

MICE Travel Advisor

Volume:9, Issue: March 2020

Holographic Meeting Rooms



Future of Teleconferencing

04. CENTRE OF ATTRACTION: *Bonn* is an emerging German MICE city with multiple scopes to host business meetings and events. The city has best convention centres, luxurious accommodations and tourist locations offering unique potential to flourish in the tourism sector.

10. SPOTLIGHT ON: *BRIDEX International Conference Centre* is one of the most important convention centres in Brunei offering 10,000 square meters exhibition venue to host any international event. While visiting Brunei, you can see tourist hot-spots after your hectic schedule.

14. TECH TALK: *Holographic meeting room* is the newest way for teleconferencing, which can save money and time from hosting any conferences at any convention centre. The technology here provides accurate scenography that makes a life-like representation for communication.

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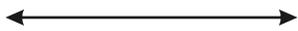
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Dear Readers,

We all know that coronavirus becomes a growing global public threat ruining meetings' and event industry. It has already affected many international events throughout the world. Most of the events in China and other parts of Asia are deeply affected, while many organisers are choosing to cancel or postpone their events on the side of caution in the wake of the outbreak.

In this situation, planning an event in Africa will be easier. Africa has world-class convention centres and hotels which are offering to host events and conferences along with wildlife and adventurous activity. Read our Cover Story to see Africa's immense opportunity in MICE sector.

You can also plan your event in New Zealand, as this country is famous for its food, wines, vineyards and unique cultural experiences. In this issue, we are focusing on Christchurch. This largest city in the South Island is topmost beautiful, safe and exquisite destination in the country.

Germany throughout the year maintains its brilliance as a meeting destination in Europe. As per the International Congress & Convention Association (ICCA), the country ranks first in Europe and second globally. Bonn is a German city attracts global millennials to host international conferences. This city has high rate of infrastructural development in meetings' and hotel industry.

In this edition, we are highlighting BRIDEX International Conference Centre in Brunei. In this article, you can get to know about the event space and technical amenities which are providing by BRIDEX International Conference Centre.

Our Tech-Talk defines the future way of teleconferencing. This is hologram meeting room which enables virtual attendance with a state-of-art room equipped with HD cameras, high configuration desktop and good audio-visual system.

Editor-In-Chief

Mr. Anup Kumar Keshan

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Emerging City in German MICE Market



Bonn is Germany's former capital city. Popularly known as the birthplace of Beethoven and home of the United Nations, Bonn is perfectly located on the banks of the Rhine River with a sufficient scope to emerge as the best MICE destination in the country. Let's have a look at the city's best convention centres, hotels and tourist hotspots.





MICE opportunity in Bonn

Bonn is all set to become a world-class conference city in Germany with enormous potential. After the economic reforms of two decades following Germany's reunification, Bonn is now experiencing a rebirth in business meetings and conventions. The city now hosts numerous international conferences. Bonn is situated in the heart of one of Europe's most densely populated regions. The modern Cologne-Bonn International Airport is just 15 km away and the nearby Frankfurt Airport and Dusseldorf Airport can both be reached in less than an hour by high-speed ICE trains or the efficient motorway network.

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Centre of Attraction

Best Convention Centres

World Conference Center Bonn

One of the larger convention venues in Bonn, the World Conference Center Bonn can accommodate up to 5,000 delegates in a complex of buildings that comprise the historic Bundestag Parliamentary Chamber, the 19th century Waterworks Meeting Hall and a range of interconnected and state-of-the-art conference facilities.

Gasthaus Drachenburg

The centrally located hotel and convention centre, Gasthaus Drachenburg offers nine comfortably furnished rooms and one conference centre. The rooms overlook the eponymous dragon castle in the Seven Mountains.



UN Campus Bonn

Huge UNO Campus (next to the World Conference Center) attracts major international and governmental event organizers to host large meetings. This complex welcomes about 60,000 international visitors each year.



Top-rated accommodations

Kameha Grand Bonn

Kameha Grand Bonn stands for lifestyle at all different levels. It is the right place for people to stay. It has an environmental responsibility which is also part of the company philosophy. Kameha Grand Bonn surprises with its imposing architecture and sheer infinite possibilities for development.

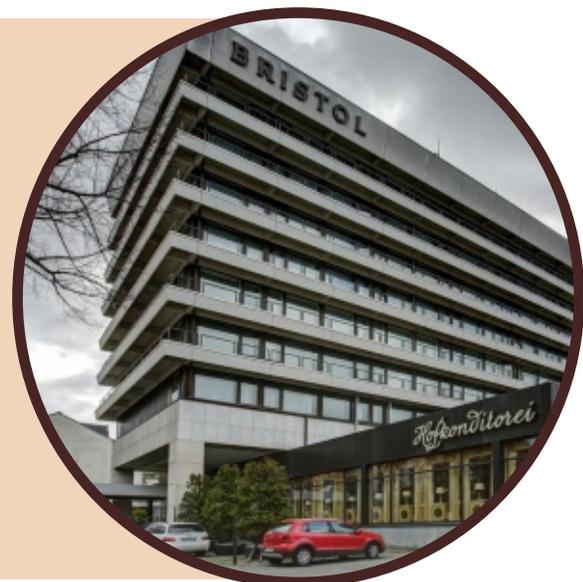


Dorint Hotel Venusberg

It is a four-star superior hotel. This hotel is one of the most attractive hotels in Bonn. The hotel is a stylish address for a city trip.

Centro Hotel Bristol

Centro Hotel Bristol, one of the most popular hotels provides the perfect base for private and business travellers in the former federal capital. The hotel offers extraordinary comfort with its generous single and double rooms and above-average luxury for a 4-star hotel. The Bristol Hotel, which has hosted numerous international guests, offers three restaurants and an elegant lounge for your enjoyment, along with the luxury of a spacious pool and sauna facility with a solarium.



Bonn Minster

Bonn Cathedral, dedicated to Saints Cassius and Florentinus who were thought to have been executed on this site, is one of the finest Romanesque churches on the Rhine. Built between 11th and 13th centuries, it is also one of Germany's oldest cathedrals. Highlights include its 11th century east crypt, its attractive 12th century cloister and the unique crossing tower.



German National Museum of Contemporary History

Four years after the German capital returned to Berlin, the first exhibits in the German National Museum of Contemporary History opened to record the painful years when Germany was a divided nation. The museum covers the years from the end of the World War II to the fall of the Iron Curtain and reunification of Germany. It compares life in the East and West with photos, films and artifacts, showing how the two post-war German states evolved. Exhibits highlight the Berlin Wall, the Berlin airlift, the iron curtain and the final reunification.



Bonn Botanic Gardens and Poppelsdorf Palace

Bonn Botanic Gardens covers some 16 acres and is owned and operated by the University of Bonn. The roots of this palace can be traced back to 1340 when it was constructed as part of a castle garden. They were transformed in their current Baroque style in 1720 and the Rococo Poppelsdorf Palace was added in 1746. Today the garden is home to more than 11,000 species of plants, including many endangered local species.

Tourism Delights in Bonn

Beethoven-Haus

Bonn has done much to nurture its connections with Ludwig van Beethoven, one of Germany's most revered composers. Founded as a museum in 1889, the attraction also has a collection of rare artifacts and documents, a research centre (including rare recordings of Beethoven) and the Chambers Music Hall which runs a programme of Beethoven-themed concerts and events.



Rhineland Museum

Rhineland Museum has a rich collection of antiquities. It has rare Frankish and medieval works of art and paintings. The museum deals primarily with local urban history dating from prehistoric times as well as Roman era settlements that have been discovered in the area. Most of the displays are dioramas of life from those bygone days.



BRIDEX INTERNATIONAL CONFERENCE CENTRE

Brunei is rapidly growing as a top choice for event planners. It is a popular tourism and hospitality destination and will soon eclipse many developed markets.

The Bridex International Conference Centre was built on a 26-acre site in the Royal Brunei Polo and Riding Club in Jerudong in 2009. The facility is just 5 minutes away from the Empire Hotel & Country Club.

There are modern air-conditioned exhibition halls spread across an area of 10,000 sq.m. There is an adjoining apron space of 5,000 sq.m for static displays, a mobility park, a marina for live demonstration of equipment and systems, chalets, restaurants and hospitality facilities.

*An emerging
meetings junctions!*



Timeline of the events held here

On May 31, the first event took place which was organised by the Ministry of Defence in Brunei Darussalam. It saw 108 companies participating from 16 countries. As many as 11,000 people visited the event during the three-day period.

In August 2009, the Royal Brunei Technical Services (RBTS) was appointed which is the only authorised procurement agency of sensitive and strategic goods for the country. It saw an increase in the number of exhibitors showcasing their products with 163 companies participating from 25 countries. In July 2011, the third installment took place.



Best attractions in Brunei

Despite being the smallest country of the region, there are plenty of things to do and see post a hectic business trip. We list some of them below.

Omar Ali Saifuddien Mosque

The mosque is surrounded by an artificial lagoon-cum-reflecting pool. It is the most striking image of Brunei overlooking the Brunei River and the Kampong Ayer.

Kampong Ayer

There are more than 40 small settlements connected with a maze-like network of wooden boardwalks in the historical floating village which is the world's largest stilted village. About 13,000 residents live inside the Kampong Ayer. It has all facilities like schools, mosques and shops. Residents and tourists use speedboats to commute.

Istana Nurul Iman

It is officially the world's largest house with almost 1,800 rooms. Bandar Seri Begawan's city centre is just a short drive from the Sultan's palace. Though tourists are not allowed inside they can still appreciate the vast size and splendour of the place.

Royal Regalia Museum

The free museum provides a glimpse into the luxurious lifestyle of Sultan. There is a giant chariot decorated with jewels and gold which was used during his silver jubilee celebrations.

Gadong Night Market

It opens in the evening at 4pm and one can relish local dishes like grilled fish and chicken. Taste the regional cuisine and try *nasi katok* which is steamed rice and Bruneian-style fried chicken with spicy sauce.



Where to stay?



The Empire Brunei - The five-star resort has stunning private beaches, lagoons, five pools and a golf course. There are six restaurants and a cinema to provide a unique guest experience in the enchanting tropical retreat. Get a proper view of the immaculate South China Sea from here.

Park View Hotel - It has an inspirational surroundings and reflects modern elegance with warm hospitality. It was re-branded in May 2014 and added new facilities and refurbished its rooms. There are several functional rooms for events of different sizes.



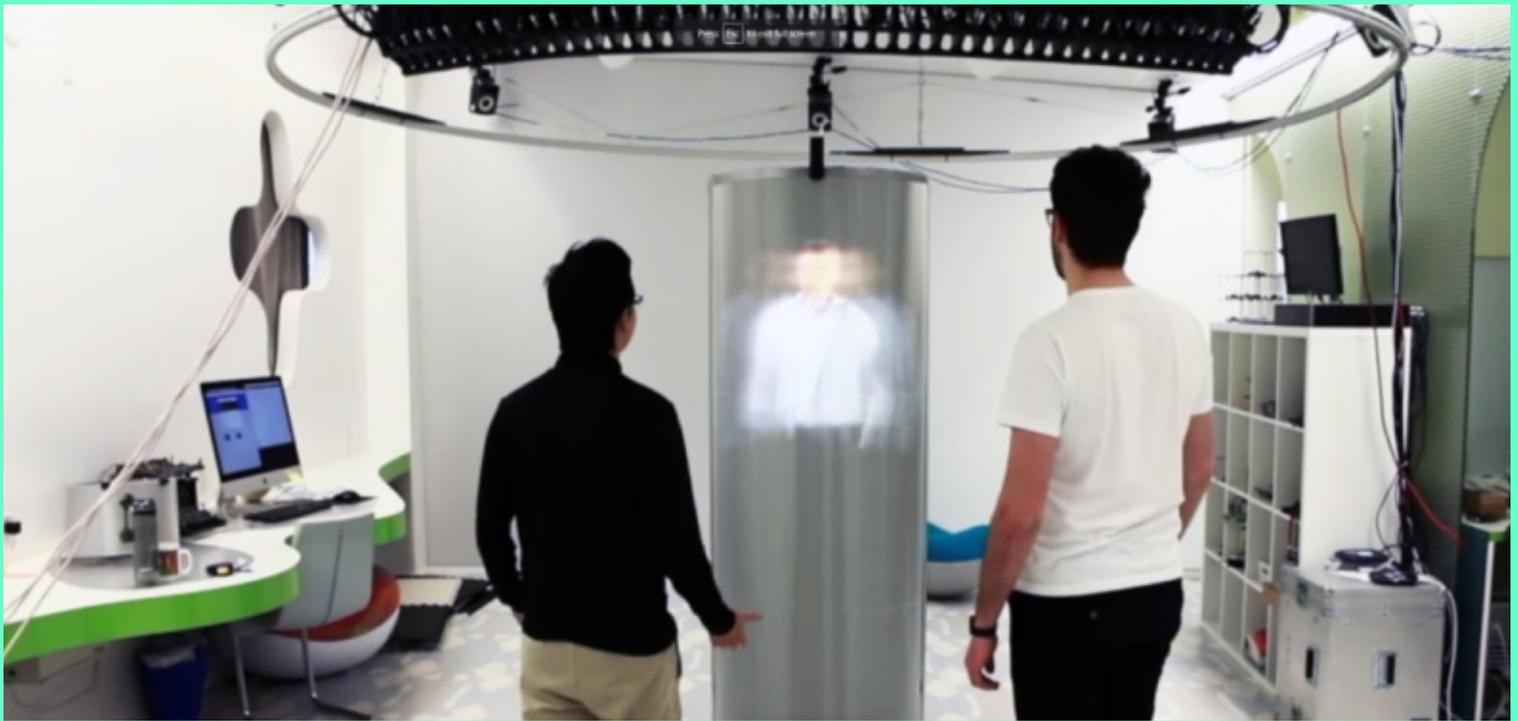
Jeruton Hotel - The cosy boutique hotel is just 6 km from the Jerudong Park and 7 km from Jerudong Beach and is located off Jalan Jerudong Highway. The hotel comes with all modern facilities – convenience store, restaurant and event space.

Holographic Meeting Rooms



Future of Teleconferencing

The newest version of conferencing is holographic tele-presence solution. It is an easy way to host any conference enabling virtual attendance. It will remove the need for luxurious local offices and hours of travelling and create an atmosphere of actual human communication and assistance. It is designed with a state-of-the-art room with advanced optical perception. This room is well equipped with High-Resolution cameras, AV monitors, high end computers and good speakers with a specific scenography to create life like hologram representations of people and space.



New Generation Tele Conference

This is a new generation of real tele-presence that delivers eye contact to conference rooms and desktop systems. It is driven by the desktop clients. This concept erases the need for video conference and tele-presence systems without changing the ongoing network infrastructure.

It is also a tele-presence solution which addresses the eye contact problem that vexes the most players of the industry. Digital Video Effect (DVE) delivers what tele-presence customers have been searching for to make the conference real.

Light Technology

It's completely based on advanced light technology. It captures and projects the intensity of light and the direction that light rays travel through space. A conventional camera only deals with the intensity of light, without the 3D
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element.

As the virtual meeting attendee is captured and displayed by using multiple light field images you don't need any kind of AR or VR headgear. This kind of virtual attendance makes for better interactions than a video call.

Benefits of hologram meetings

Now, with the introduction of hologram meetings, the business meetings will benefit from having more natural interactions and easier eye contacts. Anyone who ever had a teleconference meeting can recall having frequent moments of awkwardness. These moments are no longer to be feared in hologram meetings.

This system could be used to bring 3D representations of music artists among the crowd as well as on the stage, giving gig attendees the chance to see their idols closely, if not exactly in the flesh.



Holographic communication

Holographic communication is complicated and involves integrated technologies. Holo Meeting allows companies to hold meetings in a shared holographic workspace. The participants can share 3D and 2D content. Everything that is shared in the workplace becomes visible to everyone else in the meeting. Here the participants also interact with

each other differently. The Holo meeting team made intentional design choices to mimic the office environment. Everybody joins through a virtual lobby — the place to have the virtual meeting — and people can pop into the virtual 'meeting room' whenever they want to. It also facilitates those serendipitous workplace conversations that only happen when co-workers show up unannounced.

MICE APPOINTMENTS

CWT APPOINTS NEW SENIOR VICE PRESIDENT FOR TALENT & REWARDS



CWT has appointed Laura Watterson as Senior Vice President, Global Talent & Rewards. In this newly created role, Laura and her team will provide enterprise-wide thought leadership and counsel to senior executives on talent acquisition, talent management, learning and development, as well as compensation and benefits.

L+R HOTELS ANNOUNCES TWO NEW APPOINTMENTS



L+R Hotels announced the appointment of Grant Campbell and Matthew Beard in two positions to run the management smooth. Grant Campbell joins Nobu Hotel London Portman Square as General Manager, whilst Matthew Beard – who held the role of pre-opening General Manager – is promoted to Managing Director and will be re-located to Strand Palace.



Opening in summer 2020, the 249-room Nobu Hotel London Portman Square will feature a signature Nobu Restaurant, bar and outdoor terrace, plus a 600-person ballroom, gym, wellness facilities and meeting spaces.

Grant Campbell joins the team at Nobu Hotel London Portman Square from Sanderson London (part of sbe Lifestyle Hospitality), where he led the strategic development of the hotel and the growth of the business, as well as overseeing his team to deliver excellent customer service for over six years.

CASEY CITY COUNCIL APPOINTED ITS NEW INTERIM ADMINISTRATOR



Casey City Council has appointed new Interim Administrator to run the council. The Local Government (Casey City Council) Bill 2020 received Royal Assent from Governor Linda Dessau. The Minister for Local Government Adem Somyurek has announced Noelene Duff as Interim Administrator for the council for the next 90 days. Ms Duff will step in to restore good governance to the City of Casey Council until a panel of three permanent Administrators is appointed who will be the Council until October 2024, when elections will be held. Ms Duff is an experienced

senior leader having spent over 30 years engaged with the governance and management of large and complex organisations. She has recently completed 19 years as a Chief Executive Officer.

MICE BITES

KUALA LUMPUR CONVENTION CENTRE THE FIRST VENUE IN MALAYSIA TO COLLABORATE WITH FOOD AID FOUNDATION!

The Kuala Lumpur Convention Centre (the Centre) recently became the first venue in Malaysia to partner with Food Aid Foundation to connect surplus

with the world of needs. The foundation is a non-governmental organisation (NGO) that rescues surplus food and groceries and distributes it to people in need. Under the partnership, the Centre will be providing its surplus food and raising awareness surrounding the importance of limiting food waste amongst its team members and the general public.



COVID-19 OUTBREAK FORCES EVENT ORGANIZERS TO CANCEL MAJOR EVENTS

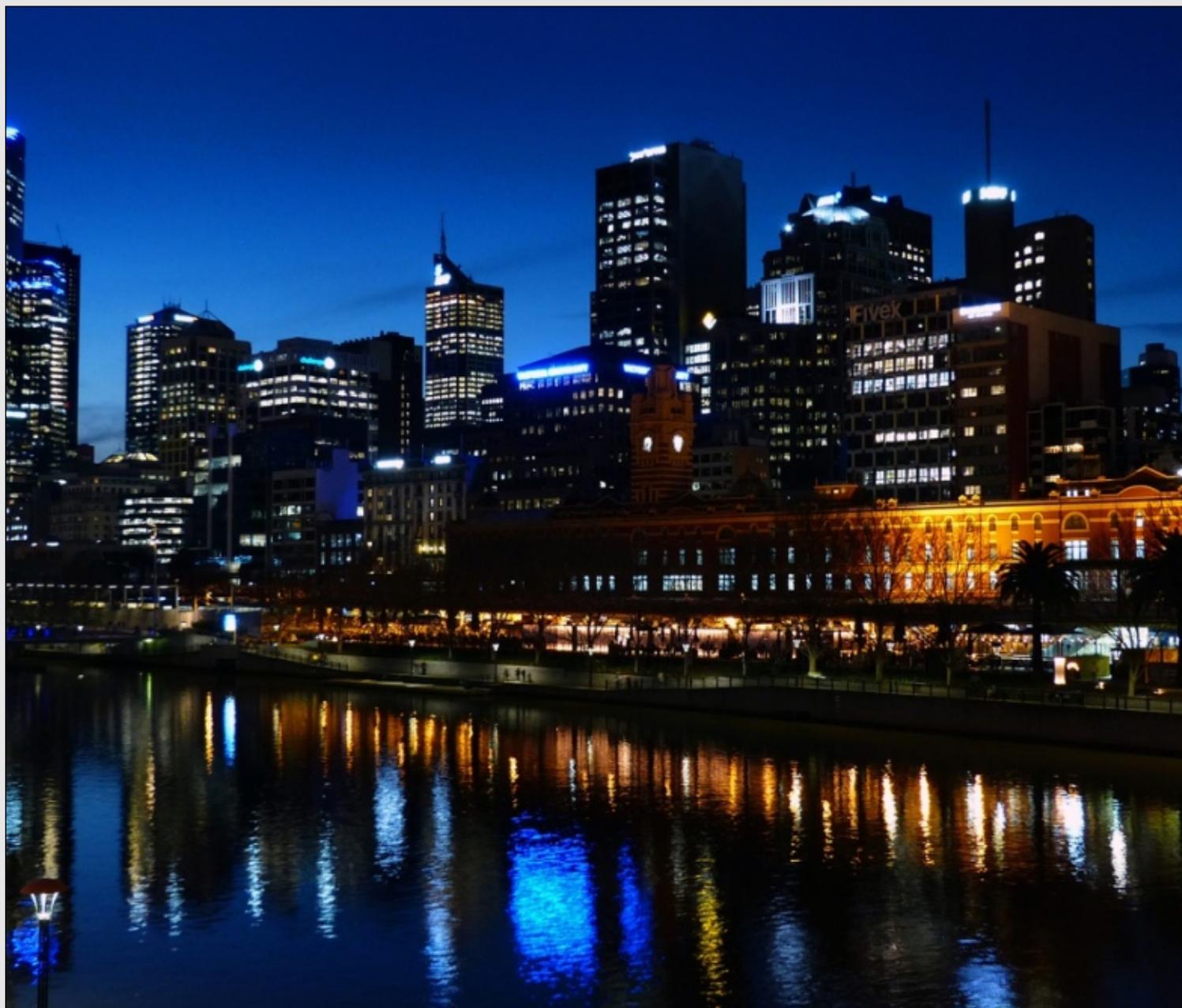
With the COVID-19 outbreak and heightened risk alert level forcing organisers to cancel or postpone major meetings, incentives, conferences and

exhibitions (MICE) events, the business and meetings' industry is facing a looming shortage of venues and dates in the second half of the year. The revenues for the first half of the year will take a hit too, although it is still too early to determine the extent, organisers told.

NEW INTERNATIONAL EVENTS IN VICTORIA WILL BRING \$23 MILLION ECONOMIC IMPACT

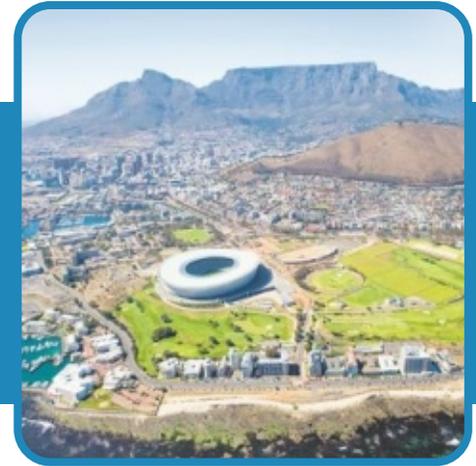
The Andrews Labor Government in Victoria has successfully secured three international business events that will bring 4,000 delegates to Melbourne, filling 10,000 hotel room nights and delivering more

than \$23 million in economic impact. These new international events will boost the event industry in Australia. The 2022 annual meeting of the Asia Oceania Geosciences Society will provide an opportunity for Australia's diverse geo-science community to interact with fellow experts in the field.



AFRICA

A Booming Destination for Global MICE market



Showcasing Africa's potential in organising events

In recent years, the meeting and event industry has changed the scenario of Africa's economy. The tourism industry in Africa enjoys a robust growth with the infrastructural development in hotel, aviation and other sectors. There are more than 8,00, 000 MICE travellers globally who travel to South Africa annually and the number seems to be growing day by day.

Event industry and Africa's economy

Africa experienced a substantial economic growth in 20th century and this provided many benefits in developing social and economic structure. In 21st century, Africa saw a rapid development in building hotels and convention centres which play a pivotal role in attracting global tourists.

The economic growth in Africa has stabilized at 3.4% in 2019. It is expected to pick up to 3.9% in 2020 and 4.1% in 2021. The economical fundamentals are improving, with a gradual shift from private consumption towards investment and exports. The investment in African secondary and tertiary sector has accounted



for more than half the continent's growth, with private consumption accounting for less than one third. The strong demand for meetings and events is expected to rise between 5% and 10% in 2019. As the average size of meetings is also expected to rise, Africa is gearing up to capitalise.



Prospering African MICE market

The flight services especially from U.S., U.K. and mainland China make a global connectivity to African nations. While on the contrary, domestic access has improved drastically last year. Ethiopia Airways added new services to Chicago and Los Angeles, while Kenya Airways launched a direct flight to New York. These new flight communications have opened up new destination choices for MICE organisers. Some of the destinations like Victoria Falls and Masai Mara have all become more accessible to international MICE travellers as a result of improved flight. Intra-African airline connectivity has also increased with the establishment of 70 new routes.

Opening of new destinations

Africa is noted for wildlife and rich tribal culture. Through wildlife tourism, most of the destinations are opening as an incentive travel option while the cities are developing with new convention centres and hotels. Rwanda positions itself as a MICE destination of choice. From 2018, Rwanda has prioritised MICE as one of the major drivers of economic growth and here the government has invested in infrastructural development of Kigali Convention Centre and Rwanda's national airlines to increase global connectivity. Another most important city, Uganda has also indicated that it is keen to explore the MICE market further.

Rwanda and Uganda offer sole MICE products and services for business travellers and buyers, with the option to experience a trip to the most inaccessible destinations in Africa.

Uganda has gorilla permits that are much affordable to travellers. It also provides a more extensive range of accommodation, ranging from mid-budget hotels to luxury accommodations. The country also has a chimpanzee trekking programme in Kibale as well.



Unusual Venues in Africa

There has been an increasing trend for hyper-personalisation, with MICE organisers looking to tailor and adapt any event, conference or meeting to the client needs and company values. Africa offers a vast array of exceptional locations, from a meeting on the Blue Train to a convention at the new Zeitz Museum in Cape Town. South West Africa has previously hosted meetings out in the middle of the wilderness, as part of a mobile safari camp.

South Africa's MICE Market

South Africa has been rated the number one meetings destination in Africa by the International Congress and Convention Association (ICCA). South Africa has highlighted for its favourable exchange rate as a major incentive, and organisers with larger budgets can add a lot more bells and whistles to their events in South Africa.



Corporate Social Responsibility

The sustainability and corporate social responsibility in Africa will continue to be another primary focus this year also. The war on single-use plastic items has been a hot topic this year and is set to remain a significant trend. Africa offers a host of opportunities for delegates who want to give back. In a private allowance in the Kruger National Park, for example, the delegates can go on board upon a conservation safari with the Elephant Collaring Project. They can lend a hand by fitting specific elephants with GPS-enabled satellite collars that help identify habitual crop raiders and assist in combating human-wildlife conflicts. The MICE delegates will love to enjoy the value add-ons while staying there: like sleeping under the starry sky, surprising morning breakfasts with chimpanzees , urban-type safari dining and tailor-made menus with best catering services serving typical African foods and continental and Asian dishes.





CHRISTCHURCH, NEW ZEALAND

Rising from the ashes as a

premium MICE destination



The 'Garden City' of Australia, Christchurch is also the largest city in the South Island of New Zealand. Archaeological excavations and cave findings show that the area was first discovered by the moa-tribe as early as 1250 CE. Years later, immigrants Dean Brothers established a farm in Riccarton. This farm is considered to be the first instance of European Settlement in the area. In July 1856, Christchurch became a city by royal charter making it the oldest city in New Zealand.



Natural calamities like earthquakes and disasters have always been a part of Christchurch. As a result, the MICE industry of Christchurch has suffered drastic losses over the years. But Christchurch has always focused on fighting against the odds and has constantly rebuilt itself.

Ta Pae Convention Centre is set to open this year. Reopening of institutions like the Town Hall and Arts Centre will regain the city's lost momentum. It has already begun to attract national and international business organisations and visitors from across the globe. With so many convention centres and meeting points alongside amazing local attractions, Christchurch is set to be back as one of New Zealand's premium MICE destinations.

Christchurch Town Hall

It is one of Christchurch's "Most recognisable pieces of architecture," set against a beautiful riverside backdrop. It is open for conferences, meetings, exhibitions as well as dinner parties, cocktail functions and special private occasions. The venue stands as one of the largest conference spaces in the city and can accommodate up to 2250 guests. The town hall offers six spaces to select from which includes Douglas Lilburn Auditorium, James Hay Theatre, Limes Room, Victoria Room, Avon Room and Boardroom. The venue has been reconstructed over the years to embrace advanced facilities like soundproof systems, integrated technologies and projector screens.

Novotel Christchurch Cathedral Square

It is an ideal location for a comfortable stay in Christchurch for those visiting the city either to work or relax. Situated centrally in a location adjacent to the iconic Cathedral Square, the property is only 20 minutes away from the airport. The city's local attractions like the Botanic Gardens, Christchurch Casino and Re:START Mall are in close proximity. Additionally, there are five meeting rooms which can accommodate 130 heads.



Pavilions Hotel Christchurch

Located on the main northern access route in Christchurch, it is the perfect spot to blend work and leisure. The venue is only 1.7 km away from the city and is only 30 minutes drive from the airport. The hotel comes with few conference rooms ideal to host meetings, seminars, interviews, training sessions, business events or private parties. It also offers a full catering service during the events and boutique-style hospitality for the guests.



Tait Technology Centre

Situated just stone's throw away from the Christchurch Airport, it is an ideal venue for hosting conferences. With an award-winning architecture, the centre is known for its flexibility and versatility. The Level 1 Conference rooms are interconnected and come with a makeshift facility. These rooms can be separated and combined as per requirement. The spacious Atrium on the ground floor can accommodate up to 250 guests. The rooms have natural lighting and remarkable architecture. In addition, the large outdoor courtyard provides the facility of organising recreational activities.

THINGS DO TO BEYOND WORK

Get on the Gondola ride

Drift atop Mount Cavendish about 500 m above the sea level on a cable car or Gondola and have a wonderful city-viewing experience. Relish the stunning 360-degree view of the cityscape alongside the mighty Southern Alps, Canterbury Plains and Lyttelton Harbour. You can also relive the history of the region on the Time Tunnel ride or enjoy a snack at the Red Rock Café.



Enjoy a stroll in the Botanic Gardens

The Christchurch Botanic Gardens is considered to be one of the most historic botanic gardens in the world. With a magnificent collection of exotic and native flora, the venue is a delight for the nature lovers. The garden offers a wide range of seasonal blooms that comes with a seasonal highlight map. Different types of conservatories feature an extravagant collection of plants and flowers. The New Zealand World Peace Bell is also placed inside the garden. You can also visit various artworks displayed around the garden.





Watch a show at the Isaac Theatre Royal

Hosting impressive shows for nearly a century, this iconic theatre provides audiences with unforgettable show experience. Available for almost all performing arts events as well as weddings, conferences, meetings and functions, the theatre can accommodate nearly 1292 people. Book your tickets to watch a show in the Isaac Theatre Royal and feel the theatre culture and heritage of the classic Edwardian era.



Visit the International Antarctic Centre

Located right next to the Christchurch Airport, this spot can give you the ideal icy cool Antarctic experience. Feel the chill in the Antarctic Storm Dome, have an immersive movie viewing episode in the 4D Theatre, learn in detail about the coldest place on the Earth in the Antarctic Gallery, take the adventurous all-terrain Hägglund ride and befriend penguins and huskies along the way.

Show Highlight

AVIATION FESTIVAL AMERICAS

The Aviation Festival Americas has grown into an unmissable annual gathering for airlines, airports and their partners, with over 1,000 attendees on board in 2019.

2020 continues to bring together leaders from the legacy airlines – United, American, Delta, Air Canada – and low cost/hybrid carriers like JetBlue, WestJet, Frontier, Spirit, and Southwest; as well as major Latin American carriers such as LATAM, Avianca, Azul and Aeroméxico.

It's also a critical meeting place for COOs, CTOs, CFOs and CIOs at major airports like Atlanta, Denver, Miami, São Paulo, Toronto, Chicago and more. 2020's aviation festival will feature 8 packed content streams alongside keynote plenary sessions featuring Barry Biffle, CEO of Frontier Airlines, Elise Eberwein, EVP of People of American Airlines' and Lori Bradley, SVP of Global Talent Management at United.

This 2020 event will welcome 1,200+ attendees, 400+ speakers, 150+ exhibitors and partners from top leaders in the aviation industry.

The topic areas include:

Aviation IT Tackling the latest challenges in cybersecurity, digital transformation and data ownership

Aviation Strategy:

New routes, new revenues and new customers – for low cost, ultra-low cost, hybrid and legacy carriers

Airline Revenue & Distribution: Maximising ancillary revenues, dynamic pricing and the distribution of personalized fares

AirRetail & Payments NEW FOR 2020 – From advanced fraud protection to revolutions in digital merchandizing

AirXperience: Improving the passenger experience at every touchpoint – from airport accessibility to post-booking engagement

Airport T.Ex: The future of pre-travel, check-in, baggage, security, wayfinding and gate technology

Aviation Marketing: Delivering the right message, to the right audience, through the right channels

IFEC: Exploring the next generation of in-flight entertainment and connectivity technologies

AI-aviation Americas: Where the future is made: from in flight data to machine-learning models for airport operations

Join leading executives in the aviation industry as we gather this **May 12-13th** for two days of networking and education.



When: May 12-13, 2020
Where: Miami, Florida



IMEX in Frankfurt, taking place 12 – 14 May has a truly global feel offering suppliers, learning opportunities, networking and business opportunities from around the world. Veronique Tarasovia, a buyer from Brussel-based PATH/Reproductive Health Supplies Coalition agrees that he is the only event planner in his association, so it's incredibly valuable to meet other planners, swap stories and brainstorm.

With 3,500 exhibitors from over 150 countries, IMEX in Frankfurt brings together all the elements that planners need to drive their business success. Business Events Sarawak, Tunisia, Hosts Global and technology providers such as Brella and Klik are just some of the exciting new exhibitors that planners can meet in 2020. Ethiopia, Kyiv, Hyatt International, Seoul, Luxemburg and Rocco Forte, Preferred Hotels & Resorts and Ras Al Khaimah are among many exhibitors who have taken more exhibition space than in previous years.

These organisations are set for three busy days of business with several thousand hosted buyers arriving from all over the world– USA, Latin America, Middle East, South Africa, Australia and India.

Hosted buyer Augusto Labat, Global Travel Director

When: 12-14 May, 2020
Where: Frankfurt, Germany

IMEX Frankfurt

at US-based Eisai Inc said of last year's show: "I've been able to meet suppliers that fit my exact requirements and have progressed some really useful business conversations. I've also made the most of the learning opportunities here. For me, it's not just about education, it's also about connecting with other planners and sharing challenges."

Top name speakers deliver tailor-made learning

The many learning opportunities at the show are delivered in a variety of innovative formats, in both English and German, all designed to promote collaboration. The programme of 250-plus educational and networking events evolves each year to meet the changing needs of event professionals and to address current business issues, challenges and trends. Attendees can expect expert speakers, brand-new ideas and plentiful inspiration, all supported by IMEX's partners, from industry leading associations to event tech experts.

The learning launches with EduMonday - a programme of general education open to all, along with specialist education such as the AssociationFocus and Exclusively Corporate. EduMonday starts with the same keynote as She Means Business, a conference created in partnership with twtagungswirtschaft and supported by MPI, packed full of inspiring speakers on crucial issues facing women in business today.



FIFA's Senior Sustainability Advocacy Manager and the Executive Director of the Interaction Design Association are among the top name speakers confirmed for Association Focus, which explores diversity, global growth, sustainability and rebranding among other topics.

Speakers from IBM, Bayer, Barclays and PwC will address current challenges including reducing the environmental impact of an event and how to harness experiential marketing at Exclusively Corporate, the IMEX event dedicated to in-house event planners and directors.

What can we do for Nature?

Nature is IMEX's Talking Point for the next two years informing much of the content, education and activity across the show. Sustainability has long been a core value of the IMEX Group— since the launch of the first IMEX in Frankfurt in 2003 – and through the theme of Nature planners and suppliers will be able to discuss what we can do for nature and what nature can do for us exploring how to apply the principles of nature to the business events community. Dedicated learning

opportunities and expert guidance at the show is designed to help event professionals to produce 'circular events' that celebrate the natural world. There's a particular focus on the principles of the circular economy with the launch of the first research report from IMEX's Nature research, supported by Marriott International.

Celebrating the power of the industry

The events industry is powered by people and their meaningful connections, and there are numerous networking and social events throughout the show to help attendees catch up with colleagues and make new contacts. These include SITE Nite Europe, cim-clubbing @IMEX, the early-morning #IMEX run along Frankfurt's riverside as well as the glamorous Gala Dinner celebrating outstanding achievements in the meetings industry.

Carina Bauer, CEO of the IMEX Group, explains: “Helping the global meetings industry to make connections that matter is the ethos that underpins our shows. These connections are made through business meetings, learning opportunities and networking opportunities across the show floor and beyond. We strive to go beyond a trade show to deliver a compelling and unforgettable experience for all our audiences.”

IMEX in Frankfurt 2020 will take place at Messe Frankfurt from 12 – 14 May 2020, with EduMonday, its pre-show day of learning and insights on Monday 11 May.

ITE Hong Kong

International Travel Expo



香港國際旅遊展

ITE, organised by TKS Exhibition Services Ltd, covers regional travel trade, MICE and quality FIT. Of the 11613 buyers and visitors in two trade days of ITE2019, which require registration for admission, 11% from

overseas and 26% from mainland China mainly Guangdong, while some 85% of its 73665 public visitors were quality FIT! ITE's B2B and B2MICE programs include seller-buyer quick-dating; promote audiences for exhibitor's trade seminar / workshop etc. Hong Kong outbound kept growing, with residents made 23 million departures, up 1.7%, from July to September; and up 5% to 318,000 on first day of "extended" Christmas holiday! The city's air ticket sale grew 9% in July, 8.5% in September and 11.7% in November; dropped 8.6% in August and 7.3% in October; and revenue from January to November grew 3.8% to HK\$27.5 billion!

Nearly all international exhibitions from July to December held as planned! Significantly, a large outdoor consumer fair held from December 10 to 31



in the city center went smoothly and reportedly with good visitor flow.

Hong Kong with 7.4 million people but spending US\$26.5 billion on outbound, rank World's 11th and Asia's 3rd largest source market in 2018 after mainland China and South Korea (population around 50 million). Its per capita outbound spending averaged US\$3580, higher than Australia at around US\$1500 and U.K. at US\$1150, which respectively visited by some 309,000 and 243,000 Hong Kong citizens in 2018. In first 9 months of 2019, Hong Kong arrivals to Australia grew 2.7% to 232,300, to Japan from July to September totaled 562970, up 2.2%!

When: 11-14 June, 2020

Where: Hong Kong Convention and Exhibition Centre, Hong Kong

ITE combines the 34th ITE (LEISURE) & 15th ITE MICE, will be held from June 11 to 14, 2020 at Halls 1 of Hong Kong Convention & Exhibition Centre. It is supported by China's Ministry of Culture & Tourism and Hong Kong Tourism Board etc. At ITE 2019 over 87% of 675 exhibitors were from overseas, and over half of the 56 exhibiting countries and regions

were from outside Asia. Specifically from Europe were Armenia, Croatia, Zagreb, Cyprus, Czech, Finland, France, Georgia, Iceland, Russia, St. Petersburg, Moscow, Spain, Catalonia, Switzerland and UK. The exhibitors highlights THEME travels; while on MICE some 140 exhibitors and 18% trade visitors from MICE and corporations.



Show Review

BLTM (Business + Leisure Travel & MICE)

When: 31 Jan-1 Feb, 2020

Where: Leela Ambience Convention Hotel, Delhi



Interestingly, BLTM (Business + Leisure Travel & MICE) held on

January 31 and February 1 at the Leela Ambience Convention Hotel is the only full-format trade show in India exclusively focused on Business, BLeisure, BLuxury and MICE travel. Positioned as a satellite event just before the big and mighty OTM Mumbai, BLTM provides an additional chance to its international participants, to interact exclusively with Business, Luxury/Leisure and MICE segments. The event has grown from strength to strength since its launch in 2016, with over 50% growth in revenue in 2020 compared to 2019.

First-time participant Maldives had great things to share about the show. Haleela Naseer, Senior Marketing Coordinator, Maldives Marketing & PR Corporation said that this is the first time Maldives is participating in BLTM and so far, they have met really good buyers. They had good meetings, especially dealing with MICE. The show looks promising. So far it has all been great!

BLTM and OTM have both grown immensely, as evident from the quality of buyers and visitors at these

shows. In a special panel discussion on “How to effectively engage buyers with your destination” esteemed panellists from Taiwan Tourism Bureau, Singapore Tourism Board, Tourism Malaysia, One Above and Veena World concurred on the importance of quality over quantity. The session was a part of the OTM Forum, India's premium travel conference with speakers including the Chief Business Officer of MakeMyTrip, Managing Director of BCD Travel, CEO of Thrillophilia and many others.

OTM came to a grand conclusion with the Valedictory and Awards function, another star-studded affair graced by Shri Yogendra Tripathi, IAS, Secretary, Ministry of Tourism.

Several other interesting segments at the show included Cine Locales, WeddingSutra Engage and Swipe Right at OTM. To sum it up, Abraham Alapatt, President and Group Head - Marketing, Thomas Cook rightly said that he can definitely say that OTM had grown in scale. He can feel the buzz. It's a lot more crowded. It's a sign of a lot of enthusiasm, excitement and participation. BLTM received a lot more exhibitors this time. Overall, these two events had great vibe and energy.

OTM Mumbai

When: 4-6 February, 2020

Where: Bombay Exhibition Centre, Mumbai, India



The Bombay Exhibition Centre witnessed the grandest ever edition of OTM in the show's history. Known for its focus on Indian outbound travel market, the show registered nearly 50% growth in its international segment further establishing its lead in the India and APAC travel tradeshow landscape.

Azerbaijan was the latest addition to OTM's diverse portfolio of exhibitors alongside returning favourites Turkey and Greece. In fact, the show was inaugurated in the august presence of H.E. Harris Theocharis, Minister of Tourism, Greece who commented that OTM is very vibrant. It has a lot of pavilions, tourism boards, countries as well as private enterprises. This is indeed the place to be. He was joined by Shri Satpal Maharaj, Minister of Tourism, Uttarakhand and Dr Trust Lin, Director, Taiwan Tourism Promotion Bureau.

Southeast and East Asia had a large presence, with gorgeous pavilions from Taiwan, Thailand, Fiji, Korea and Japan. Commenting on the show, Yusuke Yamamoto, Executive Director of Tourism, Japan National Tourism Organization (JNTO) also remarked that OTM is a very good show. Being a B2B only event, the show is a very good platform for them to interact with the Indian travel market which is of critical importance to Japan.

Indonesia was again OTM's premium partner with the biggest pavilion, with massive multimedia screens, live angklung concerts and Balinese dancers. Malaysia's pavilion was a treat to the eyes with a beautiful eco-themed decoration. Zulkifly Bin Md Said, Deputy Director-General, Tourism Malaysia said that he had been here for 35 MICE Travel Advisor

two days and the feedback has got that the response has been very positive. He myself had met with local players here and he is confident that India will continue to perform well for Malaysia.

Africa's presence was also noteworthy - from Egypt to Rwanda, Kenya and Tanzania. Neighbouring countries of Sri Lanka and Nepal both had elaborate displays on the show floor. Sri Lanka made a come back with the second biggest pavilion while Nepal is a favourite of OTM, participating year after year.

A range of hand-selected travel trade and corporate travel buyers from within India were hosted as VIP guests in OTM's Hosted Buyer Program. 500+ top travel trade buyers comprising India's biggest travel agents and tour operators alongside 50+ corporate decision-makers from ICICI, Ericsson, Reliance, Adani, Sharekhan, Mahindra, Raymond, Network 18 and others interacted with 1,100+ exhibitors on the very busy show floor.

200+ travel trade buyers and 100+ corporate buyers who are based in Mumbai attended OTM as pre-registered partially hosted buyers. 50+ MICE Planners and Wedding Planners from Cineyug, ANR Weddings, Bariza Events, Tamarind Global attended OTM while 50+ top Wedding Planners based in Mumbai were also a part of WeddingSutra Engage, a special segment dedicated to the booming destination weddings market in India.

Breaking all previous records, 30,000+ travel trade visitors also interacted with the exhibitors at the show.

FITUR 2020

When: 22-26 January, 2020

Where: Feria de Madrid, Spain

2020



The International Tourism Trade Fair FITUR 2020 celebrated its 40th anniversary, closed its doors with an excellent set of results. This special event exceeded all its expectations with respect to participation by companies, countries and regions, as well as tourism industry professionals from all over the world.

PARTICIPATION IN FITUR

The trade participation saw growth of 5.16%, reaching a figure of 150,011 participants. In the international arena, there was a significant increase of 6.4% in international visitors, who came from 140 countries. And within just a few hours of the trade fair's closure, visits from the public over the weekend are expected to exceed 100,000 people, putting this year's attendance figures at over 255,000 participants. The flow of this number of people through FITUR is estimated to have generated an economic impact of approximately 333 million euros for the city.

BOOSTING SPANISH TOURISM

The healthy health of the tourism sector both in Spain and abroad - as shown by the record-breaking performance indicators for 2019 - has contributed to the strength of FITUR 2020, again positioning Madrid firmly within the sightlines of the international

tourism community and offering one of the most comprehensive showcases for the industry. The proof of this was evident in the opportunities on show during the event, which recorded its best ever figures: 255,000 visitors, 918 main exhibitors, 11,040 companies, 165 countries and regions, and international attendance of 56%. All of this took place within a 69,697.5 m² net exhibition space - a 3.3% increase in exhibition area - filling 10 halls at Feria de Madrid.

ATTENDANCE RECORD IN FITUR

Overall, national participants accounted for 44% of FITUR's attendance figures, while international visitors accounted for 56%. This last figure represents a significant boost to the trade fair's internationalization, driven mainly by increased participation from the Asia-Pacific region (up 21.5%) and Africa (up 19.5%), both of which had their own dedicated halls this year. The halls for Europe and North America also showed growth (up 5.3% and 3.3% respectively).

FITUR brings together hundreds of exhibitors every year, but this year was marked out by the loyalty of Adif, Hotusa Hotels, Melia Hotels, Paradores, Renfe, Turespaña and the magazine Viajar, who also celebrated 40 years of uninterrupted involvement in the trade fair.

SUPPORT OF SPANISH ROYAL FAMILY

The royal family's continued support of FITUR over the course of the event's history was also very much in evidence this year, with a 40th Anniversary celebration dinner at the Cibeles Palace, presided over by the King of Spain. The dinner was also attended by tourism ministers from all over the world, as well as leading figures from the regional government of Madrid and the rest of the country. The Queen's participation in the opening of FITUR added the finishing touches to the event during this special year.

FITUR also welcomed two visits from Pedro Sanchez, the President of the Spanish Government, as well as more than 700 authorities, including ministers, governors and ambassadors from all across the world, presidents and regional ministers of tourism from all of Spain's regions, and mayors of various towns and cities.

NEW AT FITUR 2020

Among the new features this year, South Korea made a notable impression as a Fitur Partner Country, under the banner 'Imagine your Korea', coinciding with the 70th anniversary of diplomatic relations between Korea and Spain. Some 25 organisations, including the Korean government, the principal local governments and the main travel agencies and airlines, were involved at the Korean stand, boosting the promotion of Korean tourism under the motto 'The meeting point of tradition and modernity'.

FITUR TALENT AND MEET AFRICA

FITUR 2020 unveiled its FITUR TALENT section, as well as the business meeting platform MEET AFRICA, geared toward fostering awareness of the continent's opportunities for tourism and trade alliances. The African continent has great potential for implementing projects with the involvement of Spanish companies, which are increasingly active in this market. It also played a leading role in the 11th INVESTOUR forum, held as part of FITUR, which was again jointly organised by the World Tourism Organization (UNWTO), Casa Africa and FITUR.

awarded the first Award for a 'SUSTAINABLE STAND'.



FITUR FOR MEETINGS' INDUSTRY

Another important aspect at FITUR 2020 was its marked orientation toward business, enhancing content and B2B meeting spaces, such as the FITUR B2B Match and FITUR MICE platforms, offering specialised content, forums on trends and know-how and its emphasis on innovation and digital transformation as levers for competitiveness in the sector, in its various specialist sections: FITURTECHY, FITUR KNOW HOW & EXPORT, FITUR SCREEN, FITUR FESTIVALS, FITUR GAY (LGBT+) and FITUR HEALTH.

FITURNEXT OBSERVATORY

The FITURNEXT Observatory, sponsored by Bankia, also offered an interesting schedule, giving voice to the winning initiatives of its 2020 challenge, focused on how tourism can contribute to local economic development. It also presented the 2020 FITURNEXT

Report, analysing more than 250 initiatives with positive social and environmental impacts, based on the idea of sustainability and with high potential for reliability. As part of this commitment, FITUR, in partnership with the Responsible Tourism Institute (RTI), also awarded the first Award for a 'SUSTAINABLE STAND'.



CALENDAR OF EVENTS

STAY BOUTIQUE BLLA
8- 9 March



Los Angeles, CA
stay-boutique.com/2020-female-empowerment-conference/

**BOLSA TURISMO
LISBOA TRAVEL
MARKET 2020**
11- 15 March



Lisbon, Portugal
btl.fil.pt/?lang=en

**GEORGIAN TOURISM
FAIR 2020**
13- 14 March



Tbilisi, Georgia
www.tourismexpo.ge/

**MOSCOW
INTERNATIONAL
TRAVEL & TOURISM1**
17-19 March

GLOBALNIE 2020
27-29 March

UITT 2019
25-27 March

**BRITISH TOURISM AND
TRAVEL SHOW 2020**
25-26 March

**URLAUB FREIZEIT REISEN
2020**
18-22 March



Moscow, Russia
www.mitt.ru/Home



Katowice, Poland
globalnie.fairexpo.pl/location/



Kyiv, Ukraine
www.uitt-kiev.com/en-GB/



Birmingham, England
www.tourismshow.co.uk/



Friedrichshafen, Germany
www.urlaubfreizeitreisen.info/

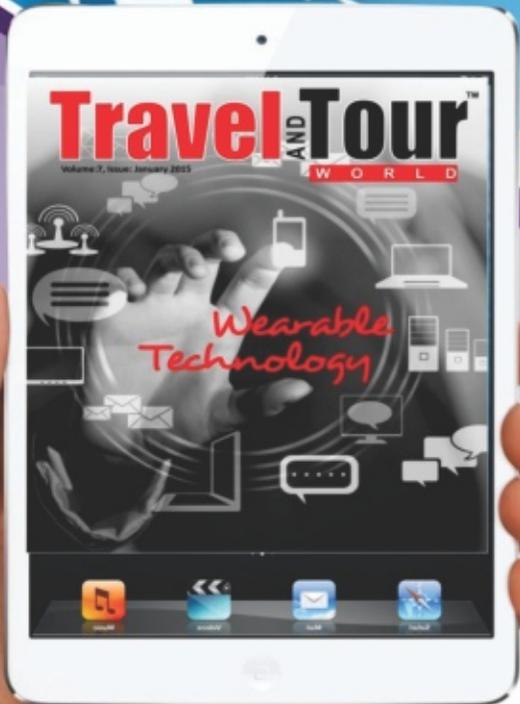
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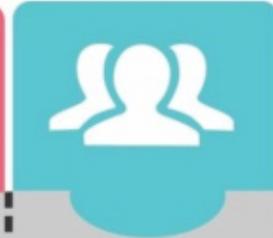
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