicated structure for organising events, conferences, exhibitions and business meetings of commercial as well as cultural stature, Veronafiere Congress Centre is the most spacious and suitable space offered to you.

There are total 8 rooms spread in the 3 storeys of the centre, comprising modern amenities. Outside the rooms, you are presented with reception desks, cafeteria, cloakroom, meeting rooms, secretariats, and one separate multi-functional room of 2300 sq.mts.

So, if you are about to organize a huge conference or a business promotion, this would be the best choice to address thousands at a time under one single roof.

Veronafiere Congress Centre



Catering Service at Veronafiere

You are sure to get a highly professional catering service while organizing events at Veronafiere. The services include welcoming hot beverage, buffet and seated lunch, mocktails and cocktails, fête dinner and every other facility that you think you would require at the time of your exhibition or promotional event.

Wide choice of food-items is a bonus here. You also get to satisfy your team and clients with quality service from the well-trained staff of Veronafiere. You may choose from motley of international cuisines and settle with a tailor-made menu card for your guests.

Apart from world-class catering service, you can also opt for the refreshment points situated at the Congress Centre and at the pavilion. There you will find different snack points and coffee shops along with first-class restaurants.



Excellent Network Coverage

The entire convention centre is covered by a very strong Wi-Fi network that helps the visitors and exhibitors stay in touch with people all the time. There are certain areas indicated with FREE Wi-Fi access to the centre's network, so that you are always connected with your team for all important discussions.

Verona is a natural meeting place for those promoting business, art, cultural issues, tourism etc. The province is also connected by two major transport routes – Stockholm-Palermo and Barcelona-Kiev. This helps in easy and natural link building between northern and southern as well as East and West Europe.

Hence, the Verona Exhibition Centre automatically becomes a link at the economical and historical level. The centre is an ideal incorporation of exhibition halls, meeting rooms, conference halls with exceptionally equipped service centres and desks. Total number of 13 halls and 7 entrance gates make the place highly accessible to the guests.

The authorities have also made arrangements for specially designed entrances catering to physically challenged persons and care givers. It makes the place more easy-to-get for such visitors.

Most importantly, the geographical location of Veronafiere enables it to attract people from all corners of Europe, thereby assisting companies in accomplishing their business goals.

On a parting note, Veronafiere has got all that you would require for organizing a business meet or conference. Whether it's a symposium or an

exhibition, your clients and guests won't be upset if you are making them assemble at Veronafiere. Moreover, the highly proficient staffs of the centre help you in every possible way to make your event a successful and pleasant one!



Easy Travel

Veronafiere provides a shuttle service to and from the railway station and the airport. Inside the exhibition centre, you will find offices and desks of the major Italian as well as international airlines, railways, and reservation offices for your convenience. You can also get the facility of renting cars for enjoying a hassle-free commute from one place to another in the city.



Mannheim

*A lively metropolis specialised
in conferences and seminars!*

Any great establishment or venture begins with a curious mind and a questioning attitude. The urge to find the solution to one's curiosity lays the foundation of a successful establishment. This explains why any corporate entrepreneur or industrial capitalist has four questions in his mind for an optimum company output:

How to find the perfect spot for a gathering of employees for a business meeting?

What should be a suitable incentive to promote enthusiasm and interest of my employees?

Which location shall fit the bill best, both for a

pleasant business trip and a conference?

How to conduct an exhibition of the company products or launch the services on a business trip?

A four-problems-one -solution method, therefore, has been implemented to meet all the above-mentioned parameters, which is known as MICE (Meetings, Incentives, Conferencing, & Exhibitions) tourism, and one of the most sought-after MICE destinations is located in Mannheim – a picturesque location for a business meet or a corporate trip. Let's have a look at what Mannheim has to offer in the sector of MICE tourism.

Ultra-modern meeting space

Known as the land of opportunity, Germany has always been quite liberal about growth and industrialisation. The city of Mannheim has two conventional halls – the Convention Bureau Rhein-Neckar for moderate business ventures and the Mannheimer Rosengarten for large-scale industrial summits. Being the origin of Karl Benz automobiles and the headquarters base of Hoffmann–La Roche Diagnostic group, Mannheim has always been one of the major trade cities in Germany. Furthermore, over the course of time, the statistical data shows the city rising to further trade prominence because of being the trade spot for several international enterprises such as BASF, Bilfinger Berger and John Deere among many others.

The city of business has no shortage of wheels

Mannheim brims with soothing beauty and serves as the working base of the major industrial sector of the world. A visit to Mannheim is like a match made in heaven. Since the city of Mannheim is renowned for its connectivity to two of the world's busiest airports (Frankfurt International Airport & Mannheim City Airport), a visit to Mannheim is one of the most sought-after business tours. Not to forget about the elaborate water transportation systems and a network of railways connecting several metropolitan cities such as Frankfurt, Berlin, Nuremberg and many more.



Update your schedule with upcoming days and reserve your hotel to enjoy your stays

Mannheim is a city that witnesses several notable summits and conferences; the Mannheim Energy Conference is one of the most prominent among them, which was recently held from 2nd to 5th September this year. Being a blend of both ethnic cultures and business ventures, For example, on one hand, the iconic German Finger Cross festival was celebrated on 28th September this year, on the other hand, a chain of conferences on real estate investment shall be held on 14th Nov 2019.

Such grand occasions require posh and luxurious residential ambience to cherish the stay at Mannheim. Worry not, because Mannheim includes hotels with great dining and greater rooms, such as Hotel Hof Heidelberg, 5-star colloquial suite hotels like Heidelberg Alte and many others that are a delight to stay.

Exploring the city post a business trip!

What fun is a business tour if your employees don't get to have a good look around the city? Fortunately, Mannheim includes a plethora of greenery and constructional marvel as well as places with rich, historic value. Water tower of Mannheim, Herzogenried Park and Mannheim Baroque Palace are some of the most notable tourist attractions here. With the visual treats and business perks one can avail at Mannheim, this German city is a jewel in the crown for a perfect corporate tour.



INTERNET OF THINGS

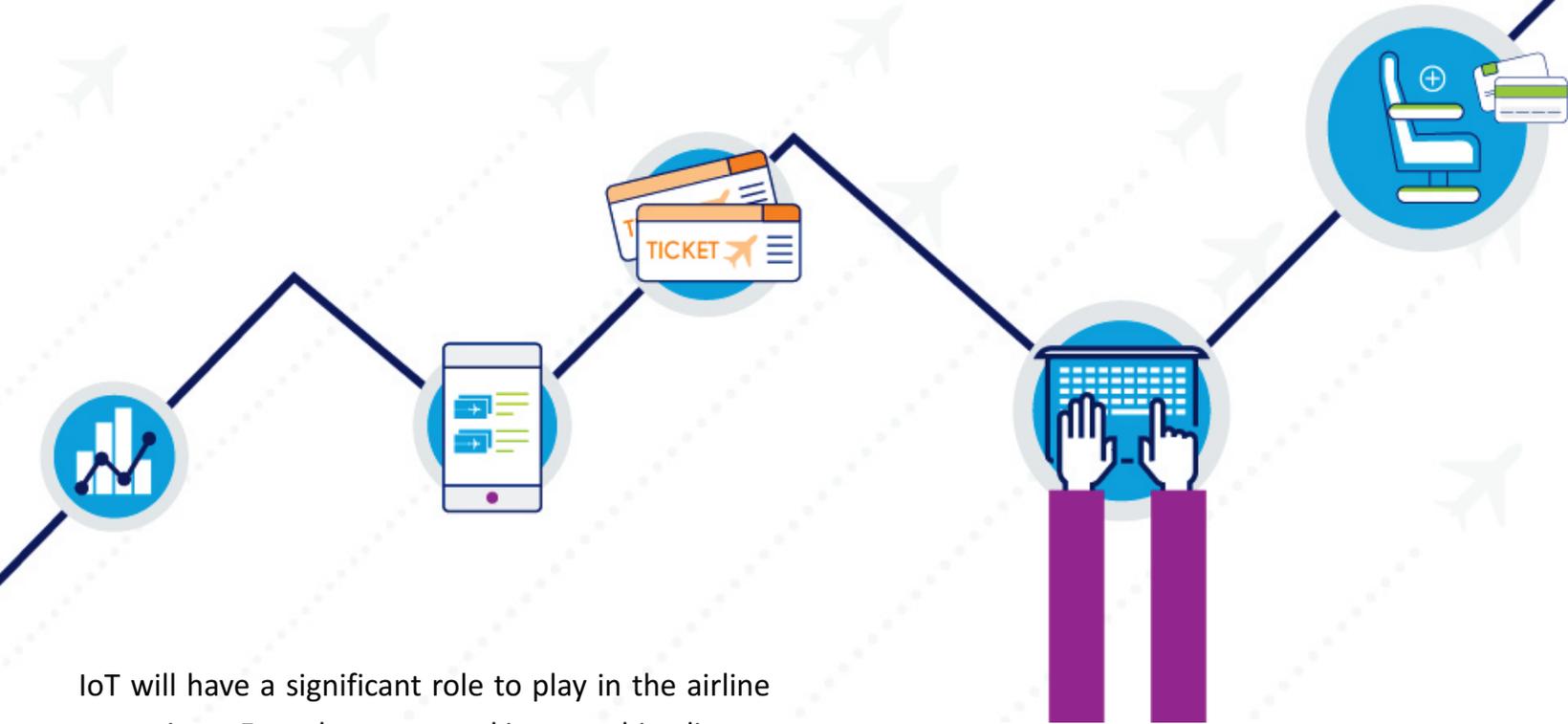


An integrated solution for managing meeting!

Millennials are living in a world where there are more Internet of Things (IoT) connected devices than humans. Kevin Ashton, one of the founders of the Auto-ID Center at MIT, coined the term and used it in a 1999 presentation. However, the concept of connected devices in particular the machines has been around since a long time. In the late 1830s, the first electric telegraph was developed and radio voice transmission, wireless technologies and supervisory control and data acquisition (SCADA) software were known to have fed IoT into their system. Our bodies and homes are just the starting point of digital transformation. Connected cars, transportation systems, roadways, parking lots, buildings, power grids and city infrastructure systems are seeing similar explosive growth of sensors which promises a positive changes in health and safety, business

operations, industrial performance, and global environmental issues to improve efficiency.

The Internet of Things (IoT) connects everyday objects via a network that helps in smarter, safer and intelligent running of objects and it embeds internet ready sensors into physical objects like buildings, appliances and vehicles. It is about smart objects or the non-human objects connected to the internet which responds to remote interactions. They are instrumented, interconnected and intelligent and as predicted by Gartner, an IT research firm that by 2020 there will be up to 20.8 billion objects connected by the IoT. It also predicted that by 2021, 25 % of digital workers will be using digital workers will use digital assistants on a daily basis. This shows a jump of just 2% in 2019.



IoT will have a significant role to play in the airline operations. From baggage tracking to cabin climate control, some of the most common complaints like lost bags, flight delays and customer service issues can be greatly eliminated or reduced. Around 865 of the airlines vouch that IoT will have a tangible effect on the customers and their business. IoT is here to make the travel experience more pleasant.

Internet of Things is making meetings smarter, the Artificial Intelligence (AI) tools could automatically identify and present additional and relevant information like the web links, videos and documents. Meeting notes, creating action items, getting approval and assigning tasks all gets easier through this. For repetitive and auxiliary business processes in the midsize business and startup virtual assistant technology will cater more customers and have more time to attend.

Post meetings, the AI tools can be utilized to follow up on assigned tasks and deadlines, summaries and transcribe the meetings content into text and people can have easy access to important information based

topic which had their names mentioned. Unified communication and synchronized team collaboration capabilities will ease the task by providing the insights and creating better business outcomes.

Hurdles to be overcome

According to PwC, the artificial intelligence can add as much as much as the global economy by 2030. However, there might be implementation challenges of IoT deployment as more and more objects are connected to each other the surface for cyber attacks increased proportionately. Building trust and tracking mind can be a major problem as artificial intelligence cannot draw on resources like human. A multitude of disparate objects, devices and systems are integrated together in a single ecosystem in large-scale IoT implementation. But the right IoT solutions are not available!

MICE APPOINTMENTS

Venice' Bauer Hotels appoints new GM and Chef

Vincenzo Finizzola has been appointed as the general manager and member of the Board of Directors of Bauer Hotels, Venice. Tuscan-born Finizzola began his professional career in London at The Savoy Hotel in 1977. He subsequently returned to Italy, managing luxury hotels in Venice, Rome, the Costa Smeralda and Milan, where he opened the Four Seasons's first hotel in Europe. Finizzola served as Four Seasons Milan's General Manager until 2015, establishing the hotel as a benchmark for five-star luxury in Italy. Finizzola has been appointed by funds advised by Elliott Advisors (U.K.) Limited ("Elliott") and Blue Skye Investment Group ("Blue Skye"), who have recently completed their acquisition of 100% of the capital of Bauer SpA from the Possati family, owners of Bauer since 1930. The Bauer portfolio consists of hotels in San Marco (Bauer Palazzo) and Giudecca (Bauer Palladio and Villa F).





TravelPerk appoints travel-tech expert Ross McNair to Chief Product Officer

TravelPerk has appointed Ross McNair to the position of Chief Product Officer to help the company continue its mission to redefine the business traveler experience. Previously at Letgo, McNair also spent three years at Skyscanner running their corporate travel business. McNair brings with him industry expertise and front-line experience in the travel space as well as a strong track record of building and leading highly effective product teams.

Cristina Scott appointed as Vice President of Global Operations by CWT Meetings & Events

CWT M&E has appointed Cristina Scott as Vice President of Global Operations. She will report to Derek Sharp, CWT Meetings & Events' Senior Vice President and Managing Director, and will be based in Southlake, Texas. Scott has widespread knowledge of the industry, and joins CWT Meetings & Events from Sabre, where she held many commercial management and sales operations roles for the past 24 years.



Gamification of corporate events THE NEW FAD!



The ultimate goal for an event planner is keeping their attendees and stakeholders engaged for which they are resorting to different means and gamification of corporate events has taken the industry by storm. The global gamification market was valued at 2.17 billion USD in 2017 which is expected to reach 19.39 billion USD by 2023.



Thoughtful execution of adding game-like elements might help in reaching target outcomes by incorporating competitions like points system, rewards or prizes, problem solving tasks as the the agenda of your event. The overall impact of the event makes an immersive experience which motivates and introduces a little bit of competition by tapping on the desire of reward.

While some thought gamifying a corporate event was restricted to using smartphone app during an event. However, it can be done in more than one ways. It is a much broader spectrum and technology might not just be a part of it. The mechanics of a game can be picked up and provide the attendees with non-gaming applications in workplaces, marketing strategies or events.

Event participation to work together to solve a problem or achieve a result involves experiential activities which allows cooperation among teammates and strengthening of bonds. This helps in making the events more successful and increases the impact of the event by directly enhancing the performance in the workplace.

Gamification leads to team building and increases learning retention. It has been observed that only 5% of the information is retained by the attendees in traditional formats like lectures and presentations but experiential activities helps in retaining 80-90% of retention rate. The multiple learning styles helps in easy absorption of new information.

Through colourful planning and execution colleagues can connect, form bonds and will easily leave with a firm with key takeaways creating a long lasting impact.



Participation increases productivity

Gamification transforms the event by acting more on the psychology than the technology and its main objective is to drive a particular behavior pattern to get the desired outcome. Human-oriented experiences increases attendee engagement and proactivity, activates a sense of common purpose and positivity, brings high-quality experiences and facilitates easier communication. According to experts games are addictive and serve our core emotional needs by immersing in the realities.



The longing for recognition by the attendees should be satisfied by creating a sense of achievement for them. Friendly competition should be inculcated which clearly defines goals and a sense of empowerment. Consider intrinsic and extrinsic motivations while choosing incentives to include maximum participation.

How to bring in more spark in your events?

Spicing up presentations

The audience can be transformed into active participants by turning the speaker presentation into fun and interactive displays. Nowadays, no one is interested in boring speeches. With a little bit of thought, the speakers can make the audiences more attentive. So make sure that the presentation should at least have one element of interactive aspect in it.

There can also be small discussion session or themed charging stations that will engage further networking and act as ice breaker during dinner or cocktail hours. A 5-minute exercise by shunning the usual coffee breaks will keep the enthusiasm up and keep people mingling.

Event gamifications makes sure that the audience will not just be restricted to passive listening and the trick is to curate in a way so that the attendees crave for it.



When: 28-30 November, 2019

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



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 sq.m features 300 exhibitors from more than 30 countries and regions.



When :
13-15 Sep 2019
Where :
Nehru Centre,
Mumbai, India

TTF (Travel & Tourism Fair) Mumbai concluded on a successful note after three busy business days at the Nehru Centre, Worli from September 13 to 15 with over 2,200 trade visitors attending the show, registering an impressive growth over last year. Over 1,700 travel lovers from Mumbai and nearby regions also visited the show, exploring the best deals in travel packages, hotels and much more. The first one and a half days were exclusively reserved for trade visitors. The show opened its doors to all from the second half of the second day.

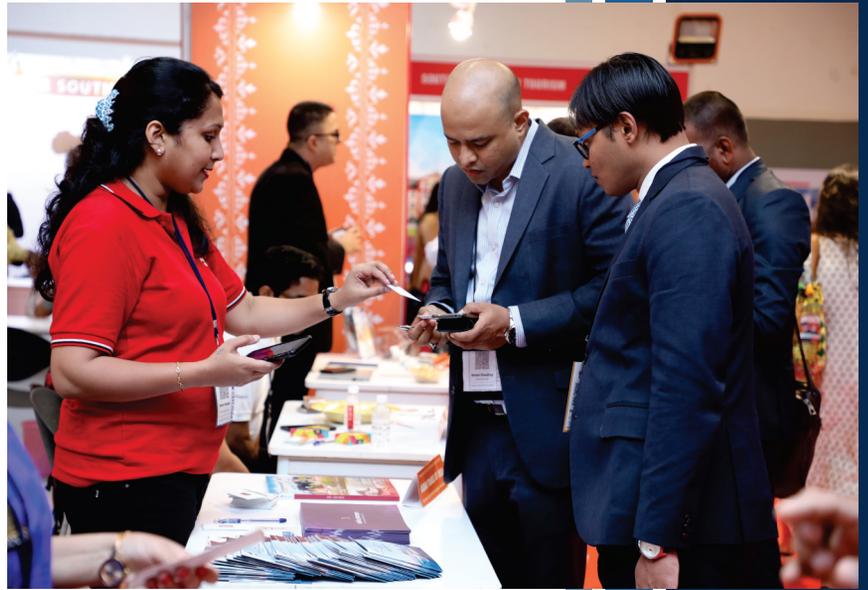
The three-day show kick-started in the packed halls of the Nehru Centre on September 13, flagging-off the busy Diwali and winter holidays travel season in India's largest travel source market-Mumbai. The show was inaugurated by dignitaries of the Indian travel industry including Jagat Mehta, President, ETAA; Sameer Karnani, Chairman, TAAI; Dharmendra Singh Chauhan, Chairman-Maharashtra Chapter, ADTOI; Himanshu Patil, Vice-President, OTOAI; Rajan Parekh, Treasurer, MTOA; Rajat Bagaria, Joint Secretary, TAFI and Malti Dutta, Asstt Director of Publicity, India Tourism.

The show brought together 135 exhibitors from 21 States & UTs and 9 countries under one roof selling destinations, hotels, amusement parks, tourism packages and travel products to the travel trade as well as the end customers in Mumbai.

Nagaland was present at the show as the Feature State while Gujarat, Kerala and Madhya Pradesh were exhibiting their tourism attractions as the Partner States. Other Indian states and union territories represented in TTF Mumbai included Andaman & Nicobar, Chandigarh, Dadra & Nagar Haveli, Delhi, Goa, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Maharashtra, Odisha, Puducherry, Rajasthan, Sikkim, Tamil Nadu, Uttarakhand and West Bengal. India Tourism had a prominent presence at the show, under the theme '150 Years of Celebrating the Mahatma'. International presence in the show included participants representing countries such as Germany, Greece, Kenya, Maldives, Nepal, South Africa, Thailand and UAE.

Skal International, in association with TTF Mumbai, hosted three knowledge sessions on the second day of the show. The day began with a session on IATA and its impact on all travel industry stakeholders. It was conducted by Sanjay Rao, Consultant & Former Aviation Solutions Manager for IATA BSP Singapore. The second session was an interesting study in how much technology has influenced the hospitality industry. Hosted by Shirish Arya, Chairman & Managing Director of Mint Hotels, it discussed the successful implementation of IoT in building smart hotels for efficiency gains.

The third and the last session addressed the pressing concern of child safety in the tourism industry. Helmed by Joyatri Ray, Director of Equitable Tourism Options (Equations) the session was instrumental in spreading awareness about child safety and the active role the travel industry can play in it.





When :
13-15 Sep 2019
Where :
Pandit Dindayal
Upadhyay Indoor
Stadium, Surat,
Gujarat

Following a blockbuster edition in Ahmedabad last weekend, TTF Surat was a sell-out at the Pandit Dindayal Upadhyay Indoor Stadium. A houseful gathering of over 100 exhibitors witnessed a bumper turnout of nearly 5,000 visitors, including travel trade from Surat and southern part of Gujarat.

The event was inaugurated by Dr Jagdish Patel, Mayor of Surat Municipal Corporation.

Participants from 5 countries and 14 Indian states & UTs came to sell their destinations and tourism products at TTF Surat. These included state tourism boards, hoteliers, airlines, tour operators and travel agents, online travel companies, railways, cruises and other travel marketers.

Last week TTF organised in Ahmedabad was visited by around 9,000 trade visitors and general visitors. In contrast, TTF Surat was mainly aimed at general visitors for whom the show was open for full two days in the weekend.

Taiwan participated in TTF Surat as the Feature Country. Other countries which were represented at TTF Surat included Bhutan, Greece and UAE.

The TTF Series is supported by India Tourism, who also participated in TTF Surat as in the past.

Gujarat Tourism played the role of the gracious Host State, with a pavilion of its own promoting various destinations within the state.

Odisha, West Bengal, Karnataka, Himachal Pradesh participated along with a large number of hotels and agents from their regions, as the Partner States of TTF Surat. Goa and Kerala joined as the Feature States. Other states being represented at the show included Dadra & Nagar Haveli, Delhi, Haryana, Maharashtra, Puducherry and Punjab.

Other important exhibitors were names like Sunny's World, Best Voyage, Make My Trip, RM World, Skyline Holidays, Aireo, Blue Sky Holidays, Book N Fly, Flamingo, GN Travel, Shree Sati Online and many more.

TTF provided an opportunity to the travel trade from Surat and South Gujarat to network and transact business with the exhibitors. To the travel-loving people from the city, it was a platform to check out hundreds of destinations and holiday options, get the best deals in hotels and tour packages and book on-the-spot.

The first half of day one of the show (i.e. Friday till 3 pm) was reserved for the travel trade, after which it was open for all (i.e. from Friday 3 pm till Sunday evening).

Suratis are sought-after all over India and abroad as enthusiastic travellers with considerable purchasing power. TTF Surat aimed to cater to this huge market by promoting face to face interactions between buyers and sellers.

TTF Surat was supported by Incredible India, TAAI, OTOAI, ATOAI, ADTOI, IATO, IAAI, SKAL INTERNATIONAL, ETAA, SATA, TAG and SGTCA. TTF will now take place next weekend in Mumbai from September 13-15 and in Pune from September 20-22.



TTF AHMEDABAD



When :
30 Aug–1 Sep 2019
Where :
Gujarat University
Convention and
Exhibition Centre,
Ahmedabad

TTF (Travel & Tourism Fair) Ahmedabad 2019 concluded on a high note with a bumper response of over 9,000 visitors, registering a growth of 10% over the first two days from last year. With two full days reserved for B2B, over 6,000 travel trade visitors attended the show. The last day of the show saw a footfall of over 3,000 general visitors.

The three-day show in Ahmedabad, which is the largest trade show in the multi-city, TTF series kick-started business for the busy Diwali holiday season in the exhibition halls of Gujarat University on August 30, packed to the brim.

Bringing together over 700 exhibitors from 23 countries and 27 Indian states & UTs, the three-day travel and tourism extravaganza is a well known one-stop-shop of travel and tourism products in Gujarat. It showcases destinations, tourism packages and travel products to help globetrotting Gujaratis plan and book their holidays.

The show was inaugurated by Jenu Devan, IAS, Managing Director, Gujarat Tourism & Commissioner, Department of Tourism, Government of Gujarat along with Viranga Bandara, Assistant Director - Marketing, Sri Lanka Tourism Promotion Bureau and William Kalua, Assistant Deputy Director of India, Ministry of Tourism, Indonesia.



During the inauguration ceremony, chapter heads of associations present included Mahendra Vakharia, President – Gujarat Chapter, OTOAI; Bimal Mehta, Chairman - Gujarat Chapter, ADTOI; Paras Lakhia, Chairman – Gujarat Chapter, TAAI; Ranjit Srivastava, Chairman – Gujarat Chapter, ETAA; Hitank Shah, National Committee Head, TAFI; Jigar Dudakia, Chairman - Gujarat Chapter, TAFI; Randhirsingh Vaghela, Chairman - Gujarat Chapter, IATO; Pankaj Gupta, President - Gujarat Chapter, TAG; Munjal Fitter, Vice President - Gujarat Chapter, TAG; Brijesh Shah, President - Gujarat Chapter, GTAA; Deepak K Rathod, Vice President - Gujarat Chapter, TAAS; Amesh Daftri, President, TLC; Pankaj Mehta, President - Gujarat Chapter, ATAA.

TTF Ahmedabad was a great networking opportunity for the travel trade from all over Gujarat and the Western India region, offering exceptional deals for travel enthusiasts and business travellers. Tourism Boards, hotels, resorts, travel agents, tour operators, online travel agencies, railways, cruise lines and many others were in attendance.

TTF Ahmedabad has time and again emerged as the biggest show in the 8-city TTF series in India as it serves the booming market of Ahmedabad and Gujarat. Besides Ahmedabad, the event is visited in large numbers by travel agents and tour operators from proximity markets in Gujarat like Vadodara, Surat, Rajkot, Bhavnagar, Jamnagar, Valsad, Navsari, Vapi, Bharuch, Ankleshwar, Anand, etc. through the cooperation of a large number of local travel trade associations.



Among exhibitors from abroad, Sri Lanka, Indonesia and Nepal participated as the Partner Countries. Sri Lanka Tourism Promotion Bureau had the largest pavilion. China was present as the Feature Country. Other countries represented at TTF Ahmedabad were Bhutan, Greece, Hong Kong, Kazakhstan, Malaysia, Maldives, Mauritius, Oman, Russia, Singapore, South Africa, Thailand, Turkey, UAE, Ukraine, United Kingdom, Uzbekistan and Vietnam.

Uttarakhand, Himachal Pradesh, Odisha, Kerala, Karnataka, Goa and Rajasthan participated as the Partner States of TTF Ahmedabad. Each state joined the show with a large number of hotels and agents from their regions. Feature States of TTF Ahmedabad included Madhya Pradesh, West Bengal, Tamil Nadu, Bihar, Punjab, Puducherry, Andaman & Nicobar, Manipur and Meghalaya who had set up colourful pavilions. Host State Gujarat continued its aggressive promotional campaign at the show.

Gorkhaland Territorial Administration participated in TTF Ahmedabad as the Feature Destination. Regular participant, the Ministry of Tourism was present this year along with private stakeholders, under the theme '150 Years of Celebrating the Mahatma'. Participating for the first time, Indonesia Tourism received an overwhelming response at Ahmedabad and organised a destination presentation on the second day of the show, outlining its programmes and campaigns for introducing new destinations and

increasing tourist numbers.

Manipur Tourism showcased a curtain raiser of Shirui Lily and Sangai Festival with traditional dance performances. They invited travellers from Western India to come and experience the beautiful cultural festivals in the state. Rajasthan Tourism also organised a roadshow on the second day of the show and presented their state to the travel trade from the region.



CALENDER OF EVENTS

7th - 8th
October

Restaurant, Cafes and Lounges

Dubai ,UAE

restaurantscafeslounges.com



RESTAURANTS
CAFES & LOUNGES

8th - 9th
October

TRAVEL TECH MIDDLE EAST

Dubai, UAE

traveltechme.com



3rd Annual
Travel Tech
Middle East
8 - 9 October 2019 | The Oberoi, Dubai, UAE

9th - 11th
October

TTG Incontri

Rimini, Italy

en.ttgexpo.it



TTG
TRAVEL
EXPERIENCE

**11th - 13th
October**

International Games & Amusement Fair 2019

Zhongshan, China

www.zsgaf.com



**15th
October**

HOTEL REVENUE DISTRIBUTION SUMMIT

Marina Bay Sands, Singapore

www.hoteldistribution.asia/

**HOTEL REVENUE
DISTRIBUTION SUMMIT**

**15th - 17th
October**

GLOBAL WELLNESS SUMMIT

Grand Hyatt, Singapore

www.globalwellnesssummit.com



**16th - 18th
October**

HOTELIER SUMMIT AFRICA

Cape Town, South Africa

hotelierseries.com/africa

#HSAFRICA2019

**16th - 18th
October**

ITB ASIA

Marina Bay Sands, Singapore
www.itb-asia.com



**24th - 25th
October**

6TH CHINA LOW COST CARRIERS SUMMIT 2019

Shanghai, China
summitasia.cn/En/Aviation



**28th - 29th
October**

EYE FOR TRAVEL NORTH AMERICA 2019

Chicago, Illinois, U.S.A
www.eyefortravel.com

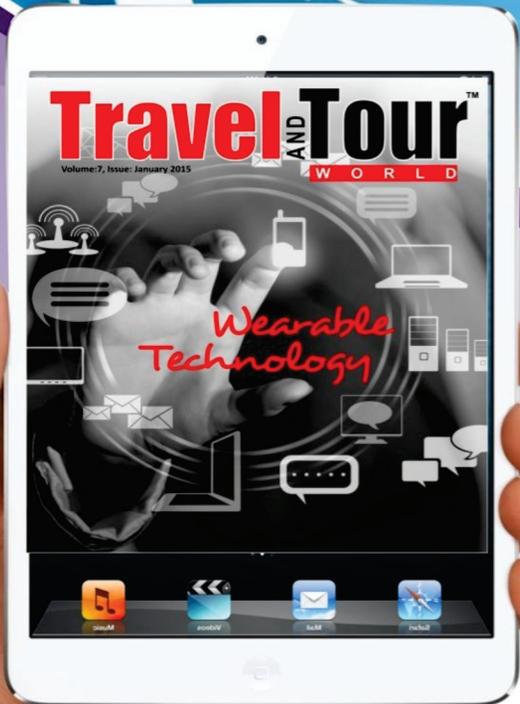


**4th - 6th
November**

WORLD TRAVEL MARKET

ExCeL London, U.K.
london.wtm.com





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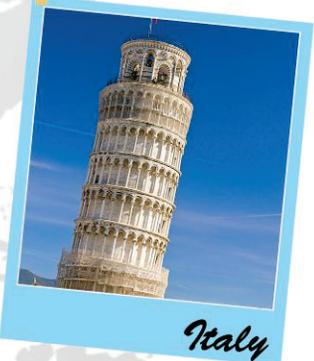
Paris



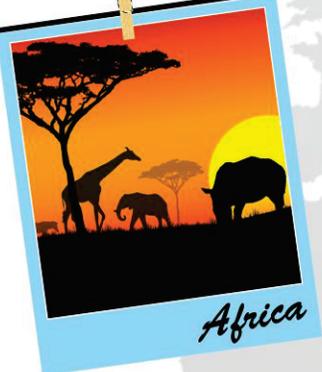
Egypt



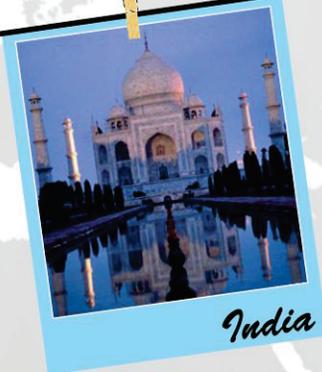
Brazil



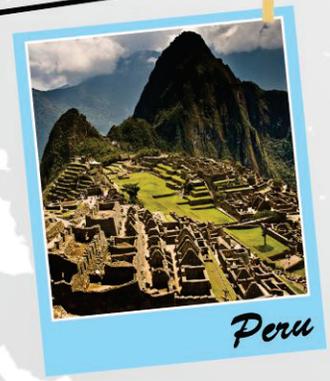
Italy



Africa



India



Peru



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