

MICE

Travel Advisor

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Centre of Attraction

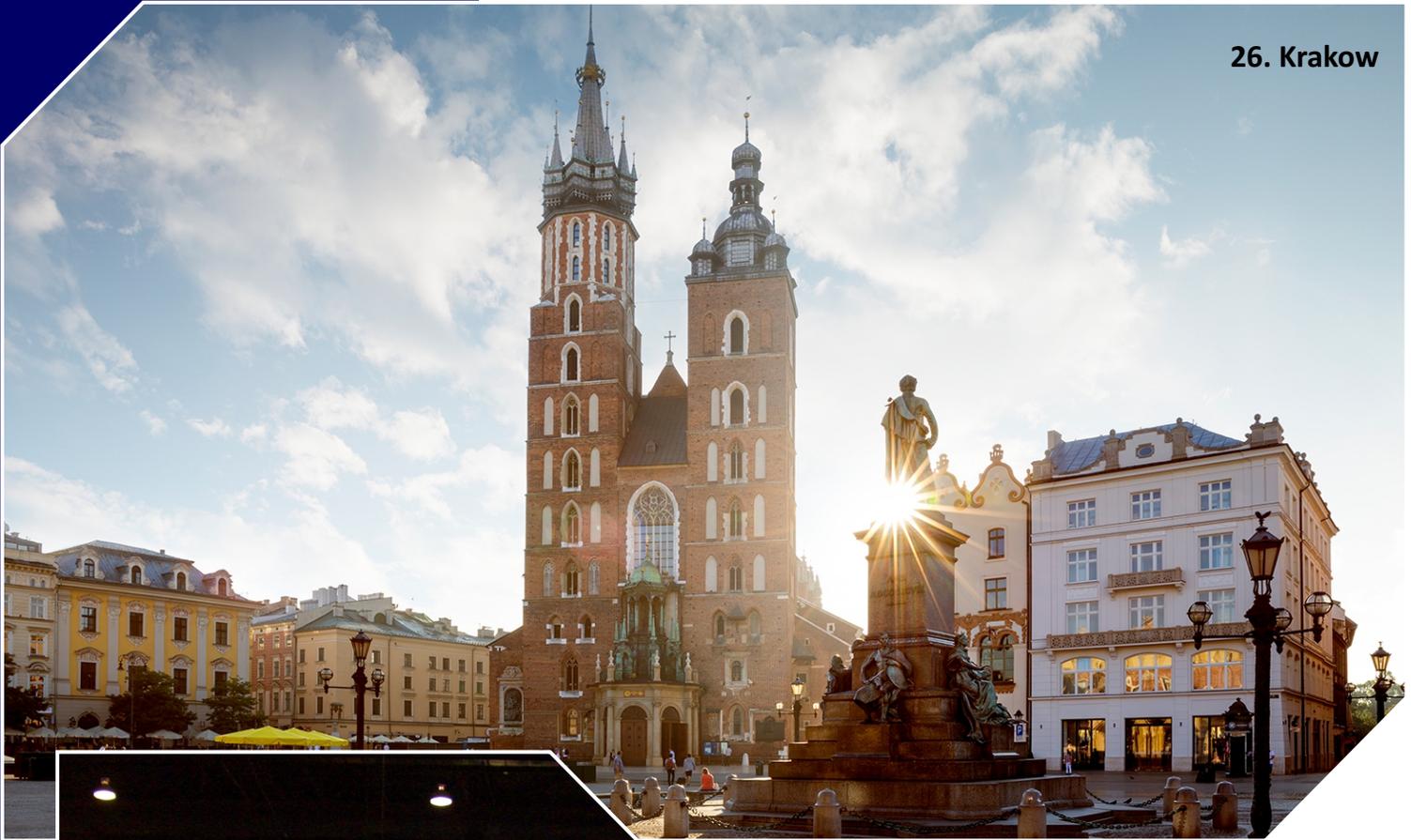
TUNISIA

FACE TO FACE



GREGG CAREN

President and Chief Executive Officer, (PHLCVB)



05. COVER STORY: Asia's premium MICE destination, *Thailand has finally reopened its MICE tourism industry* and has been praised around the globe for its outstanding COVID-19 recovery. Read this piece to learn about the country's efforts to fight against coronavirus challenges.

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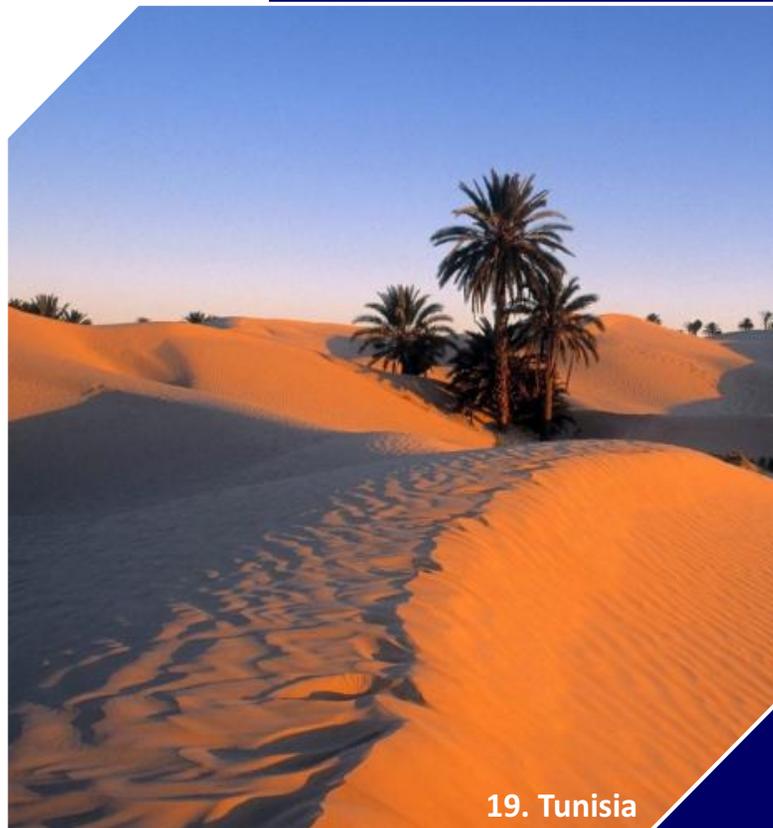
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From the Editor's Desk

Dear Readers,

We are finally standing at a time when countries around the world have started reopening for tourism. Several countries have even shown a considerable recovery rate and have successfully battled the challenges of the COVID-19 pandemic. Similarly, various event venues have also decided to resume business activities.

One such country that has been outstanding in its efforts to fight against the coronavirus pandemic is Thailand, considered as one of ASIA's premier MICE destination. Read our **Cover Story** to know how the country revived its MICE industry and faced the challenges of the pandemic. Our **Centre of Attraction** features Tunisia, another country that has successfully combated the challenges posed by the COVID-19 outbreak and has once again reopened for tourism. Take a look at the various MICE opportunities the country offers and know why it can be considered as a potential MICE destination.

In this issue, we have also featured Krakow, Poland's former capital city, recognised as one of Europe's best business destination. Check out **Venue Check** to learn about some of the best conference centers, convention hotels and advanced business services that the city has to offer. Our **Spotlight On** is on the BMO Convention Centre situated in Calgary, Canada. The conference centre has been home to numerous international business events since 1982 and is presently undergoing a multimillion dollar renovation with the aim of transforming itself into a leading global convention venue.

In the wake of the pandemic, event organisers have been bestowed with the responsibility of arranging safe and secure events. Some software companies have introduced Venue Mapping Tools to help event professionals organise socially distanced events. Read **Tech Talk** to learn more about these tools. In this edition, we also feature an exclusive interview with Gregg Caren, the newly appointed President and Chief Executive Officer of Philadelphia Convention and Visitors Bureau, where he discusses the efforts undertaken by the convention centre to stand strong against COVID-19 challenges.

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Amid the Coronavirus Pandemic



Considered to be Asia's premium MICE destination, Thailand has every reason to draw in tourists. Business travellers are often recognised as the most desirable category of visitors because of their spending potential. Thailand is also known as the best ASEAN region for having the most profitable MICE market in terms of exhibition spaces.

However, the COVID-19 pandemic harshly affected the MICE industry all across the globe. Thailand's MICE sector came to a standstill during the first quarter of the year. But since the outbreak of the deadly virus, Thailand has been constantly working towards fighting the challenges posed by the pandemic. After months of struggle, the country successfully reopened its tourism and MICE tourism sector with the help of MICE industry leaders and government support. Thailand has been lauded around the globe for its outstanding effort to revive its MICE industry.

05 MICE Travel Advisor

Reviving THAILAND'S MICE Industry

Special Health and Safety Measures

The Thailand Convention & Exhibition Bureau (TCEB) joined hands with MICE stakeholder associations and launched the special MICE Venue Hygiene Guidelines. Authorities called upon MICE entrepreneurs across the country urging them to resume businesses by following guidelines that are necessary to function under the new normal. TCEB joined hands with its stakeholders, consisting of Thailand Incentive and Convention Association (TICA), Thai Exhibition Association (TEA), Event Management Association (EMA) and Thai Hotels Association (THA) to formulate the health and safety measures for the MICE industry. Relevant bodies have repeatedly announced that as business activities have resumed, alongside relaxation of lockdown restrictions, maintaining hygiene and health safety will be the key concerns for the industry.

Therefore, all MICE industry professionals have been asked to adhere to the 5 key measures on hygiene and public safety that has been established by the Ministry of Public Health.

According to the guidelines, the number of attendees in an event has to be limited to 1 person per 2 sq. m. space and all individuals have to practice social distancing within business premises, such as meeting room, elevator, restroom, canteen among others.

Screening of body temperature and tracking system in case a delegate falls sick after visiting any particular venue has also been declared mandatory. In addition, a queuing system needs to be in place in the separate waiting areas before entering any premises.

The separate MICE Venue Hygiene Guidelines have also listed 3 key practices that have to be maintained pre-event, onsite and post-event. The pre-event practices include preparedness of staff, transport, setting up of screening point, self-screening application or website for attendees to feedback within 24 hours before the event, manual on permitted number of attendees, instruction on holding large scale activities and hygiene instruction for attendees.

The onsite practices focus on use of IT to mitigate risk of virus transmission, arrangement of venue to reduce touch points and regular cleaning of touch points and QR code for registration and satisfaction survey to ease congestion, better room layout for better ventilation, 2 m apart seating arrangement, different points of microphone and regular cleaning after use. If a host city invites speakers from a different location, it would be necessary to inform the attendees about safety measures taken to reduce incoming risks, such as shuttle service for speakers or accommodation near the venue for the speakers. In order to avoid queuing at exhibition booths, advance booking technology or virtual exhibition technology has been advised.

The post event practices include employing waste management system to prevent infection, producing a report on event organisation for concerned authorities in accordance with the orders and announcements of the government's Center for COVID-19 Situation Administration (CCSA).



Governmental Support and Financial Aid

The very inception of the special health and safety measures was made possible with the help of Deputy Prime Minister and Minister of Public Health, Mr. Anutin Charnvirakul, who established a policy to form a group of committee that would be assigned to develop measures and practices for the reopening of businesses as well as resumption of travel and sport activities.

Moreover, the Thai government decided to provide relief funding for MICE sector as early as February as it underwent a major decline due to the COVID-19 pandemic. The Thailand Convention and Exhibition Bureau (TCEB), together with the Thai Chamber of Commerce (TCC) and listed companies, decided to provide 200 million baht in cash incentives to promote the MICE sector after the cabinet approved the extra budget.

Another one billion baht budget was allocated by the TCEB to revive the MICE industry by stimulating the domestic market, while bidding for international business events in line with key strategic economic sectors. This boosts the recognition of the country's high hygiene standard. This will be complementary with the 22.4 billion baht financial package that was previously decided by the cabinet to support all sectors of tourism.



In a time when numerous events across the globe have been postponed or cancelled due to the pandemic, various organisers have turned to digital or virtual platforms to arrange such events online. The TCEB launched a special “Virtual Meeting Space” project in order to support MICE industry professionals to keep their business active by organising online events and re-skilling manpower through the virtual platform. The project will consist of 3 different categories, namely, webinar, O2O (Offline to Online) platform and E-Learning Platform.

The bureau has also introduced a separate “COVID-19 Free Meetings” project to help MICE venue upgrade their health and safety standards. As a part of the project, 30,000 baht subsidy will be provided to each MICE premise to formulate plans and prepare equipment that can prevent the risk of coronavirus transmission. According to reports, TCEB has forecasted that the project will be able to provide support to nearly 216 MICE venues across the nation under the 6,480,000 baht budget.

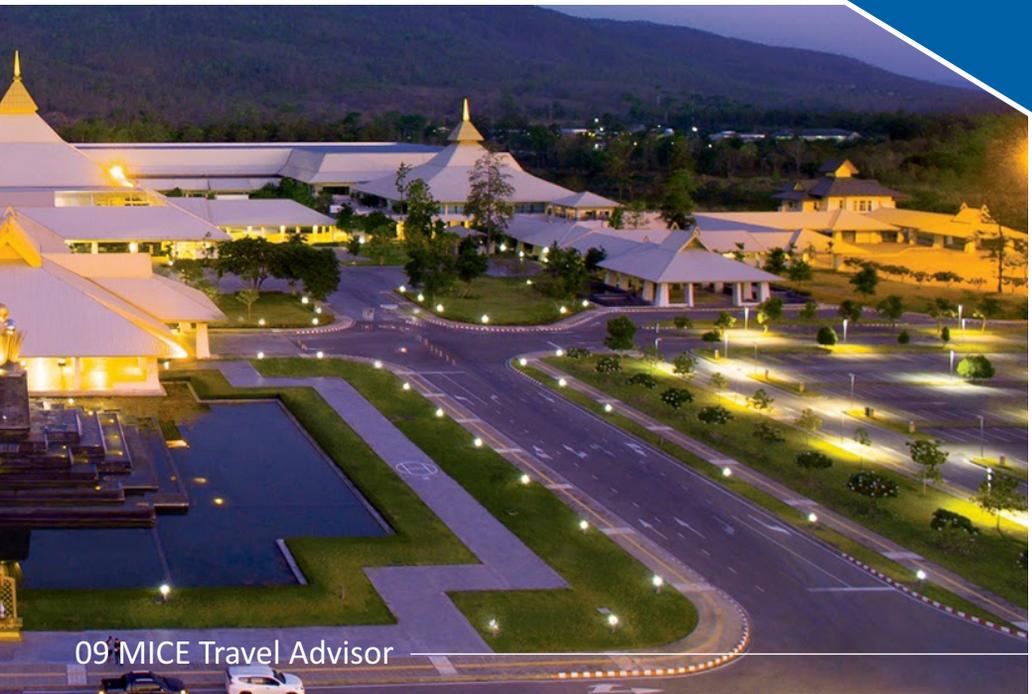
Virtualization of Meetings and Events





The Way Forward

According to reports, at present Thailand has the probability of emerging as a preferred MICE destination and create potential MICE opportunities based on its key strengths as a safe tourism centre, a medical and public health centre, and a global food safety centre. Thailand is also focusing on strengthening its domestic MICE tourism market before moving towards the international market. The TCEB has also mentioned that the country will focus on forming partnerships between public and private sectors to stimulate domestic MICE events, including seminars and exhibitions while complying with the government's health and safety protocols.



MICE APPOINTMENTS

NANCY CHACON APPOINTED GENERAL MANAGER AT FOUR SEASONS ATLANTA

Nancy Chacon has been appointed General Manager at Four Seasons Atlanta, one of the city's leading hotels. She is an industry veteran and comes with nearly 30 years of experience with Four Seasons Hotels and Resorts. Nancy's promotion as the General Manager of the hotel would serve as an opportunity to showcase the new Four Seasons global health and safety initiative, 'Lead with Care', that has been undertaken in light of the COVID-19 outbreak.



BRITTA BERINGER APPOINTED DIRECTOR AT STEIGENBERGER HOTEL AND RESORT CAMP DE MAR

Britta Beringer has been appointed as Director at Steigenberger Hotel and Resort Camp de Mar in Mallorca Spain. Britta comes with years of experience in the industry and is also well acquainted with the hotel after spending years as Director of Sales & Marketing and as Deputy General Manager.



EVENTS CENTRE CALOUNDRA APPOINTED STEVE ROMER AS ITS GENERAL MANAGER

Steve Romer has been appointed as the General Manager of The Events Centre Caloundra on the Sunshine Coast. He was previously serving as the Chief Operating Officer of Byron Bay's Bluesfest. He comes with years of industry experience and expertise and has served on many industry Boards including nine years on the VMA Board including the last three years as the President. Prior to Bluesfest, Romer was Chief Executive of the Venue Management Association Asia Pacific (VMA) and a former General Manager of the Sydney Entertainment Centre (SEC) responsible for the venues live music concerts, family shows, corporate events, and sporting events. The SEC was ranked as the second best arena in the world by global industry magazine, Billboard, during Romer's tenure. He also held various management roles including Director of Operations at the Sydney Convention and Exhibition Centre, Chief Executive of Blacktown International Sports Park, Director of Operations at Dreamworld, and Show and Entertainment Manager at Sea World.



HEIDI HEMING IS THE NEW BUSINESS DEVELOPMENT MANAGER AT TE PAE CHRISTCHURCH CONVENTION CENTRE

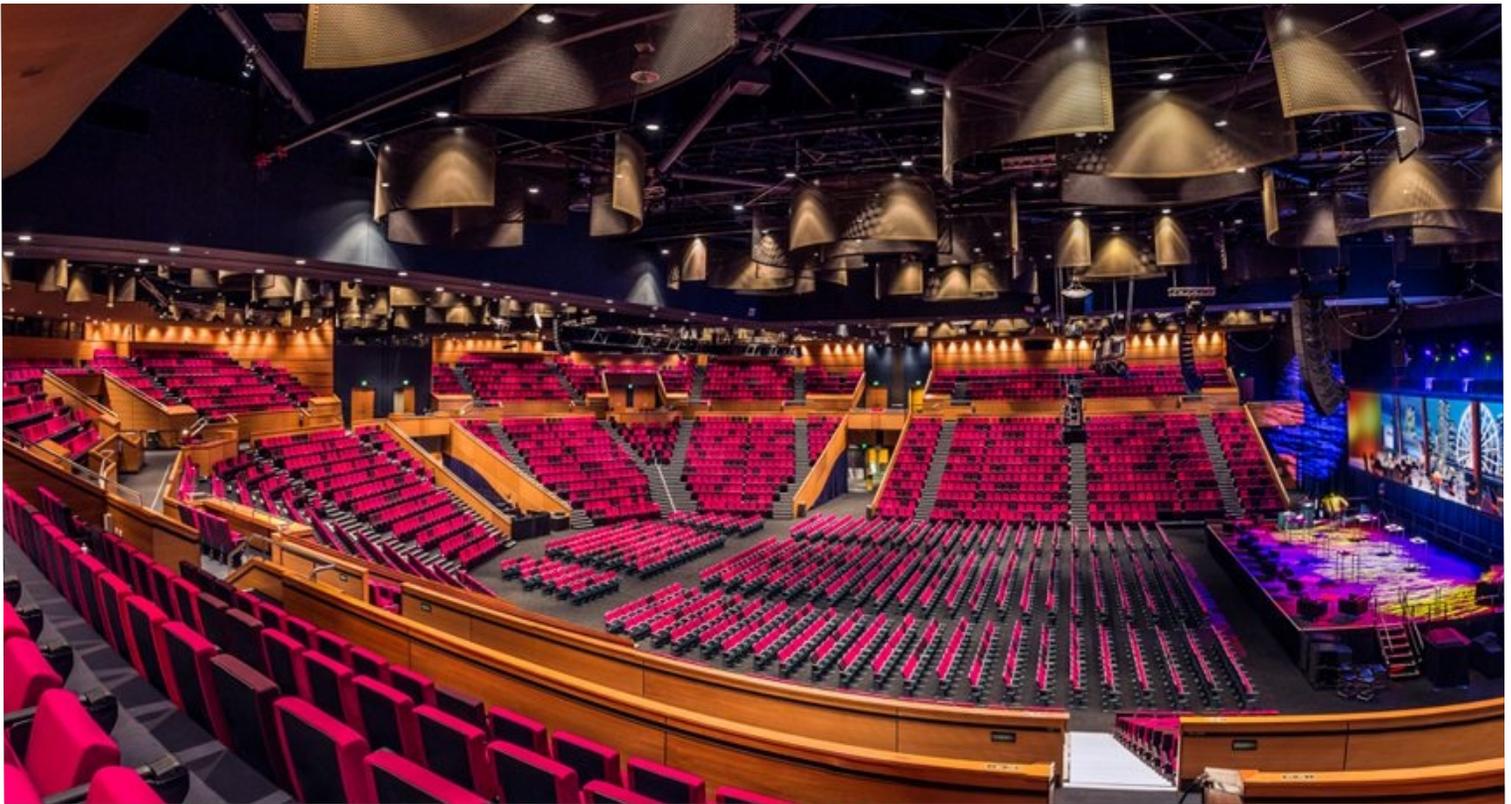
Heidi Heming has been appointed as the Business Development Manager of Te Pae Christchurch Convention Centre in New Zealand. Heming will be based in Sydney, Australia but will be working closely with Te Pae Christchurch's locally-based business development team. Heming comes with an experience of working with the business event industry in both Australia and New Zealand. Prior to her latest role she worked with Conventions & Incentives NZ.



MICE BITES

BRISBANE CONVENTION & EXHIBITION CENTRE REOPENED IN THIS MONTH

After months of closure due to the deadly pandemic, the Brisbane Convention and Exhibition Centre (BCEC) has reopened in July following the approval by Queensland Health of its site specific COVIDSafe Plan. With the venue set to host its first events from August, Queensland Treasurer, Minister for Infrastructure and Planning and the Minister responsible for BCEC, Cameron Dick advised that as they unite and recover from the pandemic, it calls for celebration as they can finally welcome staff and visitors back to the outstanding venue.



AIM GROUP ESTABLISHES AIM COMMUNICATION, THE OPEN INNOVATION NETWORK

AIM Group International, a company specialised in congresses, events and communication with 60 years' experience, announced the establishment of AIM Communication – an Open Innovation Network. This new company is dedicated to communication, brand activation and digital technology. The Board of Directors of AIM Communication is comprised of Patrizia Semprebene Buongiorno (President), Gianluca Scavo (CEO) and Nicola Sciumè (Managing Director). AIM Communication's aim is to define, implement and execute communication strategies and tools that are relevant to the changing market in a first digital world.

MESSUKESKUS HELSINKI CONVENTION CENTRE LAUNCHES SAFETY PROTOCOLS

Messukeskus Helsinki, Expo and Convention Centre have decided to continue planning for their autumn event season at full capacity. However, they will do so with the objective that participation in events is completely safe for clients and staff. The convention centre have prepared detailed guidelines that will serve as cornerstones for safety and guide the activities of visitors, business clients and staff at fairs, meetings and other events. As the convention centre is built for large public events hygiene standards and expertise are already inherently high.





HAMBURG CONVENTION BUREAU INTRODUCES NEW TOOL FOR CONVENTION CENTRES

Hamburg Convention Bureau joined hands with MICECLOUD Solutions and recently launched a free tool that calculates the required room size for events in line with new COVID-19 regulations. The simple free tool would now help event planners and service providers to discover the most suitable venues in Hamburg that can enable them to organise a safe and socially distanced event. Hamburg Convention Bureau and MICECLOUD Solutions worked together to add new coronavirus criteria to their venue search website that would allow individuals to apply for the corona capacity calculation while searching for an event space. The search would filter the venue options in line with current social distancing regulations and provide event planners with a definitive list of spaces that can host their chosen number of participants with safety and comfort.

FACE TO FACE



*The Philadelphia Convention and Visitors Bureau (PHLCVB), on 21st May this year, has announced the appointment of **Gregg Caren to the position of President and Chief Executive Officer.***

Gregg Caren most recently served as the Executive Vice President, Sales and Strategic Business Development for ASM Global (formerly SMG), operator of over 350 venues worldwide, headquartered in Conshohocken, Pa.

He also served in various senior leadership positions while with the company for over 20 years. Caren has more than three decades of industry experience and will join the PHLCVB on June 8, 2020.

In an exclusive interview with MICE Travel Advisor, Gregg Caren shares how Philadelphia Convention and Visitors Bureau (PHLCVB) is working hard to fight against this deadly pandemic.

MICE TRAVEL ADVISOR: What are the marketing strategies you have undertaken to boost tourism in post COVID-19 time?

Gregg Caren: On July 1, 2020, our organization launched the PHL Health Pledge – a new initiative designed to increase awareness of Philadelphia's readiness to welcoming back visitors safely. To support this effort, the PHLCVB has partnered with Dr. David Nash, Dean Emeritus of the Jefferson College of Population Health (one of Philadelphia's numerous globally acclaimed hospitals), to serve as the PHLCVB's Chief Health Advisor by providing direct advice and guidance to meeting and event planners.

This initiative will showcase Philadelphia's unstoppable ingenuity, leveraging our world-renowned life sciences industry by drawing upon their expertise to provide guidance and advice on how our tourism community can safely welcome visitors. The initiative is comprised of three key components:

1. PHL Health Advisors, including

- Dr. Nash, serving as Chief Health Advisor, will provide guidance directly to meeting planner customers and serve as a public spokesperson on behalf of the PHLCVB with regards to matters of public health and tourism

committee of PHL Life Sciences, which will be an internal support team, providing guidance to the PHLCVB and our hospitality partners on health and safety standards as well as information on local medical advancements in the fight against COVID-19

2. Resources for Safely Reopening

- Aggregated list of plans from national partners like U.S. Travel Association as well as many local tourism partners for review by potential visitors
- PHL Hospitality Health Pledge that can be signed by PHLCVB members and other local tourism-related businesses to show their commitment to new health and safety standards as they reopen for business

3. Continuing Education and Innovation:

- On-going training and support for PHLCVB members to keep abreast of public health best practices to keep their hotels, attractions, and venues safe for visitors

The PHL Health Pledge will be supported with new video showcasing how the various segments of the tourism industry in Philadelphia—including PHL International Airport (PHL), Pennsylvania Convention Center, hotels and restaurants—are adapting to meet the health and safety needs of visitors.

MICE TRAVEL ADVISOR: What are the plans Philadelphia Convention and Visitors Bureau (PHLCVB) have taken to boost MICE economy in Philadelphia?

Gregg Caren: As a membership-based organization, one of the PHLCVB's main priorities remains providing support to our 800 member businesses that help drive the city's tourism and hospitality industry.

In focusing on our members who specifically provide services to MICE groups, we are leveraging PHLCVB owned media channels to promote virtual offerings that allow MICE planners to remotely explore the sights, sounds and elements that have helped position Philadelphia as a leading East Coast destination for meetings and events. Through Virtual Tours of Philadelphia Event Venues and a robust Philadelphia from Home content package that includes museum tours, a Philadelphia-themed Spotify playlist, recipes from our most sought-after chefs, we continue to be a resource for our members in the city while in-person site visits and sales meetings are on pause.

MICE TRAVEL ADVISOR: Are you focusing on local and regional state economy? What

are the recovery efforts the Philadelphia Convention and Visitors Bureau (PHLCVB) taken? Please elaborate.

Gregg Caren : In 2018, overseas visitation had a \$1.2 billion in economic impact for Philadelphia and its surrounding region. Hospitality and tourism will play a critical role in Philadelphia's business recovery strategy for COVID-19. Throughout the past several months, we have worked closely with local partners, including the City of Philadelphia, Greater Philadelphia Hotel Association and Visit Philadelphia, as well as the U.S. Travel Association, to advocate on behalf of our industry and ensure that travel-related businesses receive financial relief. We have encouraged hospitality partners throughout our region to take advantage of federal funding and local grants – communicating these programs in our weekly member newsletter. We also launched our PHL Health Pledge initiative (as mentioned earlier) and will continue to promote and position the region as a top U.S. destination so that when travel does resume, potential visitors will know and trust that we have done everything possible to create a safe and healthy destination from arrival through departure.

MICE TRAVEL ADVISOR: How will the Philadelphia Convention and Visitors Bureau (PHLCVB) create demand in the tourism market in the world?

Gregg Caren : Looking at India specifically, our most recent overseas visitation numbers demonstrate that there is a demand in the market – for both MICE and leisure visitors – with over 57,000 Indians having visited Philadelphia in 2018, making it Philadelphia's 4th largest source market for overseas visitation. 30% of Indian visitors to Philadelphia cited business and conventions as their main purpose for traveling to Philadelphia – a relatively high figure compared to other overseas markets.

To capitalize on the existing demand for Philadelphia, we will continue to lean on what we know and do best. By partnering with Dr. David Nash, customers can receive direct advice and guidance from a member of Philadelphia's world-renowned life sciences community. Additionally, we will continue to promote Philadelphia's green spaces both in the city and in surrounding areas which present ample opportunities for visitors to spend time exploring outside, while also not venturing far from the heart of the city. With over 100 parks, squares, and recreation sites totaling over 10,000 acres, Philadelphia is

home to one of the largest urban park systems in the nation.

MICE TRAVEL ADVISOR: What are the safety and hygiene protocols Philadelphia Convention and Visitors Bureau (PHLCVB) took to reopen tourism? Tell us about the safety and hygiene protocols for convention centers and tourism agents and the hotel industry in Philadelphia.

Gregg Caren : As mentioned above, part of our recovery efforts includes the creation of the PHL Health Pledge initiative and a key component of that is the PHL Hospitality Health Pledge that we are encouraging all members of Philadelphia's hospitality industry to sign. This pledge will stand as a commitment to implementing the health and safety standards recommended by national, state, and city guidelines. On our website, the hospitality community can access several resources for reopening, including guidelines from the U.S. Travel Association, the American Hotel & Lodging Association, U.S. Food & Drug Administration, the City of Philadelphia's Reopening with Care strategy, as well as many others. We very much see our role in this moment as serving as a connector and resource to all travel-related businesses in Philadelphia to communicate to the traveling public about the steps we are collectively taking to ensure a high-quality and safe experience.

North Africa's historical MICE tourism destination

Considered to be the only completely democratic sovereign state in the Arab, Tunisia is a country situated in the Maghreb region of North Africa. Known specifically for its historical venues, heritage sites, beautiful dunes and rugged landscapes, the country has been working towards establishing itself a MICE destination over the years.

The country boasts a wide range of meeting venues, conference centres and some great accommodation options with convention facilities. Coupled with its friendly atmosphere, recognised infrastructure and prestigious tourism destinations, it has transformed into an important MICE tourism destination in North Africa.

However, the COVID-19 pandemic has harshly impacted the MICE tourism sector of the country similar to the rest of the world. But the country is successful in its efforts to combat the coronavirus outbreak and has reopened its tourism sector. Therefore, it can safely be considered as one of the potential MICE tourism destinations in the post-pandemic world.



TUNISIA

CONFERENCE VENUES



Medina Conference and Expo Center

The Medina Conference and Expo Center is located in the beautiful town of Yasmine Hammamet. It offers full range of event and conferences space equipped with state-of-the-art audiovisual facilities. The centre has a work space of over 6000^m² and offers a wide variety of rooms. It has a multipurpose room that can hold around 2,200 people and 25 breakout rooms with the capacity of accommodating 50 to 250 individuals. It also consists of two amphitheatres with the seating capacity of 350 and 600 people.



El Mouradi Congress Center

Considered to be one of the largest congress centres in the Sousse region of Tunisia, the El Mouradi Congress Center boasts a plenary room with 1,200 theatre seats and 7 different committee rooms designed for meetings. The venue is ideal for hosting a variety of business and leisure events especially seminars, congresses and conferences. It is also capable of hosting incentive programmes, concerts and gala evenings. The centre is equipped with the latest technologies as well as complimentary WiFi services.

UTICA International Congress Center

A property of Tunisian Union of Industry, Commerce and Crafts, the UTICA International Congress Centre is a new concept space constructed for organising seminars, conferences, exhibitions and similar corporate events. The venue consists of the largest beamless room of 1180m² space in Tunisia and a 2030 m² modular space. The two main meeting rooms can host nearly 500 and 1,500 delegates, respectively. It also offers 6 small committee rooms that can hold around 20 to 50 people. All the lounges in the centre have break spaces that are capable of hosting several events at the same time as well as receptions and dining areas. The centre is situated at a convenient location and provides easy access to city centre, metro and bus stations.



Kram Exhibition Center

Located in Le Kram, just 8 minutes away from the capital Tunis, the Kram Exhibition Center and International Trade Center is owned by the recognised event organisers, Society of International Fairs of Tunis. The 3 exhibition halls ranging from 7000 m² to 10,000 m² covers a total area of 25,000 m² and is ideal for hosting events, congresses, conferences, exhibitions and galas. The halls are flexible in nature that can be arranged according to personal requirement and also provide international standard of technical support and security. Meanwhile, the International Trade Center covers an area of 10,000 m² and is suitable for meetings, seminars and conventions. It also consists of a multipurpose room of 5000 m² that can be converted into multiple conference rooms with seating arrangements for 700 to 4000 individuals. In addition, there is a communication centre, 1000 m² of furnished offices and several dining areas. All spaces are equipped with proper sound system and simultaneous translations.

CONVENTION HOTELS



Sheraton Tunis Hotel

Located at the heart of Tunisia's business and diplomatic district, the hotel offers a total of 285 spacious rooms and suites alongside the finest amenities for business and leisure travellers. It is also recognised for its capability of hosting any form of business gatherings. It features a total event space of 16,920 sq. ft. and 11 modern meeting rooms that can hold up to 400 individuals. Each meeting room is equipped with high-end WiFi services and cutting-edge audiovisual facilities ideal for meetings, conferences and seminars as well as events and weddings.



Golden Tulip El Mechtel Tunis

The Golden Tulip El Mechtel Tunis is a 4-star elegant business hotel situated in the Tunis centre. It offers comfortable stays and business spaces and allows one to relax after a long day at work. The hotel features a wide variety of meeting rooms convenient for all business meetings, conventions, seminars and other events. It consists of 8 meeting rooms perfectly suited for small trainings, seminars, workshops, conferences and corporate events. The rooms give out a warm and luxurious vibe and are equipped with necessary contemporary technologies.

THINGS TO DO BEYOND WORK

Besides featuring some great business centres and convention hotels, Tunisia is also home to some of the most magnificent holy cities, historical sites and natural landscape.

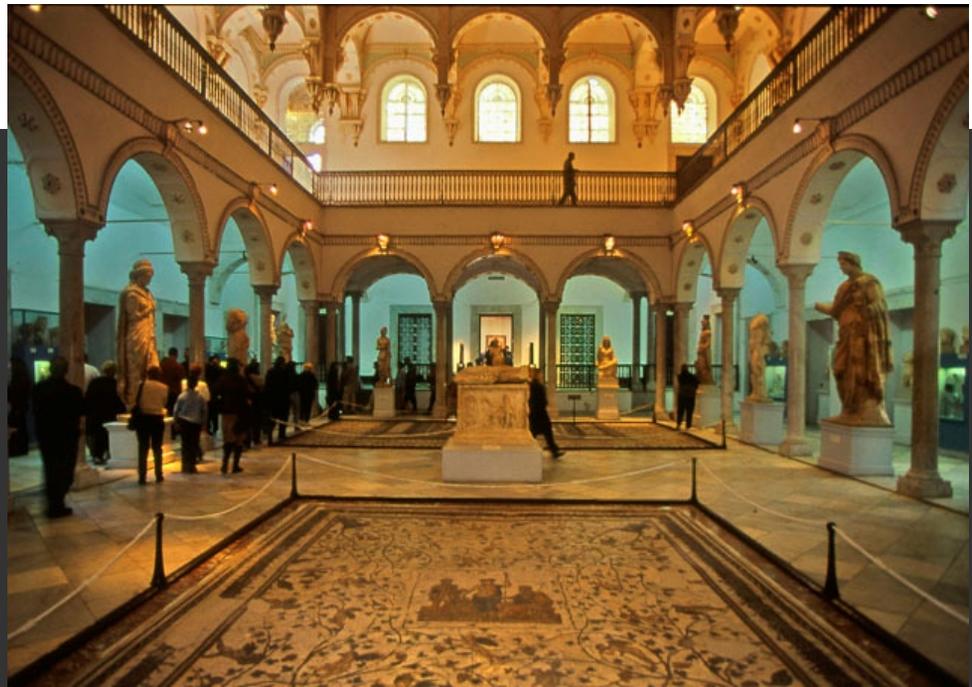


Visit the **Medina of Tunis** and experience one of the finest examples of Arabian architecture. It is an UNESCO World Heritage Site consisting of nearly 700 monuments including some ancient palaces, mosques, madrasas, mausoleums and fountains.

Travel to **Chebika**, an oasis located at the foot of the Djebel el Negueb Mountains and enjoy the beautiful waterfalls, interesting caverns and an array of date palm trees standing amidst the rocky crevices.



Take a look at the **National Bardo Museum**, considered to be one of the best in North Africa. The museum is home to one of the most important mosaic collections in the world and displays intricate artistry of the Roman and Byzantine eras.



Pay a visit to **SidiBou Said**, a picturesque cliff-top village dotted with blue and white buildings placed in a Mediterranean backdrop. The striking colour palette and Tunisian architecture makes the place one of the best tourist venues in the country.

Lastly, embark on a journey to the iconic **Sahara Desert** that covers much of the country's interior as the Eastern Sand Sea of Southern Tunisia. Marvel at the sight of the surreal sand dunes and gorgeous desert landscapes.

KRAKOW

Poland's Emerging MICE City

Krakow is Poland's most popular city. This is a city that deserves to be on every traveller's must-see list. Krakow attracts global tourists with its large market square, colourful streets, historic sites and abundance of amazing, budget friendly restaurants. Noted as Europe's best business destination, this former capital city of Poland offers advanced business services and technology centres.

There are almost 9 million people living in this city and it delivers 40,000 graduates to the job market annually. The business processes delivered from Kraków are rapidly climbing the value chain and centres are also broadening their scope.





A Brief Timeline

The history of Krakow dates back to 7th century. It has always been one of Poland's most important cities and cultural and educational centres. During Nazi's occupation of Poland during World War II, Krakow became one of the most important administrative cities of the Third Reich. As the Nazis turned Krakow into a completely German city, the Jews were confined to overcrowded ghettos and were later deported to Auschwitz-Birkenau and other concentration camps. Krakow and Poland remained under Soviet rule until the fall of communism in 1989. Krakow, now a global UNESCO Heritage Site, gradually emerged as a top MICE destination in the continent.

DoubleTree by Hilton Krakow Hotel & Convention Center

Located in the beautiful city of Krakow, the DoubleTree by Hilton Krakow Hotel & Convention Center is situated next to a park and offers easy access to the heart of the city. We offer spacious and well appointed guest rooms with modern amenities.

Sheraton Grand Krakow

Located near Wawel Castle on the bank of the Wisla River, Sheraton Krakow Hotel is just few steps from Zygmunt Bell, Wawel Cathedral, National Museum, Main Market Square, the shopping district and an avenue of consulates.

Hampton by Hilton Krakow

Ideally located within walking distance to the multipurpose Krakow Arena Hall, the Hampton by Hilton Krakow hotel is also near the Expo Krakow and many corporate offices including Delphi, Cisco, State Street, Google, GE and EDF.



BEST HOTELS & CONVENTION CENTRES



Genji Premium Sushi

Genji Premium Sushi was established in November 2008. Despite its short existence, it has already made an impact on the Cracovian sushi market. Arrangements can be made for any special occasion.

Hotel Leopolis

Leopolis Hotel is surrounded by a modern business centre in Bronowice. There are 30 rooms including 3 family rooms. They organize all kinds of trainings and conferences with catering services.

Expo Krakow

EXPO Krakow is a multi-functional facility, providing for the flexible organization of all kinds of high-class international events. In fact, the International Exhibition and Convention Centre EXPO Krakow has been designed to adjust to a broad range of events, such as exhibitions, congresses, conferences, business meetings, presentations and many others.



Krakow lies in southern Poland, right at the intersection of several major routes. If road or rail travel isn't your thing, there's also a large international airport just 11 km west of the city centre, making it accessible from any part of the world.

BMO CONVENTION CENTRE

Prime Venue of Canadian Trade Shows



BMO Convention Centre is located in Calgary, Canada. This is one of the most important locations in the country to host any international event or trade show. Currently, BMO Convention Centre is undergoing multi-million dollar renovation with a hope of transforming this exhibition venue as a leading global convention venue.

BMO Convention Centre is situated in Stampede Park, south of downtown Calgary in Alberta. You can get ample opportunities to attract more millennials when you host a meeting here.

Opened in 1982, this convention centre has been hosting conventions, trade and consumer shows, special events and meetings successfully. The building is made up of numerous spaces to accommodate a variety of events. With five exhibition halls, a 12,000 sq ft. ballroom and several meetings rooms, the BMO Centre ensures a variety of meeting space to host your event.

As a key component of the Rivers District Master Plan, the expansion of the BMO Convention Centre is a critical step towards establishing the downtown east end as Calgary's Culture & Entertainment District.



Halls

The BMO Convention Centre has five halls which can facilitate versatile setups for trade and consumer shows, galas, meetings, conventions and more. Each of these spacious halls has a dedicated show office, permanent concession kiosks and dedicated drive-through bay doors for easy show movein/out.



Palomino Room

Palomino Room stands as a beautiful 12,000 sq. ft. ballroom in the BMO Centre that offers space to fit the needs of any size event. With endless possibilities, this location is comfortable, functional, has direct access to Halls C and D and can be setup to suit meetings, galas, conventions, weddings, speaker engagements and more.

Arabian Room

The Arabian Room is ideal for meetings, luncheons, speaking engagements and more. The multi-functional space is divisible into Arabian A, Arabian B and Arabian C.

Mustang Room

It is a meeting space with a scenic view of the downtown skyline. The Mustang Room is ideal for meetings, luncheons, speaking engagements, and more. With refreshing floor to ceiling windows and a bonus Atrium space for breakouts or a light reception, the Mustang Room is the ideal space for small- to medium-sized events.





Quarter Horse Room

The Quarter Horse Room is located adjacent to the Palomino Room in the BMO Centre and is a functional space that is divisible into three spaces: A, B, and C. This room is ideal for small meetings or can be added as a volunteer room, staff room, green room or dressing room for events hosted in the Palomino Room.

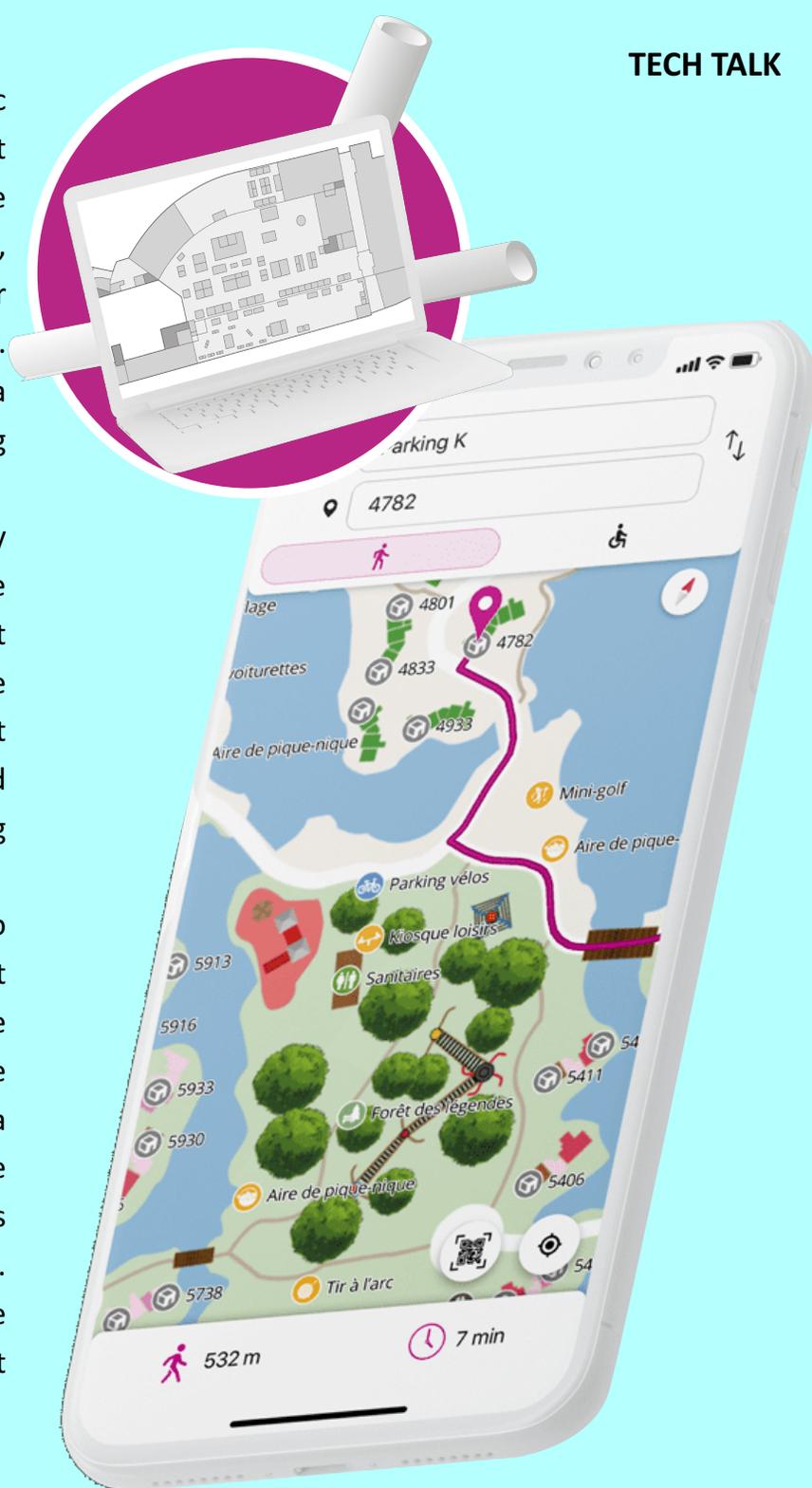
The BMO Convention Centre's current size of 285,000 square feet limits which conventions it can accept. The Calgary Stampede has previously said the venue turns down 11 to 14 large conventions each year owing to the space limitations.



The outbreak of the COVID-19 pandemic has completely changed the face of event industry. Numerous events around the world including conventions, conferences, meetings and exhibitions have been cancelled or postponed as a result of the coronavirus outbreak. However, as the world is slowly inching towards a potential recovery, many countries are reopening MICE tourism sectors and event venues.

In the wake of the pandemic, event industry professionals are undertaking every possible method to promote safe reopening of the event industry. In order to conduct a complete safe event programme it is highly essential for event organisers to adhere to safety rules and regulations as well as maintain physical distancing at events.

Therefore, in order to help event planners to maintain social distancing norms in an event venue, some software companies have introduced Venue Mapping Tools that can provide organisers with a detailed digital visualisation of a particular venue. This helps them to map the event space and its capacity to host attendees while maintaining social distancing regulations. Read on to know about some of the best venue mapping tools that can be availed by event planners to organise events in the post-COVID era.



VENUE MAPPING TOOLS

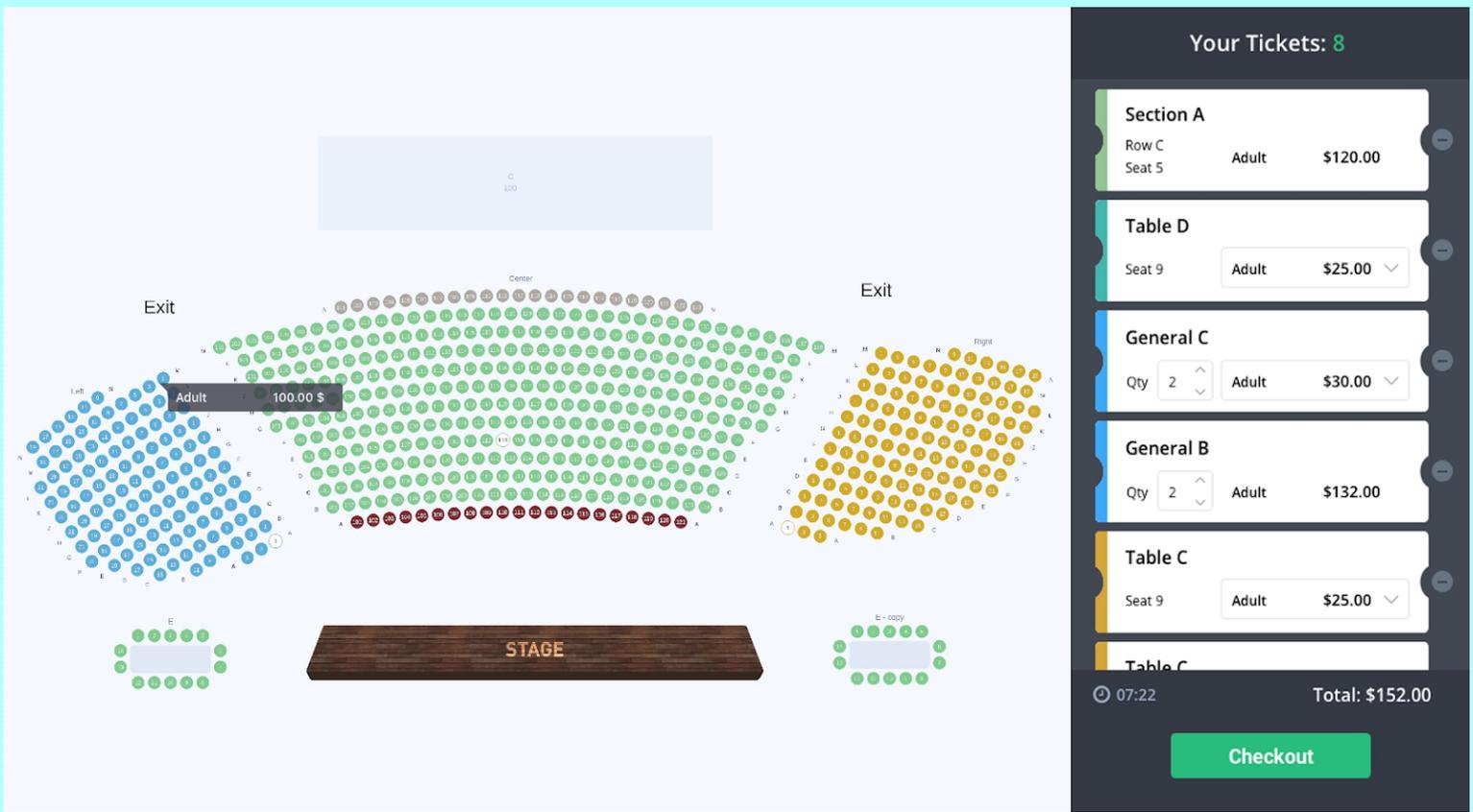


Global technology service provider company, Softjour introduced its own VMT or Venue Mapping Tool keeping in mind the needs of the event industry in the post-pandemic world. Softjour's VMT allows ticketing providers to help event organisers visualise and implement social distancing rules while planning for an event. The company established a checkerboard algorithm system that enables automatic social distancing that can be referred to by ticketing organisations to offer safe seating arrangement.

Event planners can get a clear understanding and visual of the capacity of the event venue to maintain social distancing measures and can plan other event logistics accordingly. The tool can be easily integrated with existing ticketing platforms and the seating algorithm allows isolating seats, rows, aisles either together or in different configurations. The algorithm functions in real time and seats are isolated during the reservation or booking process. After a particular seat is sold, the area around the same becomes unavailable for maintain safe distancing for the event.

The tool also offers variety of shapes, colour and labeling options that can help organisers figure out seating capacity in multiple ways to know how it will impact capacity. It also comes with an intuitive design that can be used to create a floorplan and develop a plan to better manage queues, foot traffic and access control.





CORONA CAPACITY CALCULATOR

More recently, MICECLOUDS Solutions GmbH joined hands with Hamburg Convention Center and launched a free tool titled, Corona Capacity Calculator that can calculate the required room size for events in line with COVID-19 regulations. Event organisers would be able to discover the most suitable event venues that can host a safe business event while complying with COVID-19 regulations with the help of the tool.



Hamburg Convention Center and MICECLOUDS Solutions have added a new coronavirus criterion in their venue search website and the tool has been integrated with the same allowing individuals to apply for corona capacity calculation while searching for an event space. The search would filter the venue options in line with current social distancing regulations and provide event planners with a definitive list of spaces that can host their chosen number of participants with safety and comfort.

The new tool will give planners an idea if their chosen venue is the best fit as well as the safest option for their meeting, conference or event. It will act as an important source of support for the event industry and help planners opt for safe choices. The tool will also give location operators a valuable platform to showcase their venues. Additionally, the tool will be developed and updated as per the latest guidelines so that authorities can provide immediate response to changing social distancing regulations.



MAPWIZE

Established back in 2014, Mapsize functions as an indoor mapping tool for a large variety of buildings. It was launched with the aim of integrating new digital services inside business and event venues in order to help with wayfinding, workspace management as well as maintenance or security applications.

In a time when various corporate venues and events spaces are looking forward to redesign building layouts or floorplans to restrict physical contact in order to reduce the risk of coronavirus spread, Mapwize can serve as an important tool to highlight new layouts and routes modified by the venues to maintain COVID-19 restrictions. Therefore, organisers can have a detailed view of the venue from their point of interests to detailed floor plans before organising an event and arranging their events accordingly.

The mapping platform can also help event organisers and venue owners to implement restrictive strategies and adapt their buildings to suit the new gathering restrictions with its indoor mapping technology and by building temporary floor plans. The tool also allows authorities to spread detailed information to all attendees including hosts, guests and staff about new routes and layouts so they can get a clear overview of the campus, minute details of important areas and get acquainted with the rules and regulations.



ALLSEATED

Another recognised digital platform, Allseated allows event professionals to plan for events virtually and work with clients in a remote business setting. With its seamless collaboration options and virtual reality tools, it can help event planners to visualise an event space and design event floorplan much before organising an event.

Allseated's physical distancing tool allows event planners to create layouts that can adhere to social distancing guidelines to host safe distance events. Organisers can visualise the layout with distancing in place and get an overview of the new form of event space beforehand. They can also get a better understanding of how the physical distancing tool will affect capacity as well as determine entry, exit and food service protocols while giving utmost priority to the safety of guests and staff.

The platform also provides clients with a completely immersive 360 degree photorealistic experience of a venue space where they can view table layouts and furniture arrangements with the ability of making real-time changes. In addition, it allows organisers to host an interactive video conference directly from a floorplan. Venues can also show their event space through a widget with the help of the platform and provide interactive venue tours across the globe.



Messe Berlin (Singapore) announced that this year ITB Asia, MICE Show Asia and Travel Tech Asia will go virtual from 21 – 23 October 2020. Originally scheduled on the same dates, the annual travel trade show will instead be held on a virtual platform, due to the uncertainty over continued global travel restrictions and safe distancing measures.

The virtual event will be hosted on a newly developed platform, also known as the ITB Community. ITB Community is set to launch on 12 August 2020. In addition to hosting this year's edition of ITB Asia, MICE Show Asia and the inaugural Travel Tech Asia, ITB Community will also facilitate a year-long virtual engagement programme for key stakeholders which will allow them to continue forging new partnerships and strengthen existing business relationships with important players in the region. Ms Katrina Leung, Managing Director, Messe Berlin (Singapore) said that they undertake a huge responsibility as Asia's leading travel trade show to adapt and serve the travel trade community in recovery. Taking into consideration the need for businesses to connect, it is imperative for them to unite the community to enable business meetings to take place for a seamless knowledge exchange. ITB Community will be the latest permanent addition to a wide variety of offerings we have for their customers to tap into for their business success. The three-day virtual event for ITB Asia, MICE

Show Asia and Travel Tech Asia will incorporate key features such as business matching between buyers and sellers, top notch conference sessions, virtual exhibition and more, creating a marketplace for the travel industry.

ITB Asia, MICE Show Asia, Travel Tech Asia 2020 – A Virtual Experience The 2020 virtual edition for ITB Asia, MICE Show Asia and Travel Tech Asia will be complimentary and serves as a value-add to all confirmed exhibitors of ITB Asia 2021. With over 5,000 pre-qualified international MICE, corporate and leisure buyers invited with a full-access pass to the exclusive virtual event, the three-day event will be available 24/7 to attendees to access business matching, conference sessions and the exhibitor directory.



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Mr Andrew Phua, Executive Director, Exhibitions and Conferences, Singapore Tourism Board, said that ITB Asia is Asia's leading marketplace of ideas, concepts and products for the international travel industry. We are heartened that it is pivoting to a new event model this year, demonstrating the travel trade's ability to innovate and continue forging important partnerships in this challenging time. Virtual and hybrid event formats are likely to continue to complement future physical events, and they are confident that Singapore will continue to lead the way forward in this area.



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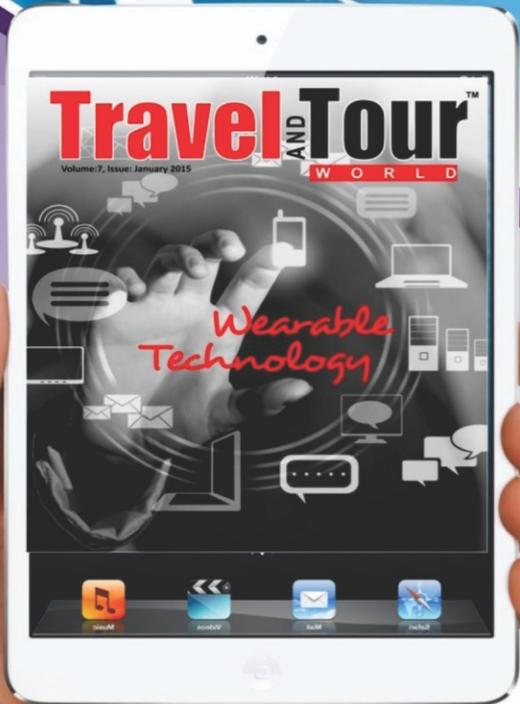
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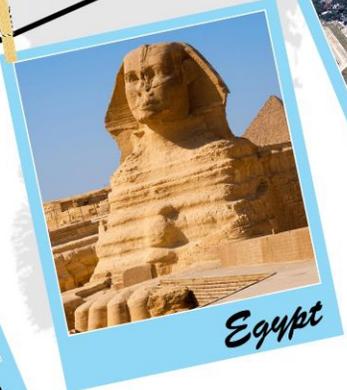
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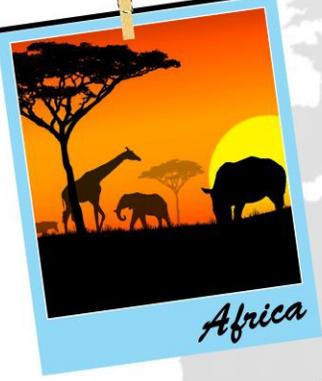
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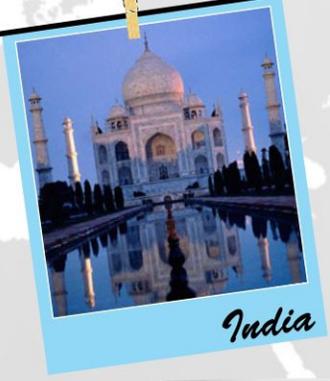
Brazil



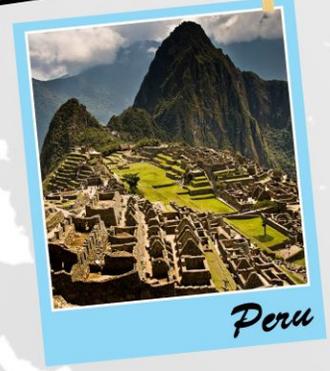
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