

MICE

Travel Advisor

Volume: 9, Issue: September 2020

Centre of Attraction

AUSTRIA

Cover Story

MICE INDUSTRY
and **EVENT SAFETY**



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29. New safety initiatives for meetings

From the Editor's Desk

Dear Readers,

The COVID-19 outbreak has no doubt crippled the MICE industry, but now it is the time to accept the “new normal”. For this most of the countries have issued new safety and health protocols. Now the convention centres and exhibition grounds are demonstrating their dedication to the continued top quality services and care delivery on daily basis, even in the face of major challenges. Read our **Cover Story** to know about the extra disinfection protocols and health screening efforts taken by convention bureaus and event planners. Also read our **Tech It**, where you can get to know about the indoor positioning system in convention centres that helps the delegates to move easily without any hesitation.

Austria is one such place in the world, accepting the “new normal”. The cynosure of this issue is Austria's preparation to open the meeting industry. Now the convention bureaus are convincing the event planners that country's firm hospitality can be enjoyed safely and at its usual high standard, allowing them to continue the positive developments.

In this issue, we are highlighting McAllen Convention Center in our **Spotlight On**. This convention facility is now converted into a health care unit for COVID-19 infected patients. Read this article to know how this venue is fighting against this deadly pandemic.

Nova Scotia's most popular meetings point is Halifax. This city is dominated by world class convention centres and luxurious hotels. Read our **Venue Check** to know about the meeting facilities and tourism attractions of Halifax.

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HALIFAX

NOVA SCOTIA'S BEST MICE VENUE

Halifax is dominated by state-of-the-art convention centres, luxurious hotels and skyscrapers. It is now a commercial place for Canada's Maritime provinces. It is also an important centre for research with no fewer than six universities and colleges.

This region has the history which dates back to the First World War. This city is the capital city of Nova Scotia. Its fine natural harbour cuts deeply into the Atlantic coastline, with docks, piers, parks and industry along its entire length, attracts millions of tourists throughout the year.



**Top-rated
convention centers
& luxurious hotels**



The Westin Nova Scotian

Westin Nova Scotian provides an extraordinary backdrop for meetings and business gatherings of all sizes. The Conference Services Managers and Executive Meeting Managers will help from start to finish, offering professional, personalized services to ensure the success of your event.

Halifax Convention Centre

Newly opened, the Halifax Convention Centre offers over 120,000 square feet of event space spread over four floors. Their Event Planner Toolkit, variety of catering options and high-tech A/V capabilities make this the perfect place to host your best event ever.

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Halifax Marriott Harbourfront Hotel

Located right on the water, the Marriott Harbourfront is well equipped with 8 different meeting rooms, including a ballroom that holds 1,000 people for a reception or 800 for a seated event. Their outdoor patio features a stunning view of the Halifax harbour and overlooks the waterfront boardwalk, making it a fantastic venue for cocktail hours and networking mixers.

Oak Island Resort & Conference Centre

Oak Island is a beautiful location to hold your next event. Located right on the ocean, this Oak Island Resort & Conference Centre creates a great option for event planners looking to create an intimate retreat-type event. Among the seven meeting rooms available, the largest can accommodate up to 480 people.



Cunard Centre

Cunard Centre is a famous meetings' venue for culinary events, trade shows, receptions and concerts. The 45,000 square feet space can accommodate 2,000 people for dinner, 3200 for receptions and can be divided into smaller sections for a more intimate setting.



WHAT TO SEE AROUND



Halifax Citadel National Historic Site

Halifax Citadel National Historic Site, which was built in 1856, stands above the city's downtown. It actually never saw battle but is an excellent example of a 19th-century British fort.

Halifax Harbourfront

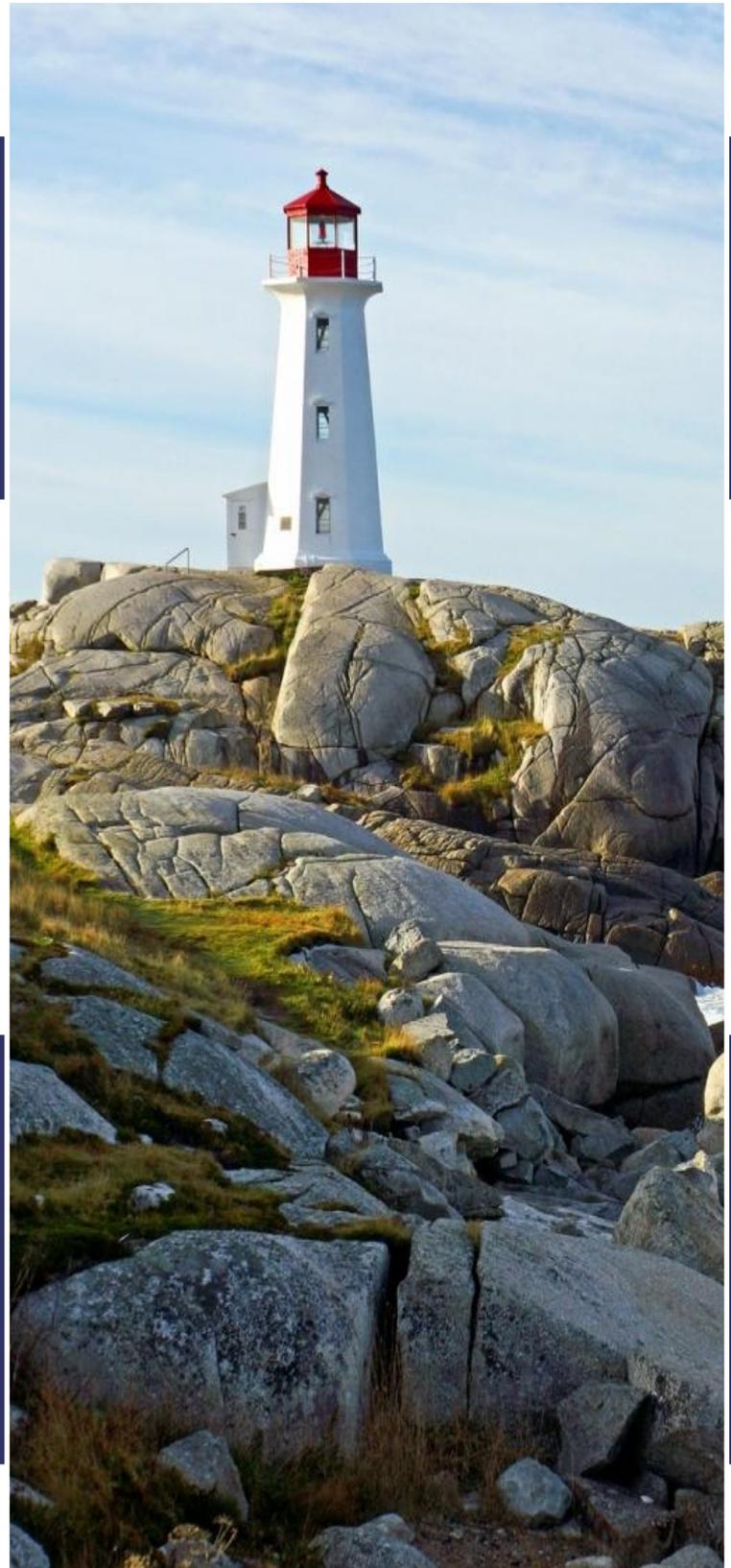
Much of the downtown waterfront in Halifax has a boardwalk along its length, where heritage vessels, small sail boats, tugs and ferries come and go. The historic properties area has been refurbished as an attractive pedestrian precinct of 19th-century stone warehouses and old wharf buildings, now serving as bright shops, artists' studios and restaurants with terraces overlooking the harbour.

Pier 21 National Historic Site

From 1928 to 1971, Pier 21 saw more than one million immigrants gain entry to Canada. The interpretive centre has exhibits that explore the immigration experience, from homeland departure to being assimilated in a new country. Interactive exhibits engage all ages in the personal stories of immigrants from all over the world, as they left their homes and arrived to make new lives in Canada.

Peggy's Cove

Peggy's Cove is a particularly delightful little bay on the rugged Atlantic coast, 43 km southwest of Halifax. The area is generally regarded as a must see in this region, and in summer, this little community is largely overrun with tourists. Colourful houses, rolling granite bluffs and an old lighthouse give the pretty spot a special atmosphere. Peggy's Cove achieved sad notoriety in September 1998, when a Swissair plane crashed into the sea killing 229 people. A memorial marks the event.



Maritime Museum of the Atlantic & HMCS Sackville

Maritime Museum of the Atlantic has a view over Halifax harbour and brings the sea indoors with its collection of small craft, model ships, photographs and curiosities of maritime history. One of its most popular exhibits showcases the Titanic disaster and Halifax's role as the port where the survivors were brought.



Point Pleasant Park

One of the most splendid places to walk is Point Pleasant Park, on the southernmost point of the city peninsula. This natural area features towering trees, winding footpaths and great views out over Halifax Harbour and the North West Arm. Vehicles are not allowed here.



INDOOR POSITIONING TECHNOLOGIES IN CONVENTION CENTRES



The world of technology is constantly changing and updating. It has become imperative in the present scenario that large facilities like convention centres update themselves of the technology that best suits them, so that they can utilise it for the smooth running of any event. Technologies such as indoor positioning, indoor navigation and way-finding might just be the right applications for management to choose and deploy.

The growing need for large venues with widely accessible technology is going to be rapidly in demand in the future for large groups of associations in venues like convention centres. However, most of the meeting facilities across the world need to expand and renovate in order to attract more events and be a better host. With the growing demand for indoor positioning, indoor navigation and way-finding technology among the users, convention centre should look forward to enhancing their operations for better visitor experience within the venue.

The stadiums have a well-equipped technological setup and to serve the visitors on par with stadiums convention centre need to expand and renovate their venue by seamlessly integrating technology.

**Need for
Large Venues**

Digital Technology in Convention Centres

International trade shows, conferences and events of high profile are demanding digital technology within the venue that can digitally way find and navigate them in large facilities like convention centres. This means that the convention centre buildings should be equipped with advanced infrastructure for Wi-Fi and upgrading distributed antenna systems (DAS).

Now the convention centre visitors expect connectivity everywhere. Once thought of as a revenue stream for convention centres, free internet connectivity is today a basic expectation of meeting planners.

Convention centers usually have large tracts of area to serve the purpose of accommodating large masses under one roof and have their needs fulfilled. In this context, monitoring those large groups of people becomes an Herculean task for the management of the venue. This is where technology helps.

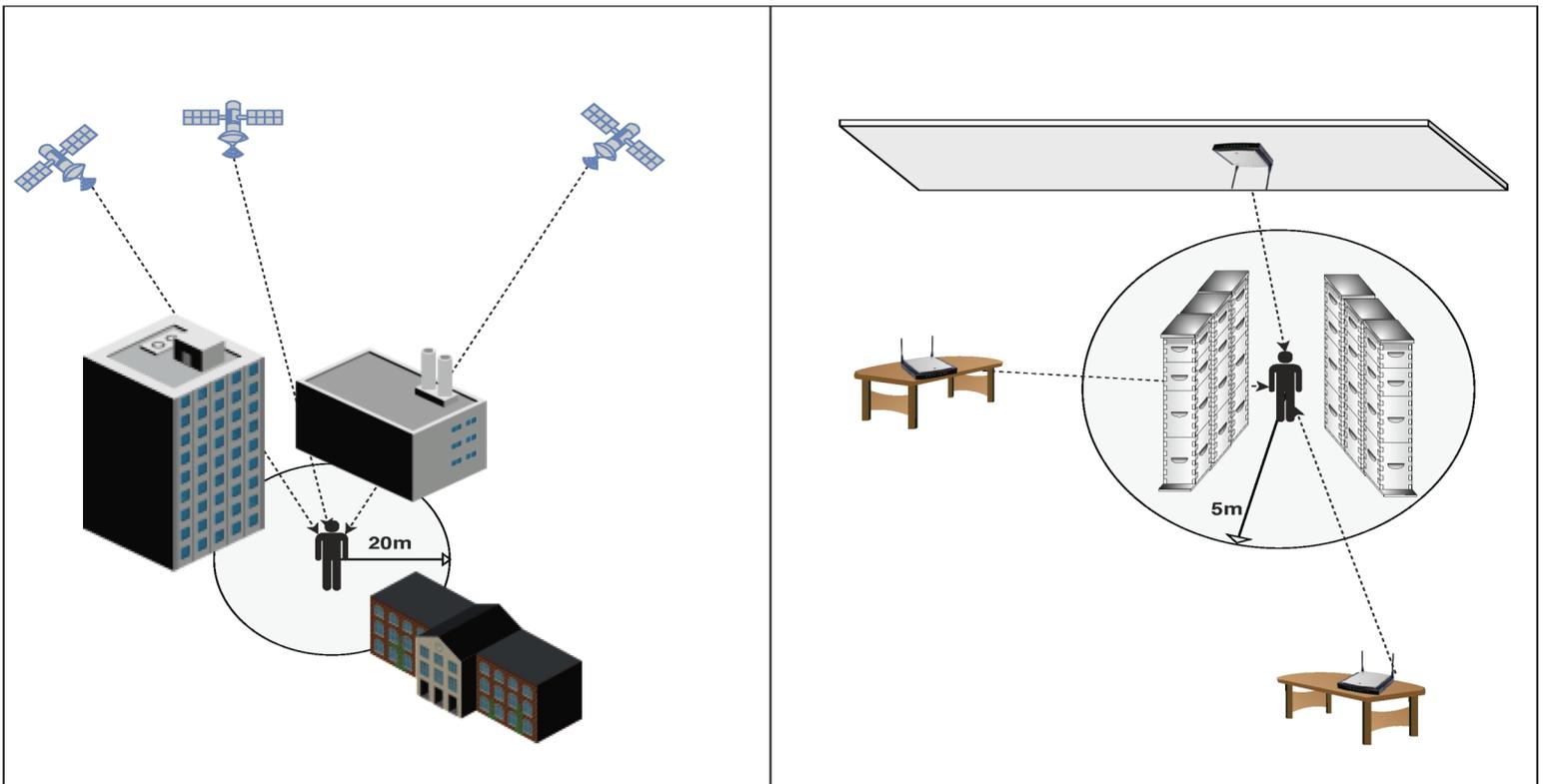


Indoor Positioning Technologies

Ideally, any convention centre or exhibition ground should have the appropriate technology within the venue to position and help navigation of the visitors. Challenges like event booking, emergency management, bookmark feature and others need to be addressed.

The environment in many convention centre happens to be extremely professional and formal that can lead to boredom and may drive away the visitors. Visitors need to be pushed to stay in a venue for a long period of time.

Convention centre need technologies that can create a happy and productive time for the visitors. In convention centres, the other major challenge visitors face is finding their respective event in the long list of the events which happen simultaneously.





Indoor positioning systems can enhance visitor experience in large venues by making them position their location and also bookmark them in case of immediate exits and entries. The other major problem visitors face while in convention centres is the lack of network in their mobile phones.

Any technology that can provide services offline can be double effective in convention centres. Most visitors in convention centres are high profile CEOs, marketing executives and sales executives from big companies and all of them have been facing network fluctuation issues irrespective of the network they use, due to the isolated regions of some of the convention centres.

MCALLEN CONVENTION CENTER



Rio Grande's premium MICE venue and temporary healthcare facility

The McAllen Convention Center is located in the Rio Grande Valley near South Texas, USA. Established in 2007, the convention centre has hosted various conferences, meetings as well as community events. The multi-purpose event complex covers an area of 18.5 acres and hosts around 500 events every year with an average of 400,000 attendees annually.

Over the years, the convention centre has become one of the most popular event venues in the region for business and personal events. The venue features a 60,000 sq. ft. column free exhibition hall, a grand ballroom, two boardrooms and nearly 16 breakout rooms for meetings and small events.

In the wake of the coronavirus crisis and the rising number of COVID-19 cases in Mexico, the exhibition hall of the convention centre has been recently turned into a temporary healthcare facility to house coronavirus patients in order to alleviate the pressure on local hospitals.

GLANCE AT THE VENUE

The McAllen Convention Center was designed as a multi-purpose property that catered to a large variety of events from conventions, concerts, conferences to meetings, weddings and sports events.

Exhibition Hall:

The exhibition hall consists of 60,818 sq. ft. of continuous exhibit space that can either be arranged as a single hall or divided into two different rooms. The hall has a 30 feet ceiling made of polished concrete and metal. Both the hall rooms also have separate entry points. The hall can be used as an exhibit area with standees and seated booth arrangements. It is also available for general sessions with facilities like theatre seating, podium and state risers. It can also serve as a concert hall and basketball venue as well as used for organising social events like banquets and weddings. Seating capacity and additional equipment are provided in varied rates according to the needs of the organiser.





Meeting Rooms:

The convention centre has a total of 16 carpeted meeting rooms with nearly 25,000 sq. ft. area. Each room comes with state-of-the-art lighting and audiovisual facilities with variable temperature controls. Individual rooms can also be joined to form a meeting room of desirable size. The meeting rooms can also be arranged in classroom, theatre and social events set up with a seating capacity ranging from 104-300 people.

The Ballroom:

Considered to be the grandest room of the convention centre, the ballroom offers a total of 10,412 sq. ft. of space. The carpeted area can also be divided into four separate rooms, all equipped with state-of-the-art audiovisual facilities. The ballroom is decorated with much luxury and grandeur with a dazzling chandelier hanging atop the ceiling. The ballroom can be used for social as well as business events. Each classroom can host up to 350 attendees individually and around 952 individuals for general theatre seating.



Boardrooms:

The elegant boardrooms are perfectly suited for conducting executive meetings. Business professionals can utilise the space and technical facilities to brainstorm ideas and organise successful corporate meets. The boardrooms also come with a striking backdrop and offers magnificent views of the surrounding landscapes. The classroom-style fixed set up can hold up to 36 guests and the theatre style set up can host around 64 individuals.



According to reports, more than 7000 workers sent by the state of Texas joined hands to transform the 60,000 sq. ft. exhibition hall into a makeshift hospital for COVID-19 patients. The convention centre is now capable of receiving nearly 250 coronavirus patients at one time. Around 50 initial beds have been set up at the hall and the first set of patients has already been admitted.

Texas Governor, Greg Abbott also visited the convention centre to visit the temporary hospital and mentioned in his statement that it is a well-made product. The convention centre largely contributes to help the local hospitals deal with overflow of patients in a time when there is a growing demand for more hospital beds amidst rising cases of coronavirus in the region. A large cache of medicinal supplies essential for treating COVID-19 patients has also been delivered to the convention centre by the U.S. Department of Health and Human Services.

Temporary COVID-19 healthcare facility



MICE APPOINTMENTS

Mary Ellen Hess appointed EVP Sales and Marketing of CTM North America

Mary Ellen (George) Hess has been appointed as the EVP Sales and Marketing of Corporate Travel Management (CTM) North America under its senior leadership structure. Hess is regarded as an industry innovator and is recognised as a highly regarded travel industry leader with a proven track record in launching and building profitable travel enterprises serving some popular companies. CTM's new position was created to bolster the organization's strong and experienced executive team and position the company for increased top line growth post-COVID-19.



Since establishing a presence in the region in 2012, CTM's North American business has enjoyed steady year-over-year growth in new customer account wins. The new executive appointment reinforces the company's commitment to advancing its position in North America as a leading travel management provider. In her new role, Hess will work closely with CTM North America CEO Maureen Brady to drive business growth. In her new role, Hess will focus on leveraging her broad industry knowledge to help achieve CTM's North American growth targets.

Joel Contor promoted to Director of Sales and Marketing for Kimpton Gray



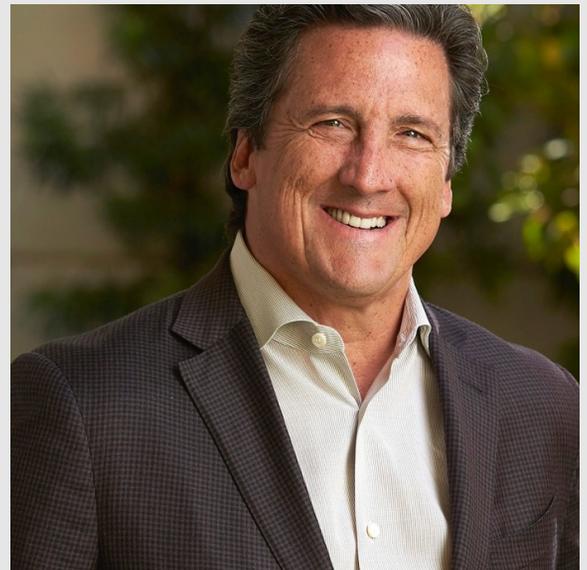
Joel Contor has been promoted to Director of Sales and Marketing for the Chicago hotel of Kimpton Gray, effective immediately. Contor has worked with The Kimpton brand since 2016, starting as a Sales Manager at the Kimpton Journeyman Hotel in Milwaukee. In his new role, Joel will provide strategic direction for the sales teams, actively respond to financial performance and ensure achievement of Kimpton's short and long term goals.

Contor is originally from Brisbane, Australia and comes with over fifteen years of experience in the hospitality industry. He started his career as a Cabin Crew Manager for Virgin Airlines Australia, before taking a leap of faith and moving to the U.S. in 2014 to find his true calling in hotels.

Bill Hornbuckle elected CEO and President of MGM Resorts International

William (Bill) J. Hornbuckle has been elected as the CEO and President of MGM Resorts International. The announcement was recently made by the board of directors of MGM Resorts International. Hornbuckle has been serving as the acting CEO and President of the company since March 2020 succeeding Jim Murren.

Hornbuckle was also the resident and Chief Operating Officer of MGM Resorts International when the company developed its \$960 million MGM Springfield Resort casino in city's South End. During the critical crisis of the COVID-19 pandemic, he warned of thousands of potential layoffs across the company and took a huge sum of pay cut. He has even agreed to receive his new salary in stock instead of cash.



MICE BITES

DUBAI SET TO REOPEN EVENTS SECTOR ONCE AGAIN

The government of Dubai recently announced that the said city is set to reopen its events sector and can host live events once again including indoor and outdoor concerts as well as private events, such as weddings. However, the reopening of the sector comes with stringent social distancing guidelines that will continue to be in place to fight against COVID-19.

All event venues are required to organise a staggered entry for ticket holders. It will also be necessary for guests to exit row-by-row via marked walkways after the event. Use of online ticketing system is being encouraged but upon requirement of making a purchase from the box office, usage of floor markers that ensure social distancing in a queue has been advised.



ROUTES RECONNECTED: ROUTES LAUNCHES NEW HYBRID EVENT FOR 2020

A brand new event is being launched by Routes which will provide an innovative platform for the aviation industry to rebuild air services in the post-pandemic era.

Taking place between 30 November – 4 December, Routes Reconnected is a hybrid event comprised of virtual and physical components, helping to facilitate conversations between the global route development community that will make a meaningful difference to the industry's recovery.

This five-day event will consist of three virtual days of meetings, on-demand content and virtual networking opportunities, as well as two full days of in-person meetings at the Hilton, Amsterdam Schiphol Airport.

Routes Reconnected builds on Routes' work to support the global aviation route development industry over the past 25 years by delivering face-to-face meetings, industry leading conference content and brand profile opportunities for its customers.

The company has invested in a comprehensive digital platform for Routes Reconnected that will help to combine the best features of virtual and in-person events, delivering real value for the community.



30 Nov – 4 Dec 2020
Virtual & Amsterdam



TEMPORARY COVID TESTING CENTRE OPENS AT SCOTIABANK CONVENTION CENTRE

A new temporary COVID-19 assessment centre for hospitality and tourism staff has need opened. August 5 at the parking lot of the Scotiabank Convention Centre in Niagara Falls. The testing centre has been specifically made for tourism workers only and will not be available to the general public.

However, the regular assessment centre behind the Greater Niagara General Hospital will continue to be available to the public by walk in or appointment. Niagara Falls Tourism authorities have been reaching out to local employers to coordinate the testing times and dates for employees of the tourism sector.

The centre would become a huge source of help for the nearly 40,000 residents who work in the tourism industry in Niagara. Ever since the announcement of Niagara entering Stage 2, and being at stage 3 at present, Niagara Falls and other popular tourist spots in the region have witnessed massive amounts of tourists over the past few weeks. Moreover, high volumes of patients coming for testing has caused a spike in wait times at current assessment centres, sometimes lasting up to two hours.



SOUTH KOREA APPLAUDED WORLDWIDE FOR FLATTENING COVID-19 CURVE

The coronavirus pandemic has affected every industry and the entire world is leaving no stone unturned to get back on track. With every country focusing on safety, hygiene and sanitization, South Korea has been applauded worldwide for being one of the few nations to have successfully flattened the curve without a single lockdown. Korea being a forerunner in containing the virus, has been recognized by The World Bank in effectively handling the COVID-19 pandemic.

South Korea is one of the first countries to promote domestic tourism and have already taken many steps to boost this sector. If there is one destination that can rekindle wanderlust along with ensuring your safety, it is South Korea! The Korea Tourism Organization (KTO) is gearing up for holidaymakers to come and experience South Korea in a new, transformed way, adhering to all safety and precautionary guidelines.

KTO also recently announced its plans to promote night tours – one of their most creative steps by the government to revive the growing tourism industry. South Korea has a good environment for developing night tours as it is known for its safe streets and 24-hour stores available nationwide. They are encouraging people to utilize the quieter hours after the sun sets and witness the vibrancy of South Korea in the non-rush night hours.



AUSTRIA

AN INEVITABLE PLACE FOR CONGRESS



A landlocked country in Central Europe, Austria has been doing commendable job in erasing the deadly corona virus. This location serves as the best tourism hotspot not only for leisure tourists but also for MICE travellers.

Austria is famous place for cultural exchange in Europe. Austria boasts of spectacular landscapes and urban sleeves. The country is blessed with deep carved valleys, rocky flank of mountains and many picturesque lakes.

Austria is dominated by the Alps mountain range in the west and the south. Vienna, the capital of Austria, is the largest city of the country. It houses a Museums Quartier that hosts some magnificent museums, and is one of the largest cultural quarters of the world. Graz and Linz are other prominent cities in Austria that are known for their architectural splendour. Tirol city is famous among tourists for its enchanting mountain landscapes while Innsbruck has cultural pleasures along with adventurous expeditions.



BEST KNOWN CONVENTION CENTRES

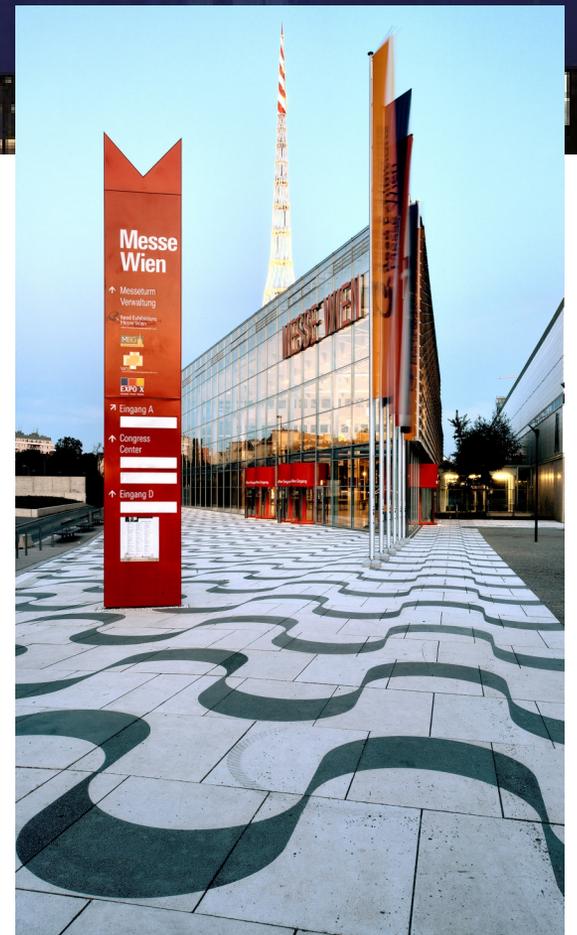


1 Reed Messe Wien, Vienna

Reed Messe Wien is the top located exhibition & congress centre in Austria. Owned by Reed Exhibitions and headquartered in London, Reed Messe Wien hosted numerous events like congresses, exhibitions, presentations and conferences.

2 Messe Wels GmbH, Wels

The Messe Wels is one of the best exhibition centres of the country. Because of its location, many exhibitors and visitors come to the venue to exhibit. The exhibition centre has been organising numerous trade fairs since 1878. In 1954, the exhibition centre became an international exhibition venue and approximately 10 million visitors visited the centre.



3 Messezentrum Salzburg GmbH, Salzburg

Salzburg Messezentrum is one of the most famous centres of the Salzburg in Austria. It hosts some of the renowned international events like public events, trade fairs, consumer exhibitions, company presentations, conferences, corporate events, cultural events, club events and auctions. The exhibition centre boasts of multifunctional and flexible areas. It has the capability to host different kinds of events.



4 Design Center Linz Betriebsgesellschaft M.B.H., Linz



Design Center Linz is an exclusive hosting place for all kinds of events, celebrations like parties & seminars, exhibitions & conferences and weddings. This convention centre offers modern technique for communication and presentations. It spans 10,000 sq.m. of multi-functional space which can be used as a congress centre and exhibition hall.



6 Messecongress Graz, Graz

Messecongress Graz is an Exhibition & Convention Centre located in Graz. Top organizers hosting events at Messecongress Graz are IEEE, Reed Exhibitions Messe Salzburg, Graz University Of Technology, Messe Congress Graz mbH, Impressum and many more.

5 Congress und Messe Innsbruck, Innsbruck



Congress und Messe Innsbruck GmbH is located in Tirol. It is part of the Trade Show & Event Planning Services Industry. Congress und Messe Innsbruck GmbH has employees across all of its locations.

MICE INDUSTRY *and* EVENT SAFETY

In the wake of COVID-19 pandemic

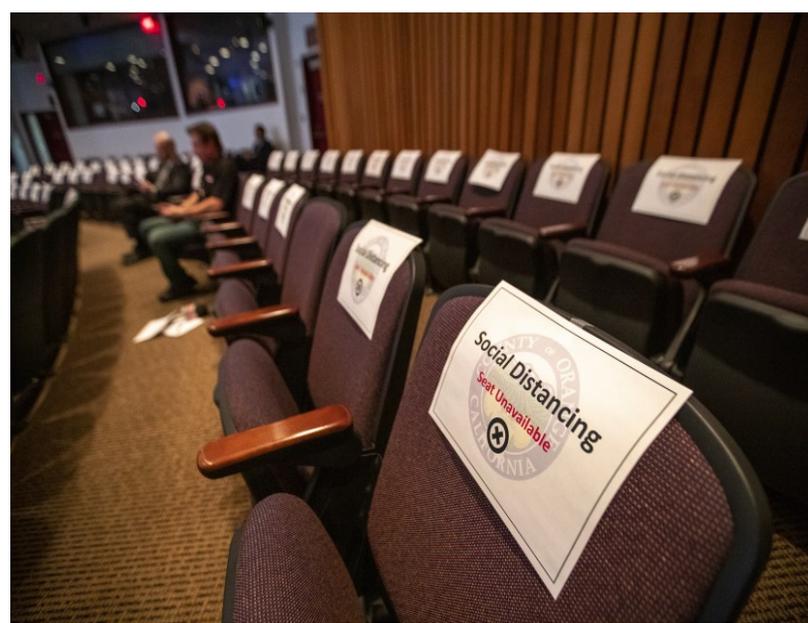
The MICE industry and the business events sector have been largely disrupted by the COVID-19 pandemic. However, after months of struggle the world has started taking slow steps towards an eventual recovery from the impact of the virus outbreak. Although countries around the globe have been successful in battling the challenges posed by COVID-19 and are considering to restart events, it is inevitable that the face of MICE tourism and events will change in the post-pandemic world.

At present, safety is the major factor to be considered while contemplating the reopening of the events sector. In a world where people would still be affected with the doubts and fears of coronavirus, event planners and organisers have to give utmost priority towards safety and security of guests and employees. In this article, we discuss some necessary safety measures that would be important for the MICE industry and events sector in the post-COVID world.



SOCIAL DISTANCING

Perhaps the most mandatory safety measure that has already been undertaken by the MICE industry and might be a norm in the future too is social distancing. Observing physical distancing during events and while inside venues is an important aspect of the new normal. Several countries like Malaysia, Thailand and Dubai among others have already opened up MICE tourism sector but with rules that ensure proper social distancing. The U.S. government has also released guidelines for its MICE sector that has made it mandatory to observe a distance of six feet among event attendees. Social distancing would also mean that event organisers have to opt for larger venues with a revised seating arrangement that enables physical distancing in the near future. They can also use the taped floor technique to mark the seating or standing area for maintaining a distance between each individual.



FACE COVERINGS

The U.K. government has already published updated guidelines that make usage of face covering compulsory for every individual inside an event venue where social distancing is not possible. Similarly, many other countries have also made it compulsory for event participants and staff to wear face masks or face coverings. Face coverings help to reduce the risk of virus transmission and would certainly play a key role in maintaining safety and hygiene in MICE venues.

ISOLATION

Event venues and conference centres should also be equipped with isolation or triage rooms in order to isolate any guest or crew if they showcase any symptoms or fall sick during an event. As more people start showing up in event venues once the COVID 19 situation gets better, organisers have to be conscious about handling emergency health conditions.

SANITISATION AND HYGIENE

Maintenance of hygiene and cleanliness has been considered as the major steps to fight against the coronavirus disease. Therefore, it would be highly essential for conference and event venues to install sanitisation booths and handwashing stations with proper signage and instructions. Organisers should make sure to encourage invitees to wash their hands and sanitise themselves before the start of any event.





TEMPERATURE CHECKS

Another expected norm of the post-COVID 19 era would be temperature checking.

Numerous corporate and event venues have already started the process of thermal screening to detect body temperature of individuals entering a particular venue. It is likely that the whole MICE sector would gradually introduce temperature screening at the entrance of event venues as it can provide enhanced protection by detecting individuals having high body temperature and showing symptoms.

DECONTAMINATION

Convention or exhibition centres as well as events and meetings venues should also make sure to regularly decontaminate and properly sanitise high traffic areas and surfaces. Once more destinations open for business and organise on-site events, it would be essential to clean the site as well as equipment on a daily basis. Sanitisation and decontamination of venue in between breaks might also be noticed in future.

FOOD AND BEVERAGES

Most event organisers often prefer providing snacks and beverages during an event, majority of which are self-serving buffets. However, catering options have to undergo a change in the post-pandemic scene. Usage of packaged foods and disposable dishes are being entertained for the future with renewed space plan allotted for seated dining options keeping in mind physical distancing norms.

GUIDELINES AND TRAINING

It would also be necessary for event planners to introduce proper safety guidelines and protocols that should be readily available for both staff and guests. Proper training to organise safe and socially distanced events should also be provided to employees of the venue.

VIRTUAL MEETINGS AND EVENTS

Virtual meetings and events have been at the forefront of the MICE industry ever since the outbreak of the coronavirus pandemic. With so many business events and activities going digital, it can be said that virtualisation will play an important role in the future. Most event organisers are likely to take up virtual alternatives of live events in order to maintain safety even after the pandemic is over. Moreover, travel restrictions and stringent border measures might also encourage the concept of hybrid events further.



2020 TravelDaily Conference

Date: November 25-27, 2020

Place: Shanghai, China

The 2020 TravelDaily Conference, hosted by TravelDaily and themed “Rebuild With Synergy”, will take place on November 25-27 in Shanghai, China. The events will comprise the flagship TravelDaily Conference, the Hotel Marketing Conference, the Destinations Go-Digital Conference, the Digital Travel Awards and the China Digital Travel Show.

Aiming to inspire the travel industry to rethink the long-term development opportunities post-pandemic, the events will be participated by more than 1,800 mid-range and senior executives of Chinese and international airlines, hotel groups, OTAs, tourist attractions, tourism boards, tour operators, ticketing agencies, cruises, car-rental firms and investment institutions.

Rebuild with Synergy

This trade event includes the “Rebuild with Synergy”. The glorious growth for China's travel industry for nearly two decades has left a multitude of underlying problems unaddressed. The user traffic growth that fuelled the rapid development of the industry has stalled, and the travel space has entered a critical stage of transformation. Various segments are slowing down and many companies are clamoring to find new growth engines. The deadly COVID-19 coronavirus has intensified the pressure of

economic downturn. The industry, forced to face accelerated reshuffles, must rethink: Who are the core users? What are their core demands? It's time to reset in 2020, to change our perception, thinking and value.



Now you can join the 2020 TravelDaily Conference, rescheduled to November 25-27 in Shanghai, to explore topics most relevant to travel companies: What long-term opportunities are there for the industry after regrouping? How to modify product structure, operation and marketing strategies to cater to segmented markets and personalized demands? How to improve user experience with fine-tuned operation? How to plan and execute corporate digitalization to become more resilient? How to establish a win-win value proposition as travelers' demands are increasingly diversified and the industry chain is working closer together?

CALENDAR OF EVENTS

8-10 SEP
2020

HOME OF TOURISM
Moscow (Russia)
www.tourismexpo.ru/en



OTDYKH LEISURE
Moscow (Russia)
www.tourismexpo.ru/luxury/en/



8-10 SEP
2020

8-10 SEP
2020

OTDYKH LUXURY
Moscow (Russia)
www.tourismexpo.ru/mice/en/



OTDYKH SPA & HEALTH
Moscow (Russia)
www.tourismexpo.ru/spa/en/



8-10 SEP
2020

18 SEP
2020

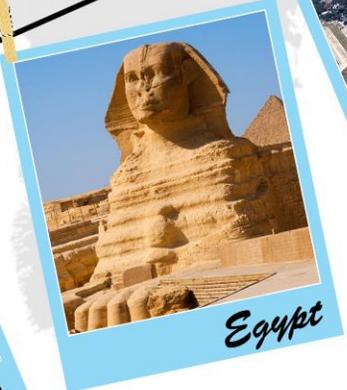
ReCONNECT (Virtual event)
www.ttfotm.com



Travel AND Tour™ WORLD



Paris



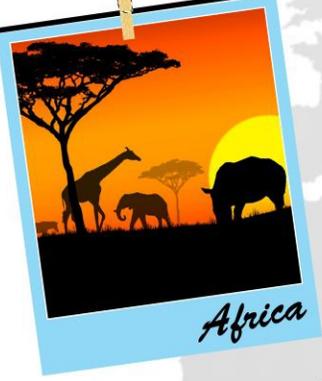
Egypt



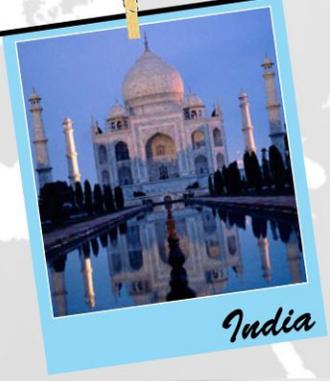
Brazil



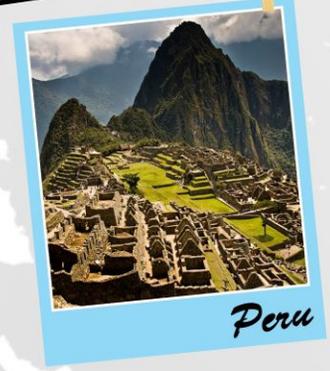
Italy



Africa



India



Peru



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